

JOIN THE VOICES  
FOR RECOVERY

# It's Worth It

## RECOVERY MONTH PUBLIC SERVICE ANNOUNCEMENTS

Every year, public service announcements (PSAs) are created for **National Recovery Month (Recovery Month)** to encourage individuals in need of treatment and recovery services to seek help. PSAs are advertisements that air on television and/or radio stations, as well as online, at no cost to those who develop them.

For the 2012 **Recovery Month** campaign, the **Substance Abuse and Mental Health Services Administration (SAMHSA)**, within the **U.S. Department of Health and Human Services (HHS)**, created two radio and television PSAs in English and Spanish to highlight the message that prevention works, treatment is effective, and people recover from mental and/or substance use disorders. Spreading this message supports SAMHSA's **Strategic Initiatives**, including its efforts to increase public awareness of mental and/or substance use disorders.

This year's PSAs support the **Recovery Month** theme, **"Join the Voices for Recovery: It's Worth It,"** and emphasize that the benefits of preventing and overcoming mental and/or substance use disorders are significant and valuable to individuals, families, and communities. The theme shows that people in recovery achieve healthy lifestyles, both physically and emotionally, and contribute in positive ways to their communities.

These PSAs can be used year-round to promote treatment and recovery. At the end of each PSA, SAMHSA's National Helpline, **1-800-662-HELP (4357)**, or **1-800-487-4889 (TDD)**, is highlighted. This toll-free number, available in English or Spanish, provides 24-hour, confidential information about mental and/or substance use disorders and prevention, treatment, and recovery referrals.

### Customize...

The 2012 PSAs, titled **"Pick Up the Pieces"** and **"Own It,"** were distributed to more than 1,000 television and 3,000 radio stations nationwide. To maximize their circulation, these pre-recorded PSAs are available in different lengths. The television PSAs available in 30- and 15-second versions, and the radio PSAs are available in 30- and 20-second versions. Additionally, "open-ended" versions are available so you can add your community information to personalize the spot. If possible, work with a local production company to insert your supplementary information, such as a website, phone number, or logo. Remember to contact local resources to let them know if you plan to include their information, so that they can prepare for a potential increase in calls.

### Use Scripts...

At the end of this document, you will find two 30-second and two 15-second radio PSA script examples for disc jockeys to read "live" on the air. You can easily customize these scripts to fit your community's needs. You may wish to tailor these scripts to promote a **Recovery Month** event in your community.

When customizing the live-read scripts to promote your event, keep in mind the following checklist:

- Include only crucial event details to limit the scripts to the allotted time;



# Media Outreach

- Refer viewers and listeners to a website or phone number for more information;
- Weave in local statistics or information about the prevalence of mental and/or substance use disorders that resonate with your community; and
- Ask your radio stations if their most popular radio personalities or a community leader who may be visiting the station can help promote the PSAs by reading them live.

For additional information on how to plan a successful **Recovery Month** event, refer to the “**Promote Recovery Month with Events**” document in this toolkit.

## Distribute Scripts...

Distribute the live-read PSA scripts to local radio stations to promote an event or the **Recovery Month** campaign in September. Before reaching out to radio stations, identify which stations are most appropriate for your target audience, considering demographic data such as age, gender, race, and location. After screening your top choices, contact these radio stations to determine if they’re interested in receiving the live-read scripts. Also ask if there’s a specific person who handles these requests, such as a PSA director. It’s important to include a cover letter, so the radio station understands the importance of your event and the **Recovery Month** campaign. Be sure to include key information and event details, as well as your contact information in case they have questions. Refer to the “**Work with the Media**” document in this toolkit for a pitch letter that you can modify.

## Promote Pre-recorded PSAs...

Promoting the pre-recorded 2012 **Recovery Month** television and radio PSAs, as well as live-read radio scripts, spreads the message that recovery from mental and/or substance use disorders is possible. Start by writing down bullet points or creating a script you can use when calling television and radio stations to explain the **Recovery Month** PSAs in detail. Stress the importance of these PSAs and how they motivate people in need to seek help.

If stations say they have no time to play the PSAs during September, remind them that these PSAs can be played year-round. If your local television or radio station does not have the 2012 PSAs, let them know that copies are also available by calling 617-520-2567 or emailing [recoverymonth@samhsa.hhs.gov](mailto:recoverymonth@samhsa.hhs.gov). The PSAs are also available online in the “**Video, Radio, and Web**” section of the **Recovery Month** website at <http://www.recoverymonth.gov>.

## Personalize...

Below you will find some resources to help localize your message and drive home the importance of recovery to a station’s listeners.

- Single-State Agency (SSA) Directory
- SAMHSA’s *National Survey on Drug Use and Health*
- SAMHSA’s *National Survey on Drug Use and Health: Mental Health Findings*
- SAMHSA’s Recovery Statement
- SAMHSA’s National Survey of Substance Abuse Treatment Services (N-SSATS)
- SAMHSA’s Drug Abuse Warning Network
- SAMHSA’s Treatment Episode Data Set

# Media Outreach

To spread the word online, email the PSAs to all your **Recovery Month** supporters. Ask them to forward your email, along with the videos, to anyone they know who may find them useful. Be sure to include all necessary information in your message, including your contact information and an explanation of the PSAs' importance. If your organization has a website, you can easily embed the PSAs from the **Recovery Month website**, **Facebook page**, and **YouTube channel**. Typically, you will see an "embed code" link near the video, which enables you to copy and paste the video into your website. If you don't see that information or you have any questions, email [recoverymonth@samhsa.hhs.gov](mailto:recoverymonth@samhsa.hhs.gov) for assistance.

If you plan to host an event during **Recovery Month**, play the PSAs during your event to offer a video component. Set up a TV and play the PSAs on repeat, or display them on a big screen with loudspeakers. Make copies of the "**PSA Fact Sheet**," located in the 2012 video PSA packaging, and hand them out during your event.

## Consult Resources...

For more information on **Recovery Month** and services available to those in need, please refer to the following resources:

- **SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD)**, provides 24-hour, free and confidential information about mental and/or substance use disorders and prevention, treatment, and recovery referrals in English or Spanish.
- **National Suicide Prevention Lifeline, 1-800-273-TALK (8255)**, provides a free, 24-hour helpline available to anyone in suicidal crisis or emotional distress.
- **SAMHSA's "Find Substance Abuse and Mental Health Treatment" website**, <http://www.samhsa.gov/treatment>, contains information about treatment options and special services located in your area.
- The **Recovery Month** website, <http://www.recoverymonth.gov>, contains all the materials from this toolkit and a wide variety of relevant resources.

**Inclusion of websites and event examples in this document and on the *Recovery Month* website does not constitute official endorsement by the U.S. Department of Health and Human Services or the Substance Abuse and Mental Health Services Administration.**

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# It's Worth It

## 2012 LIVE-READ RADIO PSA SCRIPTS

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If you have a mental and/or substance use disorder, you are not alone. With the help and support of others, you can own your recovery.

This September, celebrate **National Recovery Month**, and help yourself or someone you love take the first step toward recovery. It's worth it.

For more information on prevention or treatment referral, call **1-800-662-HELP (or replace this number with a local treatment provider's)** or visit **[www.recoverymonth.gov](http://www.recoverymonth.gov)**.

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If you have a mental and/or substance use disorder, you can take control of your own recovery.

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If you have a mental and/or substance use disorder, help is available. Recovery is possible, and you can rebuild your life with the support of others.

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