

National Recovery Month

Prevention Works • Treatment is Effective • People Recover

september 2013

Overcome

Prevention

Triumph

Confidence

Empowerment

Wellness

join the voices
for recovery

together

on pathways
to wellness

Accomplishment

Treatment

Engagement

Strength

Recovery

Support

Respect

2013 Final Report – Executive Summary	1
Events and Media Coverage.....	1
Toolkit and Materials	2
Television and Radio Public Service Announcements (PSAs)	2
The <i>Road to Recovery</i> Television and Radio Series.....	3
Interactive Recovery Month Web-Based Activities and Information.....	4
Social Media	5
Proclamations.....	6
Introduction	8
The 2013 Theme – “ <i>Join the Voices for Recovery: Together on Pathways to Wellness</i> ”	8
Outreach Materials and Initiatives	10
Banners, Logos, and Flyers	10
Recovery Month Toolkit.....	12
2013 Recovery Month Planning Partners.....	16
Recovery Month 2013 Events.....	25
Recovery Month Press Conference	25
Recovery Month Luncheon.....	26
Community Recovery Month Events	29
Media Coverage	32
Recovery Month Public Service Announcements (PSAs)	36
Television PSA Airtime, Ranking, and Markets	37
Radio PSA Distribution, Airtime, and Markets	38
Sustainability	39
Interactive Recovery Month Web-Based Activities and Information	41
Online Partnership Outreach	43
Google Campaigns.....	44
Use Statistics	45

Social Media	46
Facebook	46
Twitter	48
YouTube.....	50
Vine.....	51
AOL Impact	51
Blogger Engagement	52
Digital Tools and Resources	52
<i>Road to Recovery</i> Television and Radio Series	56
“Ask the Expert” Series	59
Proclamations	60
Presidential Proclamation	63
Awards	64
Conclusion.....	66

2013 Final Report – Executive Summary

In 2013, the Substance Abuse and Mental Health Services Administration (SAMHSA) sponsored the 24th **National Recovery Month (Recovery Month)** observance, which celebrated people in recovery; increase awareness of and access to mental and/or substance use disorder prevention, treatment, and recovery support services; and recognize workers in the behavioral health field. The 2013 theme, **“Join the Voices for Recovery: Together on Pathways to Wellness,”** emphasized that there are many unique ways people can prevent behavioral health issues, seek treatment, and sustain recovery. The campaign also highlighted the importance of mental, physical, and emotional well-being, as well as the value of family, friends, and community members throughout the recovery journey.

In 2013, the **Recovery Month** observance continued to spread the message to millions of Americans that that prevention works, treatment is effective, and people recover from mental and/or substance use disorders.

Events and Media Coverage

Recovery Month officially launched with a press conference and luncheon in Washington, DC on September 4, 2013. The press conference recognized individuals throughout the country who achieved long-term recovery from mental and/or substance use disorders, acknowledged the contributions of the broader recovery community, and unveiled the results from the 2012 *National Survey on Drug Use and Health (NSDUH)*. Following the press conference, the annual **Recovery Month** luncheon celebrated the work by those in the recovery community that provide services and spread the message of recovery. SAMHSA also recognized three 2012 Community Event Award winners for their outstanding efforts planning and organizing **Recovery Month** events, and awarded a Wellness Initiative Award to the Rockland Independent Living Center. A Presidential Proclamation was presented to the event sponsors by the Office of National Drug Control Policy (ONDCP).

Community events were again instrumental in delivering **Recovery Month’s** key messages to widespread audiences. Nearly 1.5 million individuals attended 1,230 **Recovery Month** events in 2013. **Recovery Month** events were held in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, the Bahamas, Canada, and the United Kingdom. A wide array of events—including community celebrations, dances, workshops and conferences, parades, rallies, walks and runs—raised awareness about prevention, treatment, and recovery. Attendance at each event ranged from fewer than 10 attendees to 1 million. Organizers of more than one-third of the events (446) noted that they had held events in previous years.

From September 11 to November 15, 2013, **Recovery Month** was mentioned in 666 articles, resulting in 282,407,947 media impressions. The estimated value of media coverage in 2013 was \$5,223,773.

Toolkit and Materials

In 2013, SAMHSA developed a comprehensive toolkit to educate people about mental and substance use disorders, assist individuals in planning **Recovery Month** events in their communities, and promote resources to help those impacted by behavioral health conditions. The 2013 toolkit featured the **Recovery Month** theme, “**Join the Voices for Recovery: Together on Pathways to Wellness**,” and offered audience-specific fact sheets, customizable media outreach template materials, and extensive listings of prevention, treatment, and recovery support resources available throughout the country. All materials, developed in English and Spanish, were available exclusively online on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>). The [Recovery Month website toolkit section](http://recoverymonth.gov/Recovery-Month-Kit.aspx) (<http://recoverymonth.gov/Recovery-Month-Kit.aspx>) had 14,450 page views in 2013.

SAMHSA also developed a series of banners, logos, and flyers that displayed the 2013 theme, logo, and branding. A promotional flyer and “slim jim” that featured details about **Recovery Month** and ways to get involved were made available in both English and Spanish. SAMHSA also developed Web banners and logos for Planning Partners and other **Recovery Month** supporters to post on their websites.

Television and Radio Public Service Announcements (PSAs)

In 2013, SAMHSA developed and produced two public service announcements (PSAs) for television and radio. Titled “Rock Climbing” and “Stepping Stones,” the PSAs helped convey the 2013 **Recovery Month** theme: “**Join the Voices for Recovery: Together on Pathways to Wellness**.” They emphasized the various paths people can take to achieve and sustain recovery, as well as the value of strong support systems throughout the recovery journey.

The PSAs were distributed nationwide to approximately 1,200 television stations and 4,900 radio stations, including stations offering Spanish-speaking formats. The PSAs also were available on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) and [YouTube channel](http://www.youtube.com/user/recoverymonth) (<http://www.youtube.com/user/recoverymonth>). In addition, the PSAs were posted to the National Association of Broadcasters’ online “[PSA Center](https://psa.nab.org/default.aspx)” (<https://psa.nab.org/default.aspx>) for download by television and radio producers and journalists.

Since distribution in mid-July 2013, the television PSAs aired a total of 25,484 times equaling 176.71 broadcast hours, on 205 outlets in 75 markets. The PSAs garnered an estimated earned media value of \$3,950,287, with more than 250 million viewer impressions. Approximately 17 percent of the plays were in the 50 largest television markets (e.g., New York, Chicago, Los Angeles), and more than 75 percent of the plays were during the prime hours outside of the overnight hours of 2 a.m. – 6 a.m. Spanish-language PSAs made up 14.4 percent of total telecasts, helping to position SAMHSA as a trusted resource on behavioral health within the Hispanic community. (These figures reflect the time period from July 13 through December 21, 2013.) At the end of December, the 2013 **Recovery Month** television PSA campaign ranked 21 out of 1,438 campaigns Nielsen was monitoring, placing it in the top 1.4 percent.

The radio PSA campaign also demonstrated substantial reach following distribution in late July. The radio PSAs were broadcast 24,983 times, equaling 187.73 broadcast hours, in 176 outlets, reaching 118 cities in 38 states. (These figures reflect the time period from July 20 through December 31, 2013.) The radio PSAs resulted in an estimated media value of \$1,300,395 with more than 160 million listener impressions. In addition, the Spanish-language PSAs made up approximately nine percent of total plays.

The Road to Recovery Television and Radio Series

The 2013 *Road to Recovery* television and radio series aired eight television and radio episodes in a talk-show, roundtable format that included panels of nationwide experts from the behavioral health field. The series was distributed to 60 new PEG channels in 2013, and the 8 monthly programs were broadcast in 50 states on 701 Public, Educational and Government (PEG) access television channels in 651 unique cable markets. The program generated approximately \$20.1 million in free airtime (more than 100,000 hours), and was viewable in 31.5 million cable households in the United States and its territories, including American Samoa. This represented an increase of more than 1.9 million cable households, up from 29.6 million households in 2012. Additionally, the series saw an increase of \$1.7 million in the value of the unpaid airtime, up from \$18.4 million in 2012.

The DISH Network Channel (through the University of Southern California), the California Channel, and the Excellence in Christian Broadcasting (EICB) network also carried the *Road to Recovery* series. In total, the *Road to Recovery* television series generated more than \$31.8 million in free airtime (not including EICB), reaching 57 million households, or 57 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series aired on 101 radio stations across the country, including many Native American radio stations, and reached an estimated 21 million potential listeners.

Interactive Recovery Month Web-Based Activities and Information

The [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) continued to serve as an extensive portal of resources and materials to meet the needs of the initiative's diverse audiences, promote the campaign, and expand the opportunities to communicate its messages. SAMHSA provided several opportunities for its users to engage with the initiative and access content on its **Recovery Month** home page, including: a welcome video by the director of SAMHSA's Center for Substance Abuse Treatment (CSAT), Dr. H. Westley Clark; a rotating features section highlighting federal, Planning Partners', and other organizations' resources and events; and relevant news articles.

The Spanish portal provided access to an extensive array of Spanish-language **Recovery Month** and SAMHSA materials, including banners, logos, and flyers; PSAs; and the full 2013 toolkit, including a video in Spanish on how to use it.

SAMHSA also conducted online partnership outreach and ran two Google advertising campaigns to engage new audiences. SAMHSA selected seven organizations to target for online partner outreach and requested their participation in **Recovery Month** through their websites. Four of the seven groups promoted recovery in the month of September in response to the outreach.

Additionally, SAMHSA ran two Google Advertising campaigns in the summer of 2013, which focused on the following objectives and delivered the subsequent results:

- Increase awareness of **Recovery Month** and encourage the planning of related events through search advertising, internet-based display, and topic-based display. Between June 4 and August 7, the campaign generated more than 8.3 million advertising impressions and produced more than 20,000 clicks.
- Promote SAMHSA's Treatment Referral Service (1-800-662-HELP) using Google's "Click-to-Call" tactic to reach and provide help to users searching for related content on mobile phones. This campaign piece had a click-through rate of 0.73 percent and a cost-per-click of \$0.60. Users saw the SAMHSA number 241,939 times and generated 1,760 clicks between June 4 and August 7.

In 2013, the **Recovery Month** website had 214,802 visits and 509,888 page views, with an average of 1,397 daily views. Additionally, the website had 184,949 unique visitors and 36,989 repeat unique visitors. In September, the website saw its highest monthly traffic for the year, with 44,982 unique visitors, 52,100 visits, and 121,809 page views. Of the 67 *Voices for Recovery* (personal text and video stories about individual recovery journeys) submitted to the 2013 website, 43 of these were posted. The **Recovery Month** mobile site had 94,605 visits, 42,542 page views, and 36,079 unique visitors.

Social Media

In 2013, SAMHSA experimented with new platforms and enhanced existing social media platforms to support individuals in recovery and to spread **Recovery Month's** message. Core components and new developments of the 2013 social media program included:

- Creation of the first Vine video within the Department of Health and Human Services (HHS) to promote resources available in observance on Children's Mental Health Day; Vine is a free mobile application that enables users to record and share an unlimited number of short, looping, six-second video clips
- Live tweeting during **Recovery Month** events, including the September 4 kick-off
- Optimization of the **Recovery Month** YouTube brand channel to align with One Channel redesign
- Redesign of the new media e-newsletter to allow for easier social sharing and an enhanced mobile experience
- Coordination with AOLImpact to spread the recovery message to a wider audience via its [Twitter handle](https://twitter.com/RecoveryMonth) (<https://twitter.com/RecoveryMonth>)
- Expansion of the **Recovery Month** blogger outreach program

Recovery Month's core social media properties—Twitter, [Facebook](https://www.facebook.com/RecoveryMonth) (<https://www.facebook.com/RecoveryMonth>), and YouTube—continued to grow and serve as valuable communities for those in recovery and those in the broader recovery community. In 2013, **Recovery Month** gained 3,801 new Twitter followers, a 53 percent increase from 7,188 to 11,000 followers. The Facebook page received 2,632 new “likes” in 2013, a 25 percent increase from 10,373 to 13,005 “likes” since the page launched in 2009. Finally, the **Recovery Month**

YouTube channel garnered 18,635 new video views in 2013, a 3 percent increase from 712,069 to 730,704 video views since its launch in 2009.

A particular **Recovery Month** focus in 2013 was harnessing the power of Twitter to connect with the recovery community. More than 156 Twitter users participated in and/or promoted SAMHSA's two #RecoveryChat Twitter chats, with content yielding more than 174,717 impressions. These chats offered a real-time forum for the recovery community to engage with experts and discuss topics such as supporting individuals who have experienced trauma through treatment and recovery (March Twitter chat) and the impact of the Affordable Care Act (ACA) on access to behavioral health services (July Twitter chat). In addition to hosting Twitter chats, **Recovery Month** participated in other organizations' and agencies' topic-relevant chats, including:

- #CDCchat hosted by Dr. Tom Frieden from the Centers for Disease Control and Prevention to address binge drinking among women and girls
- #AlcoholChat hosted by The Office of Adolescent Health and the National Institute on Alcohol Abuse and Alcoholism
- #NIMHchats hosted by The National Institute of Mental Health to address ADHD in children and teens
- #PreventSuicide hosted by the National Suicide Prevention Lifeline

SAMHSA continued to use its other existing social media platforms to provide bloggers, recovery organizations, and Planning Partners with tools to spread the message of recovery. These tools included a daily inspirational quotes widget, embedded 93 times from January through July 2013 (the months tracked in 2013); recovery e-cards, sent 347 times in 2013; an events widget, embedded on 170 sites in 2013; monthly e-newsletters, with 12,449 subscribers at the end of 2013; and outreach to 173 bloggers throughout the year.

Proclamations

Federal, state, and local officials helped to raise awareness of mental and substance use disorders by declaring September as **National Recovery Month**. Officials across the country released **Recovery Month** proclamations, demonstrating their commitment to behavioral health treatment and services and to celebrating those in recovery.

Since 2002, Presidential Administrations have declared September as **Recovery Month**, amplifying the message that prevention works, treatment is effective, and people recover. In

2013, a total of 114 proclamations were issued, including proclamations from the President, counties, cities, towns, and states. These also include nine proclamations issued from various locations in Canada, and a letter of support issued from the State of Montana.

Introduction

Each year, mental and substance use disorders impact millions of Americans. In its 24th year, **Recovery Month** celebrated people in recovery, lauding the contributions of treatment and service providers, promoting the societal benefits of prevention, treatment, and recovery for mental and substance use disorders, and spreading the message that recovery in all its forms is possible. **Recovery Month** offers resources to people with behavioral health conditions, as well as their loved ones, and builds awareness of these conditions among their communities.

This final report showcases the **Recovery Month** successes and activities that took place in 2013, including information on:

- Educational, event planning, and promotional materials
- Planning Partners involved in making **Recovery Month** 2013 a success
- **Recovery Month** community events
- Public service announcement (PSA) descriptions, distribution, and viewership
- Website enhancements and user statistics
- Social media engagement and results
- The *Road to Recovery* television and radio series
- **Recovery Month** proclamations
- **Recovery Month** awards

The 2013 Theme – “Join the Voices for Recovery: Together on Pathways to Wellness”

In 2013, **Recovery Month** continued to unite the recovery community, and emphasize that millions of Americans have transformed their lives through recovery.

This year’s theme, “**Join the Voices for Recovery: Together on Pathways to Wellness,**” called attention to the many unique ways that people can prevent behavioral health issues, seek treatment, and sustain recovery. The campaign also highlighted the importance of mental,

physical, and emotional well-being, as well as the value of family, friends, and community members throughout the recovery journey.

While **Recovery Month** achieved many notable milestones in 2013, there is still much work to be done. According to SAMHSA's 2012 *National Survey on Drug Use and Health (NSDUH)*, 43.7 million adults (18.6 percent of adults ages 18 and older) experienced a mental illness in the past year and 23.1 million Americans (8.9 percent of adults ages 12 and older) needed treatment for an illicit drug or alcohol use problem. While significant progress has been made in the behavioral health field, these statistics demonstrate that there are still people with untreated conditions who are in need of prevention, treatment, and recovery support services.

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on pathways
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Sampling of 2013 Web Banners



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for recovery

together

on pathways
to wellness

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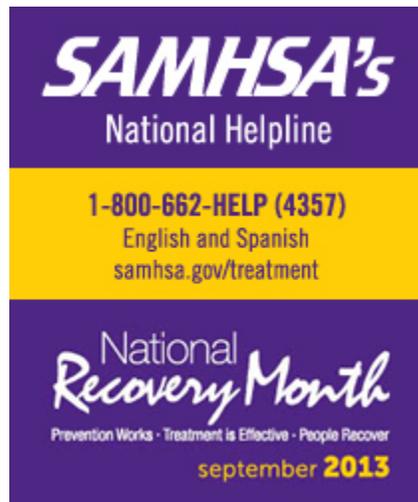
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hacia el
bienestar

Mes Nacional
de la Recuperación

La prevención funciona • El tratamiento es efectivo • Las personas se recuperan

septiembre 2013



SAMHSA's
National Helpline

1-800-662-HELP (4357)
English and Spanish
samhsa.gov/treatment

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Recovery Month Toolkit

The 2013 toolkit featured the **Recovery Month** theme, “*Join the Voices for Recovery: Together on Pathways to Wellness*,” and offered resources for individuals—**Recovery Month** supporters, event planners, members of the recovery community, and families and friends—as well as their organizations. Available resources included customizable media template materials, audience-specific research and information, and a compilation of recovery support resources. The sections of the toolkit, detailed below, were the following:

- The **Media Outreach** section offered tips and templates to plan and promote events and raise awareness of prevention, treatment, and recovery options in local communities.
- The **Targeted Outreach** section provided background information on how mental and/or substance use disorders impact different groups and how those groups can help others in need. Some of these sections were enhanced by infographics and other data visualizations.
- The **Resources** section included guides for collaborating with other organizations and reaching people online, as well as directories of national and local organizations throughout the country in the prevention, treatment, and recovery field.

Media Outreach

The Media Outreach section of the toolkit offered tips and tools for planning and promoting **Recovery Month** events and conducting media relations activities. Customizable templates were available for outreach to newspapers, television, and radio stations, as well as blogs and social media channels.

The Media Outreach section contained the following documents to help garner media and community attention:

- **Promote Recovery Month with Events** – Helped participants plan in-person and online events by giving tips on popular event ideas and trends
- **Work with the Media** – Offered guidance about how to publicize events and other **Recovery Month** activities; also included template pitch materials and tips for establishing relationships with members of the media and having interviews with print and television reporters

- **Press Materials for Your *Recovery Month* Event** – Showed how to develop and distribute media advisories, press releases, and backgrounders, and included customizable templates
- **Share Your Voice through Op-Eds and Online Articles** – Outlined how to draft and submit an op-ed and place it in local newspapers, and included a sample template
- **Issue *Recovery Month* Proclamations** – Provided information about proclamations, notices from government officials to raise awareness about an issue, including tips for what content to include in a proclamation, and templates with instructions for recruiting an official to sign one
- ***Recovery Month* Public Service Announcements (PSAs)** – Detailed ideas for how to localize and distribute *Recovery Month* PSAs and ways to promote them in communities and at local events

Targeted Outreach

The Targeted Outreach section offered comprehensive general information about mental and/or substance use disorders and the benefits of treatment and recovery, and information for specific audiences. This was the most extensive of the toolkit sections and provided the general public and *Recovery Month* event organizers and supporters with audience- and *Recovery Month* theme-specific information regarding mental and/or substance use disorders and prevention, treatment, and recovery support options. This year, SAMHSA developed one comprehensive version of the targeted outreach section, rather than long and short versions, which were created in the past.

The Targeted Outreach section featured general background information, including:

- **Overview: Together on Pathways to Wellness** – Summarized the current landscape of behavioral health issues and recovery in the United States, specifically as it related to different audiences, including community leaders, young adults, families and caregivers of young adults, and health care providers.
- **Common Mental Disorders and Misused Substances** – Contained common mental disorders, with information regarding the signs and symptoms of a mental disorder, prevalence, and average age of onset. In addition, the section detailed key information and statistics about commonly misused substances, including alternate names for substances, adverse health effects, prevalence, and age of first-time use.

- **Treatment and Recovery** – Highlighted the range of treatment and recovery support options for mental and/or substance use disorders, the importance of addressing co-occurring disorders, and the benefits of recovery.
- **Join the Voices for Recovery** – Presented several personal stories of individuals who are on the road to recovery after struggling with mental and/or substance use disorders and how they have sustained a life in recovery.

In addition, the toolkit included four audience-specific informational sections that provided specific detail regarding the **Recovery Month** message for the following groups:

- **Community Leaders** – Detailed how community leaders can reduce the impact of mental and/or substance use disorders and be supporters of the recovery journey
- **Young Adults** – Featured ways to identify risk factors and recognize the signs and symptoms of behavioral health conditions for young adults, and provided details on how to seek help or support others
- **Health Care Providers** – Explained the vital roles that health care providers play in supporting treatment and recovery from mental and/or substance use disorders
- **Families and Caregivers of Young Adults** – Shared information about creating an environment supportive of behavioral health and wellness, recognizing signs and symptoms, and taking the right steps to help someone access critical prevention, treatment, and recovery support resources

Resources

The Resources section provided information about local and national behavioral health organizations and included guidance for promoting **Recovery Month**. Resources included a comprehensive list of federal and state agencies, treatment facilities, and organizations by focus area or state. These resources were available to connect services with those who need them and provide information on how to build coalitions and access recovery communities online.

Documents in the Resources section included:

- **Build Community Coalitions** – Shared information on how to create and build a coalition and how to partner with other organizations during **Recovery Month** and throughout the year

- **Customer Satisfaction Form** – Solicited feedback, which can be submitted either online or through the mail, from users of **Recovery Month** materials to inform the development of future **Recovery Month** materials
- **Develop Your Social Network** – Provided guidance on developing pages on social media platforms, such as Facebook and Twitter, to interact with the online recovery community
- **Mental and Substance Use Disorders: Fast Facts** – Featured a fact sheet serving as a quick reference to find the latest statistics about mental and/or substance use disorders, prevention, treatment, and recovery, as well as information related to each target audience
- **New Media Glossary** – Offered definitions of key new media terms to help promote **Recovery Month** and its messages through online channels
- **Planning Partners Directory** – Shared a directory of organizations that meet regularly throughout the year to plan **Recovery Month** activities and celebrations
- **Prevention, Treatment, and Recovery Resources** – Provided an extensive list of resources that cover a wide range of prevention, treatment, and recovery support services for mental and/or substance use disorders
- **Single-State Agency Directory** – Contained contact information for U.S. state and territory offices that can provide local information and guidance about mental and/or substance use disorders, prevention, treatment, and recovery support services in local communities

Offered exclusively via the **Recovery Month** website, the 2013 toolkit was released via the **Recovery Month** toolkit section (<http://recoverymonth.gov/Recovery-Month-Kit.aspx>) on June 18, 2013 and had 2,344 unique page views in its first month. Year statistics for the toolkit section include 14,450 page views of the 2013 toolkit (June 18 – December 31, 2013) and 19,155 page views for the toolkit section from January 1, 2013 – December 31, 2013. In its first month, the toolkit had a 0.11 percent bounce rate, compared to a site average of 32 percent. (Bounce rate refers to the percentage of users who exit the website, rather than continue viewing other pages within that same site.) The toolkit had a 22 percent bounce rate for the year, compared to a 53 percent site average.

2013 Recovery Month Planning Partners

The **Recovery Month** Planning Partners are directly involved in planning many aspects of the **Recovery Month**, including reviewing and editing the annual toolkit, providing feedback on the PSA concepts, planning events, and providing overarching support to community members during **Recovery Month** activities.

The Planning Partners are considered experts in the behavioral health field and meet quarterly to discuss **Recovery Month** activities and goals. The Planning Partners are also instrumental in promoting **Recovery Month** materials, and working to spread the message that prevention works, treatment is effective, and people recover.

In 2013, the **Recovery Month** Planning Partners included 170 organizations. Fifteen new Planning Partner organizations in 2013 were:

- Eaton County **Recovery Month** Coalition Recovery Network, Inc.
- Initiative II, ASSMCA
- LA County Teen Challenge
- National Alliance for Drug Endangered Children
- Operation UNITE
- Orchard Recovery
- Peninsula Health Concepts Doors to Hope
- Randerson Cares: Senior Care Management and Consulting Services, LLC
- Resource Training Center's Recovery & Life Coaching Academy
- Substance Use Disorders OptumHealth Behavioral Solutions
- Trueality Enterprises
- Twin County Recovery Services, Inc.
- Two Dreams Outer Banks
- United Advocates for Children and Families (UACF)

Below is a list of all 2013 Planning Partner organizations, including the new Partners identified above:

- A&E Television Networks
- Addiction Survivors
- Addiction Technology Transfer Center (ATTC) Network Coordinating Office
- Adult Children of Alcoholics (ACA) World Service Organization (WSO)
- Advocates for Recovery Through Medicine (ARM), DC Chapter
- Al-Anon Family Group Headquarters, Inc. World Service Office
- Alcoholics Anonymous
- Alliance for Children and Families
- American Association for Marriage and Family Therapy (AAMFT)
- American Association for the Treatment of Opioid Dependence (AATOD)
- American Association of Pastoral Counselors (AAPC)
- American Bar Association (ABA) Standing Committee on Substance Abuse
- American College of Mental Health Administration (ACMHA)
- American Council for Drug Education (ACDE)
- American Dental Association (ADA)
- American Indian Community House, The
- American Mental Health Counselors Association (AMHCA)
- American Psychological Association (APA)
- American Public Human Services Administration (APHSA)
- American Society of Addiction Medicine (ASAM)
- Arab and Middle East Resource Center (AMERC)

- Association for Addiction Professionals (NAADAC), The
- Association of Persons Affected by Addiction (APAA)
- Association of Recovery Schools (ARS)
- Behavioral Health Services (BHS), Inc.
- Beit T'Shuvah
- BOCES-CAPIT
- C4 Recovery Solutions
- California Association for Addiction Recovery Resources (CAARR)
- Capitol Decisions, Inc.
- Caron Treatment Centers
- Catholic Charities USA, Poverty Reduction Strategies
- Center for Alcohol & Drug Research & Education
- Chicanos Por La Causa, Inc.
- Civic Entertainment Group, Marketing and Promotions Agency
- Collaborative Support Programs of New Jersey, Inc., Institute for Wellness and Recovery Initiatives
- Community Anti-Drug Coalitions of America (CADCA)
- Connecticut Turning to Youth and Families (CTYF)
- Corporation for Supportive Housing (CSH)
- CRC Health Group
- DC Bar, Lawyer Assistance Program
- Drug Free America Foundation, Inc.
- Easy Does It, Inc.

- Eaton County Recovery Month Coalition Recovery Network, Inc.
- El Paso Alliance, Inc.
- Elks Drug Awareness Program
- Employee Assistance Professionals Association, Inc. (EAPA)
- Employee Health Programs
- Entertainment Industries Council, Inc. (EIC)
- Executive Office of the President (EOP), White House Office of National Drug Control Policy (ONDCP)
- Faces & Voices of Recovery
- Faith Partners, Inc.
- Foundation for Recovery
- Foundations Associates
- Friends of SAMHSA
- Gaudenzia, Inc.
- Georgetown University Health Policy Institute
- Health Matrix, Inc.
- Initiative II, ASSMCA
- International Nurses Society on Addictions
- Jewish Alcoholics, Chemically Dependent Persons, and Significant Others (JACS)
- Kansas Consumer Advisory Council for Adult Mental Health, Inc.
- LA County Teen Challenge
- Legal Action Center (LAC), The
- Leis Group, The

- Lions Club International
- Massachusetts Organization for Addiction Recovery (MOAR)
- McShin Foundation, The
- Mental Health America (MHA)
- Mental Health Association of San Francisco
- Minnesota Recovery Connection (MRC)
- MusiCares
- Nar-Anon
- Narconon Arrowhead
- Narcotics Anonymous World Services
- National Alliance for Drug Endangered Children
- National Alliance for Medication Assisted Recovery (NAMA Recovery)
- National Alliance of Advocates for Buprenorphine Treatment (NAABT)
- National Alliance on Mental Illness (NAMI) Star Center
- National Alliance to End Homelessness
- National Asian Pacific American Families Against Substance Abuse, Inc. (NAPAFASA)
- National Association for Children of Alcoholics (NACoA)
- National Association of Addiction Treatment Providers (NAATP)
- National Association of County Behavioral Health and Developmental Disability Directors (NACBHD)
- National Association of Drug Court Professionals (NADCP)
- National Association of Lesbian and Gay Addiction Professionals
- National Association of Social Workers (NASW)

- National Association of State Alcohol and Drug Abuse Directors (NASADAD)
- National Center on Addiction and Substance Abuse at Columbia University
- National Coalition for Mental Health Recovery (NCMHR)
- National Council for Community Behavioral Health Care
- National Council of State Legislatures (NCSL), Health Policy Tracking Service
- National Council on Alcoholism and Drug Dependence – Greater Detroit Area (NCADD-GDA)
- National Council on Alcoholism and Drug Dependence, Inc. (NCADD)
- National Council on Patient Information and Education (NCPIE)
- National Governor's Association
- National Inhalant Prevention Coalition
- National Organization on Fetal Alcohol Syndrome (NOFAS)
- National Rural Alcohol and Drug Abuse
- National Safety Council (NSC), Homes & Community Partnerships & Initiatives
- Network for the Improvement of Addiction Treatment (NIATx)
- New England Association of Drug Court Professionals
- New York City Department of Health and Mental Hygiene
- New York State Office of Alcoholism and Substance Abuse Services
- Newport Academy & *Recovery Living*
- Northern Ohio Recovery Association (NORA)
- Operation UNITE
- Orchard Recovery
- Oxford House, Inc.

- Partnership for a Drug-Free America
- Peninsula Health Concepts Doors to Hope
- Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs
- Pennsylvania Recovery Organization - Achieving Community Together (PRO-ACT)
- Phoenix House
- Portland State University, Graduate School of Social Work
- Prevention Partnership International/Celebrating Families!
- Providence Center
- Psychology Today
- Randerson Cares: Senior Care Management and Consulting Services, LLC
- Reach Out Recover/Rehab Productions
- Reality House, Inc.
- Reclaiming Futures
- Recovering Your Body
- Recovery Alliance
- Recovery Connection, Lakeview Health Systems
- Recovery Consultants of Atlanta, Inc. (RCA)
- Recovery North Carolina
- Renew Media, LLC
- Resource Training Center's Recovery & Life Coaching Academy
- Restart, Inc.
- Rhode Island Department of Mental Health, Retardation & Hospitals

- Rockland Independent Living Center
- Rockstar Superstar Project (RSSS)
- Second Road, Inc., The
- SMA Behavioral Healthcare
- Steppin' Out Radio, Powerful Radio Productions
- Stepping Stone Foundation, The
- SMART Recovery
- Sobriety Television
- State Associations of Addiction Services (SAAS)
- Substance Use Disorders OptumHealth Behavioral Solutions
- Suicide Prevention Resource Center, Education Development Center, Inc.
- Support for Addictions Prevention and Treatment in Africa Foundation (SAPTAF)
- T.A. Libby Group, The
- Talk Therapy Television, Inc.
- TASC, Inc.
- Teen Challenge International USA
- Texas Department of State Health Services, Community Mental Health and Substance Abuse Services
- Therapeutic Communities of America
- Trueality Enterprises
- Turning Point
- Twin County Recovery Services, Inc.
- Two Dreams Outer Banks

- U.S. Agency for International Development (USAID) Office of HIV/AIDS
- U.S. Department Health and Human Services Health Resources and Services Administration (HRSA) Poison Control Program
- U.S. Department Health and Human Services Office of Quality Improvement Services
- U.S. Department Health and Human Services National Institutes of Health (NIH), National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- U.S. Department Health and Human Services National Institutes of Health, National Institute on Drug Abuse (NIDA)
- U.S. Department of Justice (DOJ), Drug Enforcement Administration (DEA)
- U.S. Department of Transportation (DOT) National Highway Traffic Safety Administration (NHTSA)
- U.S. Psychiatric Rehabilitation Association
- U.S. Small Business Administration (SBA)
- United Advocates for Children and Families (UACF)
- United Methodist Church – General Board of Church and Society of the United Methodist Church
- University of Baltimore, School of Law Center for Families, Children and the Courts
- Voices of Recovery San Mateo County, Behavioral Health/Recovery Services Division, San Mateo County Health Department
- Volunteers of America
- White Bison, Inc.
- Wildlight Productions, Inc.

Recovery Month 2013 Events

Recovery Month Press Conference

SAMHSA held a press conference at the National Press Club on September 4, 2013, in Washington, DC, to commemorate the 24th annual **Recovery Month** observance and unveil the results from the 2012 *National Survey on Drug Use and Health (NSDUH)*. The annual survey is the government's primary vehicle for determining how many people report substance use or abuse and identifying trends in the behavioral health field.

The findings from *NSDUH* were presented in speeches by SAMHSA and the White House Office of National Drug Control Policy (ONDCP) staff, offering a reminder that additional progress is needed to alleviate the incidence of mental and substance use disorders on American people and communities. Speakers included:

- Pamela S. Hyde, J.D., Administrator, SAMHSA, U.S. Department of Health and Human Services (HHS)
- R. Gil Kerlikowske, M.A., Director, ONDCP
- Dr. H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, CSAT, SAMHSA, HHS

These speakers presented findings from the survey, including the following highlights:

- The rate of past month nonmedical use of prescription drugs among young adults aged 18 to 25 in 2012 was 5.3 percent, similar to rates in 2010 and 2011, but significantly lower than the rate in 2009 (6.4 percent).
- The rates of past-month drinking, binge drinking, and heavy drinking among underage adolescents aged 12 to 17 were lower than their levels in 2002 and 2009.
- The percentage of people aged 12 and older who drove under the influence of alcohol at least once in the past year in 2012 was 11.2 percent, similar to the rate in 2011 (11.1 percent) but significantly lower than the level in 2002 (14.2 percent).

The press conference celebrated **Recovery Month** by recognizing individuals throughout the country who achieved long-term recovery from mental and/or substance use disorders, and by acknowledging the contributions of the broader recovery community.

These speakers, (photo right), were:

- Daniel LaPointe
- Jenna Bertino
- Juan Vélez Court
- Lacy Kendrick Burk

The **Recovery Month** luncheon immediately followed the press conference.



Four speakers participate in the 2013 **Recovery Month** press conference.

Recovery Month Luncheon

To officially launch 2013 **Recovery Month** activities, a luncheon was held at the JW Marriott Hotel in Washington, DC, on September 4, 2013, featuring a host of esteemed speakers and guests. This annual event recognizes the hard work by those in the recovery community across the country to provide services and spread the positive message that behavioral health is essential to overall health. The luncheon was sponsored by **Recovery Month** Planning Partners NACoA and EIC, the Betty Ford Center, Braeburn Pharmaceuticals, Alkermes, and Hazelden.

Speakers included former Miss USAs Erin Brady (2013) and Tara Connor (2006), television talk show host Dennis Wholey, assistant research professor Susan Broderick, SAMHSA Administrator Pamela Hyde, and ONDCP Director Gil Kerlikowske.

During the luncheon, the sponsors were presented with an official proclamation from President Barack Obama, celebrating the strength of people in recovery. The proclamation states, “My Administration is proud to advance evidence-based approaches to recovery—approaches that view addiction as a preventable disease of the brain.” (Read the full proclamation in the [Proclamations section](#) of this report.)

SAMHSA recognized five award winners at the luncheon for their outstanding efforts during **Recovery Month** in 2012.

Awards were given across the following five categories:

- **Rally and Walk/Run Event Category**

- Award-Winning Organization: Orchard Recovery Center (photo to the right)
- Title of Event: Rally for Recovery

On September 30, 2012, the Rally for Recovery in Bowen Island, BC, was the first event of its kind in Canada, inspired by the **Recovery Month** events in the United States. The organizers had only 6 weeks to organize and execute the event, and more than 1,000 people attended. Event planners successfully used social media to promote the event, gained media coverage, and secured sponsors such as the Drug Prevention Network of Canada. As a result, 10 more cities in Canada hosted recovery events in 2013, and Canada's first Recovery Advocacy Organization is now in formation.



- **Educational Event Category**

- Award-Winning Organization: SMA Behavioral Healthcare Keep Kids Drug Free (photo to the right)
- Title of Event: Florida's Ride for Recovery and Celebration Event

On September 22, 2012, Florida's Ride for Recovery in Daytona Beach, FL, continued its five-year tradition of holding sheriff-escorted motorcycle rides that conclude with a celebration event at the Daytona Beach Bandshell. The celebration included testimonies of recovery, resource tables, line dancing, a Recovery's Got Talent competition, well-known artists, a run for recovery, and other community activities. Organizers also held trainings on topics such as medications in addiction, mental health first aid, and media messaging.



- **Special Celebrations Event Category**

- Award-Winning Organization: Addiction Treatment Services (photo to the right)
- Title of Event: Guts: An Evening with Kristen Johnston

Addiction Treatment Services, a small organization in Traverse City, MI, brought Emmy Award winner Kristen Johnston to the City Opera House to share her recovery story and read from her memoir on addiction and recovery, *Guts: The Endless Follies and Tiny Triumphs of a Giant Disaster*. Organizers kept costs low by working with a local filmmaker to record the presentation so that Ms. Johnston could use it to promote her book. They successfully reached more than 30,000 people through the in-person event and social media promotion.



- **Wellness Initiative Award**

- Award-Winning Organization: Rockland Independent Living Center (photo to the right)

The Rockland Independent Living Center in New City, New York received a Wellness Initiative Award for its production of “Heart and Soul: A Film Promoting Whole Body Wellness in Behavioral Health.” The award recipients were George Hoehmann, Levi Riddick, and Sean Campbell (photo above).



- **Pass It Forward Online Video Challenge Award**

- Award Winner: Andrew Gonzales (photo to the right)

Andrew M. Gonzales was awarded the Pass It Forward Online Video Challenge



Award for his participation in a challenge created to showcase young people's creative social media strategies for sharing educational resources and tools for prescription drug prevention. Andrew received the award for his video, "The Rx Trap."

Community Recovery Month Events

Each year, community events are instrumental in delivering **Recovery Month's** key messages to audiences across the nation. In 2013, 1,485,148 individuals attended 1,230 **Recovery Month** events. Events were held in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, the Bahamas, Canada, and the United Kingdom. Organizers of more than one-third of the events (446) noted that they had held events in previous years.

Community events in 2013 took many forms—from community celebrations, dances, workshops, and conferences, to parades, rallies, walks, and runs. Event participation ranged from fewer than 10 to 1 million. Each raised awareness about the **Recovery Month** commemoration and the potential for prevention, treatment, and recovery.

Following are snapshots of several **Recovery Month** community events in 2013.

On September 21, 2013, the Pennsylvania Recovery Organization – Achieving Community Together (PRO-ACT), a grassroots advocacy and recovery support initiative of the Council of Southeast Pennsylvania, Inc. sponsored Recovery Walks! 2013. This annual **Recovery Month** event (shown at right) aims to show that recovery from addiction is real; improve perceptions of addiction; educate the media and public; honor people and organizations that provide services for the recovery community; and honor those who have not survived a substance use disorder. In 2013, an estimated 18,000 people joined each other at Penn's Landing Great Plaza in southeastern Pennsylvania for the 1.75 mile walk.



An estimated 18,000 people turned out for PRO-ACT's 2013 Recovery Walks!



Fifty-one NOPE Candle Light vigils were held in communities across the nation in 2013.

On October 24, 2013, communities across the country held NOPE (Narcotics Overdose Prevention & Education) Candle Light Vigils to commemorate the lives lost to substance abuse disorders each year and give hope to those who are on the road to recovery. In 2013, 51 vigils were held in communities in states from California to New York; Massachusetts to Florida; and many locations in between, including Ohio, Arkansas, Alabama, Indiana, and Georgia.

An estimated 21,000 people participated in Recovery 2.0: Beyond Addiction, a free, online conference held from September 28 to October 2, 2013 with presentations about medical, spiritual, and other approaches to overcoming addiction. Recovery 2.0 conferences take place each year in the spring and fall. Speakers included David Wolfe, who discussed the role of food in overcoming addiction; Brenda Iliff, who highlighted the importance of tailoring the recovery process to an individual and the specific challenges of women in recovery; Aruni Futuronsky, who discussed yoga and its potential impact on the recovery process; and Mark Anthony Lord, who presented his thoughts on religion and spirituality as part of recovery.

The Durham County Criminal Justice Resource Center held a Durham Recovery Celebration on September 19, 2013. Several hundred people turned out for the event, where activities included presentations by self-help recovery speakers, poetry readings, healthy food demonstrations, line dancing and Zumba activities, live music, health screenings, and a Recovery Poster contest. Throughout the event, staff from event-sponsoring organizations provided recovery information and resources to attendees.



Participants join in a dance activity during the Durham Recovery Celebration on September 19.

U.S. Territories and International Recovery Month Events

Several U.S. Territories and several countries outside of the United States also celebrated **Recovery Month** in 2013—Puerto Rico, the U.S. Virgin Islands, the Bahamas, Canada, and the United Kingdom.

These activities included:

- **Addiction and the Effects on the Families in San Juan, Puerto Rico:** A two-day symposium highlighted the role of families in the recovery process.
- **The 5th UK Recovery Walk in Birmingham, United Kingdom:** An estimated 5,000 people turned out for the 5th UK Recovery Walk, which started in Victoria Square, Birmingham, City Centre.
- **A Yoga of Recovery Retreat held in Nassau, Bahamas:** The Yoga of Recovery program linked yoga and Ayurveda to the tools used by those in 12-step programs.
- **Edmonton Recovery Day held in Edmonton, Alberta, Canada:** Community members joined in a day of awareness building and celebration around recovery.



An estimated 5,000 people turned out for the 5th UK Recovery Walk in Birmingham, United Kingdom.

Interactive Tools

Several tools were available to help audiences promote or find and attend **Recovery Month** events. These included the **Recovery Month** website, a community events widget, and the community event PSA.

The **Recovery Month website** (<http://www.recoverymonth.gov>) encouraged supporters to promote their events by posting detailed information about the location, time, and overall theme or goal. They could also submit pictures and press materials after the event. The portal also allowed users to easily search and find events, save and edit event listings, and use a report template for future years. Additional information on the website's capabilities can be found in the [Interactive Recovery Month Web-Based Activities and Information](#) section.

A community events widget, detailed in the [Social Media](#) section and pictured on the right, allowed organizations to place an event search portal on their websites so their website visitors could find **Recovery Month** events by location. Organizations that installed the widget to their sites included: sojournerrecovery.org (<http://sojournerrecovery.org/>), whitebison.org (<http://whitebison.org/index.php>), recoveryfestnashville.com (<http://recoveryfestnashville.com/>), and essenceofhope.org (<http://essenceofhope.org/>).



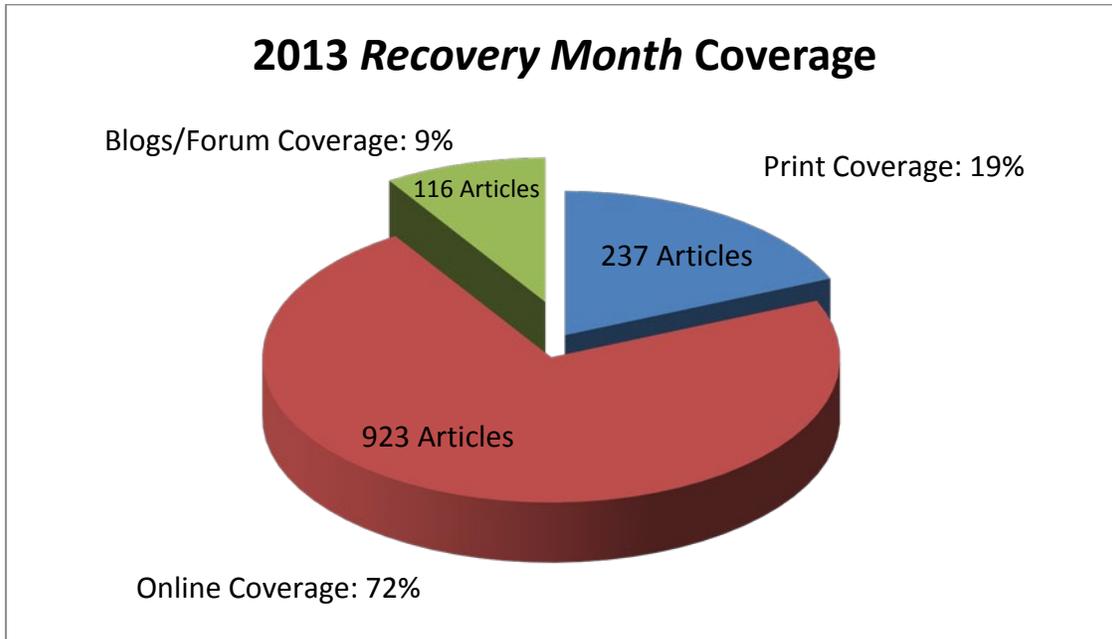
The Community Event PSA on the **Recovery Month** website allowed supporters to promote events with either a generic or customizable television PSA. After adapting the PSA with local event information, users could encourage local television stations to air it or upload it to a website. The PSA itself, developed by Odyssey Networks in 2011, has an unlimited shelf life.

Media Coverage

Note: The total article count in this section captures print, online, and blog and forum coverage from August 15 to November 15, 2013, rather than the August 1 to November 30 timeframe captured in previous years' reports. Additionally, the media impression and media value metrics do not include all Web articles prior to September 11, 2013 (due to contract timing). Year-over-year comparisons between 2012 and 2013 are not available.

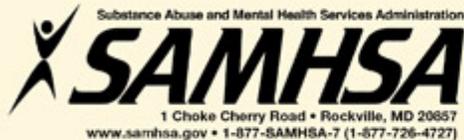
SAMHSA monitored media coverage of the 2013 **Recovery Month** to capture news about the campaign and events held across the country celebrating this year's observance.

From August 15 to November 15, 2013, **Recovery Month** garnered mentions in 1,276 articles. This includes significant blogger coverage with 116 blog and forum posts, 237 print articles, and 923 online articles. The chart on the following page displays this breakdown by media type.



This amounted to a total of 282,407,947 total impressions and a combined media value of \$282,407,947. (As noted above, these impressions and value figures do not include all Web articles prior to September 11, 2013.)

In addition to the activities and coverage described above, SAMHSA distributed a press release on September 4, titled, “National survey shows continued reduced levels of prescription drug use among young adults.” This release discussed the 24th observance of **Recovery Month** and announced data from the annual *National Survey on Drug Use and Health (NSDUH)*. (See an image of the press release on the following pages.)



PRESS RELEASE



FOR IMMEDIATE RELEASE

CONTACT: SAMHSA Press Office

National survey shows continued reduced levels of prescription drug use among young adults

Report also shows continued reduced rates of alcohol use among those aged 12 to 17

The rate of past month nonmedical use of prescription drugs among young adults aged 18 to 25 in 2012 was 5.3 percent – similar to rates in 2010 and 2011, but significantly lower than the rate from 2009 (6.4 percent), according to a new report by the Substance Abuse and Mental Health Services Administration (SAMHSA). SAMHSA issued its 2012 National Survey on Drug Use and Health (NSDUH) report in conjunction with the 24th annual national observance of **National Recovery Month**.

The SAMHSA report also found that the rates of past month drinking, binge drinking and heavy drinking among underage adolescents aged 12 to 17 remained lower than their levels in 2002 and 2009. The percentage of people aged 12 and older who drove under the influence of alcohol at least once in the past year in 2012 was 11.2 percent, significantly lower than the level in 2002 (14.2 percent) but similar to the rate in 2011 (11.1 percent).

Overall, the use of illicit drugs among Americans aged 12 and older remained stable since the last survey in 2011. The NSDUH report shows that 23.9 million Americans aged 12 or older were current (past month) illicit drug users – (9.2 percent of the population 12 and older).

Marijuana continues to be the most commonly used illicit drug. In 2012, 7.3 percent of Americans were current users of marijuana – up from 5.8 percent in 2007. Although past month use of marijuana rose in nearly every age group between 2007 and 2012, it did drop among those aged 12 to 17 from 7.9 percent in 2011 to 7.2 percent in 2012.

In addition to marijuana, the use of heroin also rose significantly. The number of people aged 12 and older who used heroin in the past year rose from 373,000 in 2007 to 669,000 in 2012.

“These findings show that while we have made progress in preventing some aspects of substance abuse we

must redouble our efforts to reduce and eliminate all forms of it throughout our nation,” said SAMHSA Administrator Pamela S. Hyde. “These statistics represent real people, families and communities dealing with the devastating consequences of abuse and addiction. We must strive to prevent further abuse and provide the hope of treatment and recovery to all people needing help.”

“Reducing the impact of drug use and its consequences on our Nation requires a robust public health response coupled with smart on crime strategies that protect public safety,” said Gil Kerlikowske, Director of the Office of National Drug Control Policy. “For the first time in a decade, we are seeing real and significant reductions in the abuse of prescription drugs in America, proving that a more comprehensive response to our drug problem can make a real difference in making our nation healthier and safer. Expanding prevention, treatment, and support for people in recovery for substance use disorders will be our guide as we work to address other emerging challenges, including the recent uptick in heroin use shown in this survey.”

The report showed some other areas of continued improvement including a drop in the rate of past month use of tobacco products among 12 to 17 year olds – from 15.2 percent in 2002, to 8.6 percent in 2012. Similarly between 2002 and 2012, the percentage of youth aged 12 to 17 with substance dependence or abuse declined from 8.9 percent to 6.1 percent.

The 2012 report also showed that many Americans needing treatment for a substance use disorder are still not receiving specialty treatment. According to the report 23.1 million Americans aged 12 or older needed treatment for an illicit drug or alcohol use problem in 2012 and only 2.5 million (or 10.8 percent of those in need) received it in a specialized treatment setting.

NSDUH is a scientifically conducted annual survey of approximately 70,000 people throughout the country, aged 12 and older. Because of its statistical power, it is a primary source of statistical information on the scope and nature of many substance abuse and mental health issues affecting the Nation.

The complete survey findings are available on the SAMHSA web site at: <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.pdf>.

For more information about SAMHSA visit: <http://www.samhsa.gov/>.

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The Substance Abuse and Mental Health Services Administration (SAMHSA) is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

Behavioral Health is Essential To Health • Prevention Works • Treatment is Effective • People Recover

Recovery Month Public Service Announcements (PSAs)

Recovery Month's PSAs have been recognized with multiple awards, detailed in the [Awards](#) section of this report. SAMHSA's 2013 PSAs were titled "Rock Climbing" and "Stepping Stones." The PSAs emphasized the various paths people can take to achieve and sustain recovery, as well as the value of strong support systems throughout the recovery journey. Created to educate the public on how to seek help, the PSAs were developed for TV and radio outlets in 15-, 20-, and 30-second lengths, and were offered in both English and Spanish.

"Rock Climbing" conveyed that everyone has a unique recovery journey; individuals have their own challenges and struggles, but also their own strengths and abilities. "Stepping Stones" recognized that the path to recovery may be unclear and uncertain, but with a strong foundation of family, friends, and community members, recovery is possible. Both spots encouraged people to reach out if they need help to overcome behavioral health conditions.

The PSAs ended with a call-to-action encouraging viewers to contact SAMHSA's National Helpline, at **1-800-662-HELP (4357)**, or to visit the [SAMHSA website](http://www.samhsa.gov) (www.samhsa.gov/treatment) for free and confidential information on prevention and treatment referrals.

The PSAs showcased a diverse cast that represented varying ethnicities and ages of people in recovery from mental and/or substance use disorders. SAMHSA incorporated feedback from Spanish and English-language focus group testing in three U.S. cities—Columbus, OH; Denver, CO; and Washington, DC—to ensure the concepts resonated with diverse audiences. SAMHSA made several adjustments as a result of focus group feedback. For example, in "Rock Climbing," SAMHSA incorporated the groups' feedback to add a person extending a helping hand to a struggling climber, and included a final scene of all actors supporting each other.



The 2013 PSAs were titled "Stepping Stones" (furthest above) and "Rock Climbing" (immediately above) and aired from August through December 2013.

SAMHSA also adjusted the “Stepping Stone” spot to illustrate a final destination that symbolized a goal to work toward while in recovery.

In addition, SAMHSA sought feedback from the Planning Partners to ensure the PSAs reflected the current challenges faced by the recovery community. The Partners’ feedback was incorporated into the final spots in numerous ways, such as including inspiring words like “healing” and “support” over the rocks pictured in “Stepping Stones.”

To expose as many individuals as possible to the effectiveness of treatment and the hope of recovery, the 2013 PSAs were available on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) and the [Recovery Month YouTube channel](https://www.youtube.com/recoverymonth) (<https://www.youtube.com/recoverymonth>). The 2013 PSAs were also available through the National Association of Broadcasters’ (NAB’s) online “[PSA Center](https://psa.nab.org/default.aspx)” (<https://psa.nab.org/default.aspx>) for download by NAB’s 8,300 members, which include television and radio producers and journalists. In addition to the online access destinations, the 2013 “Rock Climbing” and “Stepping Stones” radio spots were distributed to approximately 1,200 television stations (900 received hard copies and 300 received electronic copies) and 4,900 radio stations nationwide (2,400 received hard copies and 2,500 received electronic copies). Eight percent of television outlets (204 of 2,638) and six percent of radio outlets (529 of 9,432) that received PSAs were Spanish-language networks. SAMHSA followed up with each of the stations that received the **Recovery Month** PSAs to ensure their receipt and encourage station directors to air them.

In addition to the traditional, closed-format PSAs, an open-ended format of each of the PSAs was available to allow local broadcast stations and community groups to personalize the spots with their logo, slogan, or telephone number. Consistent with previous years, the PSAs had no airing end date and could be used throughout the year.

Television PSA Airtime, Ranking, and Markets

The 2013 television PSAs, “Rock Climbing” and “Stepping Stones,” were produced in 15-, 20-, and 30-second spots in both English and Spanish. The spots earned strong metrics from initial distribution to stations in mid-July through the end of the year. The 2013 television PSAs aired a total of 25,484 times equaling 176.71 broadcast hours, spanning 205 outlets in 75 markets. The PSAs garnered an estimated earned media value of \$3,950,287 with more than 250 million viewer impressions. (These figures reflect the time period from July 13 through December 21, 2013.) At the end of December, the 2013 **Recovery Month** TV PSA campaign ranked 21 out of

1,438 campaigns Nielsen monitored, placing the **Recovery Month** campaign in the top 1.4 percent.

The 2013 television PSAs aired in several top-tier media markets, many of which included Spanish-speaking audiences. Spanish-language PSAs made up 14.4 percent of total telecasts, helping position SAMHSA as a trusted resource on behavioral health within the Hispanic community.

Approximately 17 percent of television airings were in top-50 markets, such as:

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Philadelphia, PA
- San Francisco, CA
- Houston, TX
- Washington, DC
- Seattle-Tacoma, WA

Radio PSA Distribution, Airtime, and Markets

The radio PSAs, produced in 20- and 30-second spots in English and Spanish were aired in top media markets like New York, Los Angeles, and Washington, DC, as well as Spanish-format radio stations. Following distribution in late July, the radio PSAs aired 24,983 times (equaling 187.73 broadcast hours) in 176 outlets, reaching 118 cities in 38 States. The radio PSAs resulted in an estimated media value of \$1,300,395, with more than 160 million listener impressions. (These figures reflect the time period from July 20 through December 31, 2013.)

The 2013 radio PSAs also aired in several top-tier media markets, including markets with significant Spanish-speaking audiences. Top-tier markets in which the PSAs aired included:

- Los Angeles, CA
- Dallas-Ft. Worth, TX
- Seattle-Tacoma, WA
- Atlanta, GA
- Minneapolis-St. Paul, MN
- Denver, CO

The Spanish-language PSAs made up approximately 9 percent of total plays, helping SAMHSA reach the Hispanic community with critical prevention, treatment, and recovery messaging.

Sustainability

SAMHSA continued to track **Recovery Month** PSA spots as they played throughout the country. As reflected by the volume of impressions detailed below, previous years' PSAs continued to reach people who need treatment or are already in recovery, as well as those who help them along the way.

From 2008 through December 2013, television PSAs from the 2008-2013 **Recovery Month** campaigns yielded a total estimated earned media value of nearly \$27 million and approximately 2.5 billion estimated viewer impressions. Similarly, radio PSAs from 2008-2013 **Recovery Month** campaigns yielded an estimated earned media value of more than seven million dollars and more than one billion estimated listener impressions. The following charts represent the exposure of each year's campaign over time. Individual charts are provided for television and radio coverage.

Television Impressions, 2008 – 2013 (Cumulative Totals)

Year (Title) (Tracking Period)	Airings	Broadcast Hours	Outlets	Markets	Media Value	Viewer Impressions
2008 (Butterfly/Lock & Key) (August 2008-October 2012)	53,027	384.60	918	200	\$3,714,958	399,672,858
2009 (Making Sense/Black and White in Color) (August 2009-September 2012)	58,377	398.43	359	119	\$4,954,774	513,341,290
2010 (Mother/Hard Work) (August 2010-December 2012)	51,880	388.80	246	90	\$5,650,648	515,908,340
2011 (Steps/Milestones) (August 2011-Decemeber 2012)	44,275	319.23	239	92	\$5,811,954	493,482,650
2012 (Own It/Pick Up the Pieces) (August 2012-December 2012)	7,133	49.35	149	77	\$581,100	80,398,777
2013 (Rock Climbing/Stepping Stones) (August 2013-December 2013)	25,484	176.71	205	75	\$3,950,287	251,626,868
TOTAL	262,608	1,883.51	2,506	827	\$26,989,021	2,558,140,410

Radio Impressions, 2008 – 2013 (Cumulative Totals)

Year (Title) (Tracking Period)	Airings	Broadcast Hours	Outlets	Cities/ States	Media Value	Listener Impressions
2008 (Butterfly/Lock & Key) (August 2008- October 2012)	25,119	191	177	158/46	\$1,300,000	173,000,000
2009 (Making Sense/Black and White in Color) (August 2009- September 2012)	20,554	162	247	142/45	\$1,000,000	162,000,000
2010 (Mother/Hard Work) (August 2010-December 2012)	16,523	126.99	165	106/41	\$870,157	116,813,340
2011 (Steps/Milestones) (August 2011- December 2012)	13,087	104.64	109	78/36	\$721,709	101,623,765
2012 (Own It/Pick Up the Pieces) (August 2012-December 2012)	15,701	115.66	121	67/27	\$808,915	111,410,375
2013 (Rock Climbing/Stepping Stones) (August 2013-December 2013)	24,983	187.73	176	118/38	\$1,300,395	165,282,785
TOTAL	141,042	1,078.02	1,156	809/277	\$7,312,715	1,019,130,265

Note: Tracking of the 2008 and 2009 television and radio PSAs was discontinued in October 2012 and September 2012, respectively. While the 2008 and 2009 campaigns are no longer tracked, airings of the PSAs from those years do still continue in markets throughout the nation.

Interactive *Recovery Month* Web-Based Activities and Information

The [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) continued to serve as an extensive portal of resources and materials to meet the needs of the initiative's diverse audiences, promote the initiative, and expand the opportunities to communicate the *Recovery Month* messages of prevention, treatment, and recovery. The *Recovery Month* home page included a welcome video by the director of SAMHSA's CSAT, Dr. H. Westley Clark; a rotating features section highlighting federal, Planning Partners', and other organizations' resources and events; and relevant news articles. Following is a screenshot of the *Recovery Month* homepage:



The website is organized by the initiative's designated six main audiences with content dedicated to each type. The audiences, defined based on a usability assessment of the website, and resources for each, are as follows:

- Community Organizations and Service Providers** – Prevention, treatment, and recovery resources and information pertinent to organizations and behavioral health services providers (see an image of the page on the right)
- Communities** – Information for communities that are interested in prevention, treatment, and recovery
- La Comunidad Hispana** – Spanish content and resources most applicable to the Spanish community
- Planning an Event** – Resources and materials for event planners and people working on events
- Recovery for You or Someone You Know** – Materials and resources for people in recovery or people seeking more information about prevention, treatment, and recovery
- Youth and Young Adults** – Content that is most appropriate to young people, such as young adults' personal stories of recovery and targeted materials and resources



The website provided extensive resources in both English and Spanish for the initiative's audiences to learn from and use (toolkit, public service announcements, *Road to Recovery* television and radio programs); to engage with the initiative (social media tools, e-Cards, event and inspirational quote widgets); and to promote their own events, stories, and resources (*Voices for Recovery* stories and videos; Banners, Logos and Flyers; Community Events; Proclamations).

SAMHSA also conducted additional activities to engage new audiences in 2013. These were primarily through online partnership outreach and two Google advertising campaigns.

Online Partnership Outreach

In August 2013, **Recovery Month** selected seven organizations for online partner outreach. The following organizations represented a diverse range of target audiences:

- [Choose Help](http://www.choosehelp.com/) (<http://www.choosehelp.com/>)
- [The Good Drugs Guide](http://www.thegooddrugsguide.com/) (<http://www.thegooddrugsguide.com/>)
- [Sober Recovery](http://www.soberrecovery.com/) (<http://www.soberrecovery.com/>)
- [Recovery Connection](http://www.recoveryconnection.org/) (<http://www.recoveryconnection.org/>)
- [Psychology Today](http://www.psychologytoday.com/) (<http://www.psychologytoday.com/>)
- [American Mental Health Counselors Association](http://www.amhca.org/) (<http://www.amhca.org/>)
- [National Council for Community Behavioral Healthcare](http://www.thenationalcouncil.org/) (<http://www.thenationalcouncil.org/>)

In August 2013, emails were disseminated to contacts identified at these organizations or, in some instances, by using the “contact us” form on their websites. The email requested the organizations’ participation in **Recovery Month** through their websites by promoting recovery during the month of September, hosting **Recovery Month** banners/assets, or linking to the **Recovery Month** site. Follow-up email(s) were sent in early September to encourage participation. Four of the seven groups contacted participated in promoting recovery in the month of September in response to the outreach. Reaching out to *The Good Drugs Guide* and *Sober Recovery*, two sites within a network of health, recovery, and treatment information sites, yielded additional reach on related sites and produced a future contact for recovery promotion.

In addition, in September 2013, SAMHSA collaborated with the National Leadership Council on African American’s Behavioral Health (NLC) and [Blackdoctor.org](http://blackdoctor.org/) (<http://blackdoctor.org/>) to run a marketing campaign for **Recovery Month** to raise awareness about mental and substance use disorders. As a result, Blackdoctor.org posted **Recovery Month** banners on its page and social media outlets, developed a new section on addiction and substance use in addition to its pages on mental health, and listed Dr. H. Westley Clark, the director at the Center for

Substance Abuse Treatment, as a featured expert. Blackdoctor.org, features news and resources related to health issues among the African American community.

The recoverymonth.gov marketing campaign with BlackDoctor.org drove 1162 new visits to the **Recovery Month** website from September 8 to Sept 30, 2013. New visits peaked at 301 on September 8, 2013. (See the trend of new visitors below.)



Google Campaigns

During the summer of 2013, two campaigns ran on the Google Advertising Network to increase awareness of the **Recovery Month** observance, encourage the creation of **Recovery Month** events, and promote the availability of the SAMHSA treatment locator helpline.



Recovery Month Google campaign banner

- Campaign Objective and Results (1) – Recovery Month** implemented a campaign targeting professionals and advocates in substance use, treatment, and recovery organizations; families of people in recovery; and health care professionals, such as doctors and nurses. The goal of the campaign was to increase awareness of **Recovery Month** and to encourage the planning of **Recovery Month** events. Three tactics were used: search advertising, interest-based display, and topic-based display. The campaign allowed SAMHSA to appeal to a national audience of potential event planners with promotion of **Recovery Month** resources. Collectively, between June 4 and August 7, the campaign generated over 8.3 million advertising impressions and produced more than 20,000 clicks, promoting the message of recovery and encouraging members of the recovery community to plan events.
- Campaign Objective and Results (2)** – A secondary campaign piece, promoting SAMHSA’s Treatment Referral Service (1-800-662-HELP), used Google’s “Click-to-Call” tactic to target individuals and family members facing substance use and mental health

issues. The goal was to reach and provide help to users searching for related content on mobile phones. This campaign piece had a click-through rate of 0.73 percent and a cost-per-click of \$0.60. Users saw the SAMHSA number 241,939 times and generated 1,760 clicks between June 4 and August 7.

Use Statistics

In 2013, the **Recovery Month** website had 214,802 visits and 509,888 page views, with an average of 1,397 daily views. Additionally, the website had 184,949 unique visitors and 36,989 repeat unique visitors. In September, the website saw its highest monthly traffic for the year, with 44,982 unique visitors, 52,100 visits, and 121,809 page views. Of the 67 *Voices for Recovery* (personal text and video stories about individual recovery journeys) submitted to the 2013 website, 43 of these were posted. The **Recovery Month** mobile site had 94,605 visits, 42,542 page views, and 36,079 unique visitors.

Social Media

In 2013, SAMHSA bolstered its **Recovery Month** online program by enhancing its use of existing social media platforms and experimenting with new platforms to support those in recovery and increase awareness of **Recovery Month's** message. To garner support and expand interaction between the **Recovery Month** campaign and members of the online recovery community, SAMHSA employed the following tactics:

- **Facebook** – Continued to engage daily with the recovery community on the **Recovery Month** Facebook, Twitter, and YouTube accounts
- **Twitter** – Hosted and participated in Twitter chats to offer various segments of the recovery community the opportunity to connect with each other directly and in real-time
- **New online engagement** – Experimented with Vine and AOL Impact, new social media engagement tools, to expand the reach of **Recovery Month** messaging
- **E-newsletters** – Enhanced and published monthly new media e-newsletters
- **Bloggers** – Continued interacting with bloggers to establish meaningful relationships
- **Editorial calendar** – Managed a monthly editorial calendar for sustained community management and engagement on Facebook and Twitter

Facebook

Since the **Recovery Month Facebook page** (<https://www.facebook.com/RecoveryMonth>) was launched in July 2009, it has served as a forum for people to speak openly about recovery and interact with their peers. The Facebook page is a social hub of recovery information where SAMHSA can share news, resources, and inspirational encouragement, and can activate the recovery community to participate in offline recovery events.

In 2013, the page garnered 2,632 additional “likes,” a 25 percent increase from 10,373 to 13,005 followers. The page’s growth remained steady throughout the year, averaging 100-200 new page “likes” per month, with the exception of a significant increase of 1,200 between August and September as a result of the **Recovery Month** observance.

Increased engagement on the **Recovery Month** page was a priority this year. As a result, the page saw a higher number of “People Talking About This”—a metric that measures the number

of unique users who have liked the **Recovery Month** page or an individual post, posted or commented on the page wall, RSVP'd to an event, or mentioned the page in their personal posts—in 2013 than it did in 2012. On average, in 2013, there were nearly 1,500 people engaging with the page each month, compared to 1,300 people in 2012. During the **Recovery Month** observance in September, this number spiked, with approximately 6,000 people engaging with the page that month. Throughout the year, SAMHSA used the Facebook tools below to promote **Recovery Month's** resources and messaging.

Pledge for Recovery

The screenshot shows the Facebook application interface for the '2 for Me, 2 for You Pledge 4 Recovery Challenge'. At the top, it features the National Recovery Month logo and the 'together' logo. The main heading reads 'Take the 2 for Me, 2 for You Pledge 4 Recovery Challenge.' Below this, a text box explains the challenge: 'Pledge any two (or more) of the following actions and then challenge your friends, family, and loved ones to pledge two as well. With so many ways to get involved to support your community and spread the word about recovery, there is something for everyone. See what actions you can take right now, during Recovery Month in September, and throughout the year.' The challenge is titled 'PLEDGE 4 RECOVERY 2 for Me, 2 for You Challenge'. There are three tabs: 'Right Now', 'During Recovery Month', and 'Throughout The Year'. Under 'Right Now', there are three action buttons: 'Get Social', 'Speak Up', and 'Know the Signs'. Below the tabs, a text box says: 'After you have selected the actions you want to pledge across all tabs, fill out your name, zip code, and the reason why you support recovery. Click the "Take the Pledge" button to submit.' There are input fields for 'First Name (Optional)', 'Zip Code (Required)', and 'Why I Support Recovery (optional)'. A 'TAKE THE PLEDGE' button is at the bottom.

In 2013, the [2 for Me, 2 for You Pledge 4 Recovery](https://www.facebook.com/RecoveryMonth/app_139696196169235?ref=ts) (https://www.facebook.com/RecoveryMonth/app_139696196169235?ref=ts) application (pictured at left) continued encouraging Facebook members to spread the word about recovery by pledging to take at least two small actions, either during **Recovery Month** or in the future, and then share the pledge with friends and family. People who took the pledge could choose from a variety of actions, such as connecting with **Recovery Month** through social media channels, hosting a recovery event in their community, or learning more about the signs of mental and/or substance use disorders.

The application, which is housed on the **Recovery Month** and [SAMHSA Facebook](https://www.facebook.com/samhsa) pages (<https://www.facebook.com/samhsa>), launched in 2011 and was updated in August of 2012. Since its launch, 1,568 individuals have taken the pledge, 748 of whom have taken the updated pledge.

The *2 for Me, 2 for You Pledge 4 Recovery* appears on the *Recovery Month* Facebook page.

Facebook Toolkit Tab



A portion of the Facebook toolkit tab is pictured above.

toolkit, isolating content relevant to them while still being able to engage with the toolkit as a whole.

In January, SAMHSA updated the branding for its [2013 toolkit tab](https://www.facebook.com/RecoveryMonth/app_136415433166416) (https://www.facebook.com/RecoveryMonth/app_136415433166416) on the **Recovery Month** Facebook page, (shown by a section of the tab pictured on the left). The toolkit tab was designed to further drive engagement and awareness of **Recovery Month** resources since the toolkit is no longer offered in print. The interactive app allows visitors to easily navigate through the

Twitter

Twitter fosters real-time, rapid response communication with key audiences, including treatment providers, people in recovery, **Recovery Month** Planning Partners, and other government organizations focused on behavioral health issues. The [Recovery Month Twitter account](https://twitter.com/recoverymonth) (<https://twitter.com/recoverymonth>) helps position SAMHSA as an expert voice on the topic of recovery, and also allows SAMHSA to share inspirational quotes, congratulation e-cards, resources, and words of encouragement.

In 2013, **Recovery Month** gained 3,801 new Twitter followers, a 53-percent increase from 7,188 to 11,000 followers. In comparison, 3,676 followers began following the page in 2012. Regular interaction with these users has helped to raise awareness of **Recovery Month**, further promoted **Recovery Month** and SAMHSA's messages, and has shown others that recovery is possible.

Twitter Chats

In 2013, SAMHSA hosted two Twitter chats, offering a real-time forum for the recovery community to engage with experts, educate other participants, discuss timely topics, and promote recovery resources. The following Twitter chats further shared the expertise of SAMHSA and the **Recovery Month** Planning Partners:

- **Trauma: Treatment and Recovery through the Delivery of Behavioral Health Services**
– On Thursday, March 28, **Recovery Month** hosted an hour-long #RecoveryChat on Twitter with Paolo del Vecchio, director of the Center for Mental Health Services (CMHS), as the host. The conversation focused on how to best support individuals who have experienced trauma during their journeys through treatment and recovery.
- **The Affordable Care Act (ACA)** – On Thursday, July 18, **Recovery Month** hosted an hour-long #RecoveryChat on Twitter with Kevin Malone, public health analyst at SAMHSA, as the host. The conversation focused on the impact that the ACA will have on behavioral health, answering questions about the application process, eligibility, and the availability of recovery support services.

The Twitter chats were successful in driving traffic to the **Recovery Month** Twitter account, and allowed supporters of **Recovery Month** to engage with one another in real time. More than 156 Twitter users participated in and/or promoted the two chats, yielding more than 174,717 impressions. Participants included recovery organizations, treatment facilities, counselors, and individuals in recovery.



Q3: How will the #ACA improve access to mental health and substance use disorder treatment? #RecoveryChat



#DrugPolicyReform is requiring insurance companies to provide coverage for addiction treatment. #RecoveryChat
<http://Wh.gov/DrugPolicyReform>
...



Q3 People aged 18-34 have highest rates of alcohol/drug use disorders. Keeping health insurance means they can get help. #RecoveryChat

YouTube

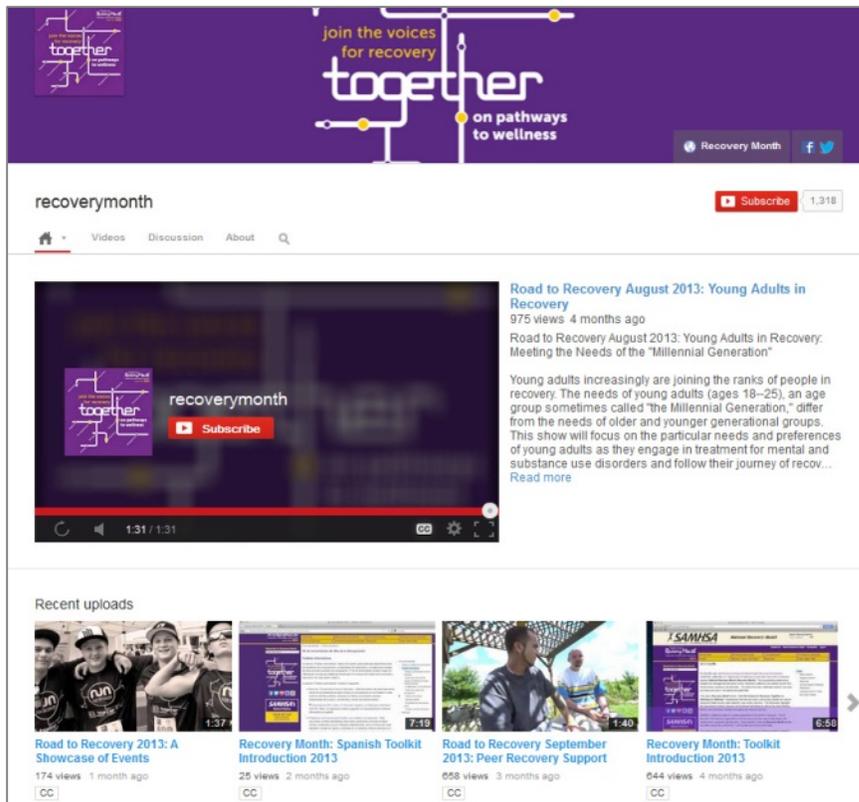
The [Recovery Month YouTube channel](https://www.youtube.com/user/recoverymonth)

(<https://www.youtube.com/user/recoverymonth>), pictured on

the right, was launched in August 2009. In 2013, SAMHSA uploaded 18 videos, including the 2013 PSAs and trailers promoting the *Road to Recovery* series. SAMHSA gained 100 new subscribers in 2013, for a total of 1,323 total subscribers to the **Recovery Month**

YouTube channel. Subscribers included government agencies, recovery organizations, and individuals. In 2013, the channel garnered 18,635 new video views, a 3 percent increase from 712,069 to 730,704 video views since its launch in 2009.

In June, when YouTube transitioned to a new layout for branded channels, SAMHSA optimized its channel with features such as a customized banner image, trailer videos to entice viewers to subscribe to the **Recovery Month** channel, links to **Recovery Month** social properties, and updated tags for videos and playlists to optimize the channel's search results.



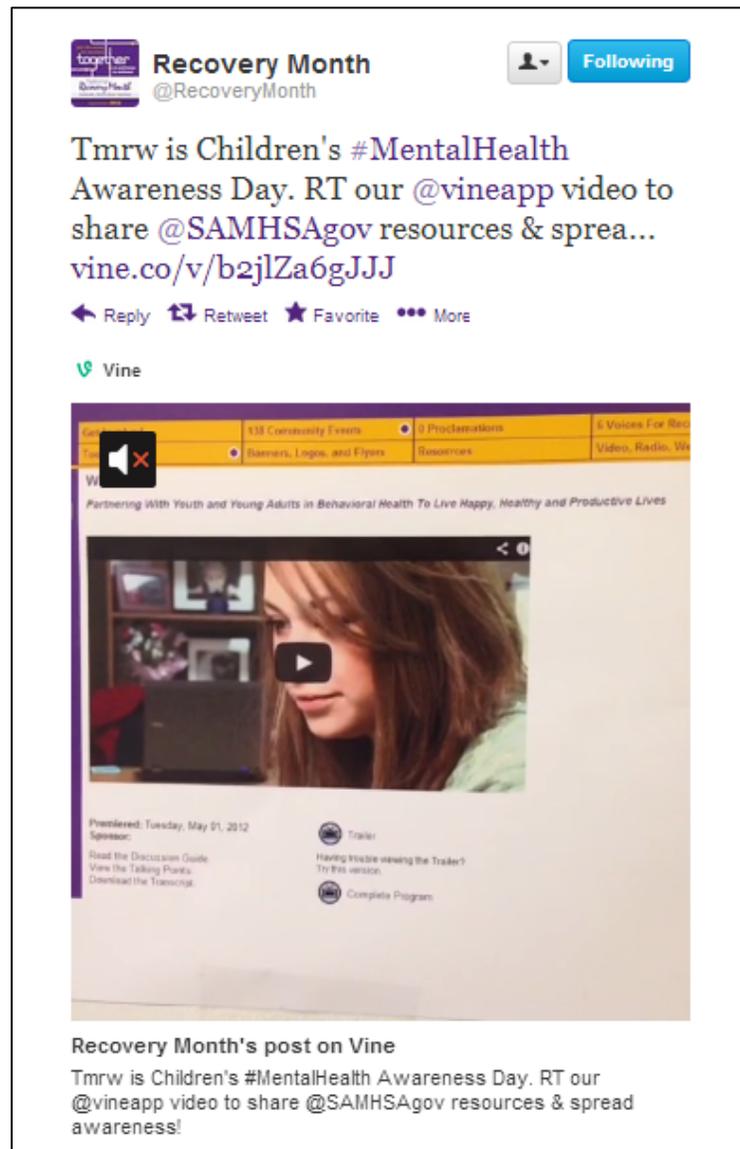
Vine

In May of 2013, SAMHSA experimented with the new social video platform Vine, picture on the right, to promote SAMHSA’s materials for National Children’s Mental Health Awareness Day. Vine is a mobile service that allows users to create and share short looping videos. SAMHSA’s engagement with Vine was a first for the agency and the U.S. Department of Health and Human Services (HHS).

Recovery Month tweeted the Vine video three times—once a day from May 7 to 9, 2013. The three posts reached approximately 37,000 individuals, generating more than 62,000 potential impressions. Collectively, the posts were retweeted a total of 19 times and marked as a favorite by 3 people.

AOL Impact

AOL Impact is AOL’s non-profit organization, which focuses on cause marketing. Between September 24 and September 28, 2013, **Recovery Month** worked with the AOL Impact team to generate awareness of **Recovery Month** among a new audience. @AOLImpact, the group’s official Twitter handle, posted three tweets (view one below) using the #RecoveryMonth hashtag. AOL Impact has nearly 3,500 followers, so, combined with the **Recovery Month** account, these tweets had approximately 10,500 potential impressions.



Recovery Month's post on Vine

Tmrw is Children's #MentalHealth Awareness Day. RT our @vineapp video to share @SAMHSAgov resources & spread awareness!



Blogger Engagement

Throughout 2013, SAMHSA identified opportunities to engage with new audiences and further develop existing blogger relationships in an effort to expand its blogger engagement program. SAMHSA sent 173 emails to bloggers and received 43 responses; in 2012, SAMHSA had sent 136 emails and received 15 responses. The 2013 outreach resulted in blog or social channel placements by a total of 12 bloggers, including *Serious Mental Illness*, *Hope Rises*, *Return to Rural*, *Sober and Skinny*, and *Breaking Cycles*. The posts shared a variety of **Recovery Month** resources, including the toolkit and *Voices for Recovery*.

Additionally, in October, SAMHSA contacted bloggers and made related posts on Facebook and Twitter, encouraging vignette submissions for the 2013 toolkit. As a result, two people submitted their personal stories of recovery.

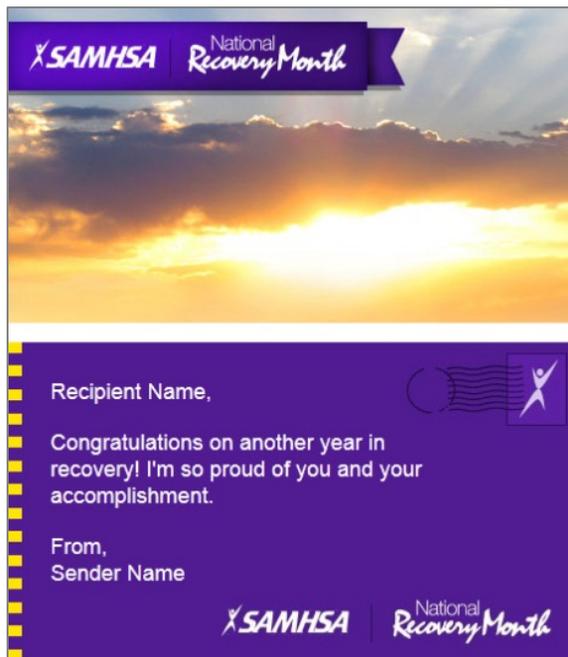
Digital Tools and Resources

Recovery E-Cards

SAMHSA developed recovery-specific e-cards in 2011 to encourage members of the online recovery community to support one another, express gratitude for loved ones, and congratulate those in recovery on their accomplishments and milestones. (See a card pictured on the right.)

In 2013, visitors to the **Recovery Month** website accessed a selection of four different types of e-cards: anniversary, congratulations, thank you, and thinking of you. Visitors could choose from three different text options and six different images.

The English version of SAMHSA's recovery e-cards have been shared 1,287 times since the launch in October 2011, with 346 e-cards sent in 2013. Spanish versions of the recovery e-cards, developed and launched in March of 2012, have been shared 11 times, once in 2013.

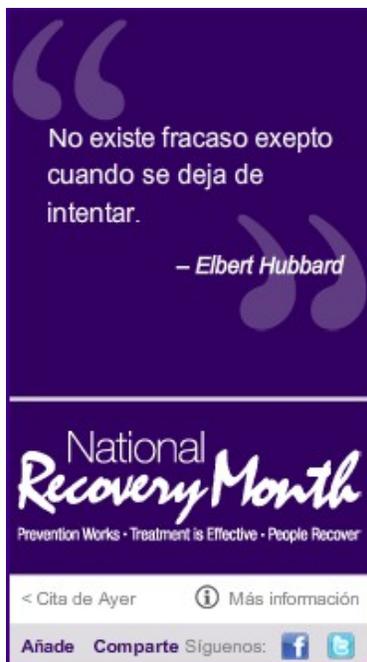


Community Events Widget

The community events widget, pictured on the right, which allows people to find **Recovery Month** events based on location, saw continued growth in 2013 with users embedding the searchable online tool on their own websites. Since its 2009 launch, the two versions of the widget have been embedded on 835 websites. In 2013, the tall version of the widget was embedded on 69 websites, totaling 334 embeds since launch, while the wide widget (shown at right) was embedded on 101 websites, totaling 501 embeds. Organizations that installed the widget to their sites included: sojournerrecovery.org (<http://sojournerrecovery.org>), whitebison.org (<http://whitebison.org/index.php>), recoveryfestnashville.com (<http://recoveryfestnashville.com>), and essenceofhope.org (<http://essenceofhope.org>).



Inspirational Quotes Widget



Recovery Month’s daily inspirational quotes widget, pictured at left, can be added to any website and provides daily inspirational quotes that resonate with the recovery community. The widget generates a new quote each day, and also links to **Recovery Month’s** Facebook, YouTube, and Twitter platforms. Visitors can add the widget to their website or blog, as well as share it with others, to inspire others, provide support, and promote awareness of **Recovery Month**.

Due to changes in the reporting platform, SAMHSA stopped tracking embed metrics for both the English and Spanish inspirational quotes widgets in August of 2013. At that time, the English version of the widget, launched in July 2011, had been embedded 763 times, including 90 times between January 1 and July 31, 2013. The Spanish version, launched in March 2012, had been embedded 14 times on blogs, Facebook, and Twitter, including 3 times between January 1 and July 31, 2013.

New Media E-Newsletter

Each month, SAMHSA sent a new media e-newsletter to Planning Partners, **Recovery Month** event planners, and supporters. (The image below displays the e-newsletter from September 2013.) This valuable resource featured social media case studies; highlighted **Recovery Month** and Planning Partner online tools; and provided tips and resources for leveraging new media to raise awareness of an event, cause, or organization. In 2013, the featured case study topics included the use of [Vine](#), [Thunderclap](#), and live streaming an event. The 2013 “Tips of the Month” focused on topics such as humanizing an organization, optimizing websites for mobile use, and using Google+ Hangouts for a cause.



In July 2013, SAMHSA enhanced the design of the new media e-newsletter to allow for a better mobile viewing experience. Additionally, the **Recovery Month** social media icons were reformatted so that users could still share the information with their social media networks, even if they did not download the e-newsletter images.

As of December 2013, 12,449 people actively subscribe to the monthly e-newsletter. It can also be found on the [Recovery Month website](#).

Road to Recovery Television and Radio Series

The 2013 *Road to Recovery* television and radio series aired eight television and radio episodes in a talk-show, roundtable format that included panels of nationwide experts from the behavioral health field.

The television series premiered on the first Wednesday of each month, from March through November (the program did not air in October). The 2013 *Road to Recovery* series topics included:

- **Join the Voices for Recovery: Together on Pathways to Wellness – Aired 3/5/2013 –** This episode highlighted the many accomplishments of the 2012 **Recovery Month** campaign and looked ahead to **Recovery Month** activities in September 2013.
- **Building Public Awareness and Community Support: Strategies for Prevention, Treatment, and Recovery in Behavioral Health – Aired 4/3/2013 –** This episode examined a variety of strategies and messages for building public awareness of and community support to address the challenges associated with behavioral health conditions. Topics included how the direction of health reform and the integration of behavioral health care into the primary health care setting present opportunities for progress and challenges today.
- **New Trends and Implications: Discoveries and Developments in Behavioral Health – Aired 5/1/2013 –** This episode (screenshot on the right) highlighted important findings emerging from the National Institutes of Health across the domains of prevention, treatment, and recovery, and it explored the inter-relationships of mental and substance use disorders. Innovations based on this research are profoundly impacting the practice of behavioral health, the direction of health reform, and the advancement of health information technology. The show addressed how, with the support of SAMHSA initiatives, these advancements are being promoted by both governmental and nongovernmental practitioners in the field of behavioral health.



- **Prevention and Early Intervention in Behavioral Health: Promising Practices** – Aired 6/5/2013 – This episode featured the use of screening techniques in behavioral health care and pointed to the positive elements of screening, prevention practices, and intervention in the context of health reform.
- **Recovery Is a Family Affair: The Complex Dynamics in Families Struggling with Mental and Substance Use Disorders** – Aired 7/2/2013 – This episode demonstrated the positive results gained from taking a “whole family approach” toward treatment and recovery, where all family members are engaged and supported in the healing process. The show also explored family issues in specific settings, such as military families and nontraditional families.
- **Young Adults in Recovery: Meeting the Needs of the “Millennial Generation”** – Aired 8/6/2013 – This episode focused on the particular needs and preferences of young adults as they engage in treatment for mental and substance use disorders. Following their journeys, the show explored effective strategies for preventing young adults from initiating substance use, escalating their substance use, or developing mental disorders. It also examined lifestyle factors that have strong implications for prevention strategies, treatment approaches, and recovery systems for this age group.
- **Peer Recovery Support: Leveraging Personal Experience in Helping Others** – Aired 9/3/2013 – This program explored the role of peer recovery support in the recovery process. Specifically, it recognized recent efforts toward more structured and intentional applications of this recovery support approach. The show highlighted the role of peer support for certain groups, such as military service members; ways in which online technologies facilitate peer support processes; and the use of peer support in recovery community centers and recovery living settings.
- **The Road to Recovery 2013: A Showcase of Events** – Aired 11/6/2013 – This episode highlighted the 2013 *Recovery Month* theme—“**Join the Voices for Recovery: Together on Pathways to Wellness**”—and featured footage, photos, and interviews of participants from events held throughout the country as individuals, families, and entire communities united in celebration of *Recovery Month* in 2013. It highlighted the positive and affirming message realized by millions of Americans—that behavioral health is essential to health, prevention works, treatment is effective, and people recover.

The series was promoted on **Recovery Month** and SAMHSA’s social media platforms and included in the *Road to Recovery* biweekly email newsletters. (See a Twitter post highlighting the video on the right.)

The series was distributed to 60 new Public, Educational and Government (PEG) channels in 2013, and the 8 monthly programs were broadcast in 50 states on 701 PEG access television channels in 651 unique cable markets. The program aired an average of 12 times per month, generated approximately \$20.1 million per year in free airtime (over 100,000 hours of free airtime), and was viewable in 31.5 million cable households in the United States and its Territories (including American Samoa). This represented an increase of over 1.9 million cable households (up from 29.6 million households in 2012). Additionally, the series saw an increase of \$1.7 million in the value of the free airtime (up from \$18.4 million in 2012).

The DISH Network, Channel 9412 through the University of Southern California, aired the *Road to Recovery* television series via satellite, reaching 20 million households and generating approximately \$288,000 in free airtime in 2013. Throughout 2013, the California Channel carried the *Road to Recovery* series, reaching 5.5 million households.

Additionally, the Excellence in Christian Broadcasting (EICB) network airs the *Road to Recovery* series on its broadcast affiliates, reaching a potential audience of 14 million households. Because EICB is on over-the-air broadcast channels and is carried on cable systems, we cannot provide accurate individual numbers; in many instances, EICB broadcasts overlap the cable systems already counted above.

In total, the *Road to Recovery* television series generated more than \$31.8 million in free airtime (not including EICB), reaching 57 million households, or 57 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series aired on 101 radio stations across the country, including many Native American radio stations. These stations are low power FM, full power FM, and full power AM stations. The radio show reached an estimated 21 million potential listeners.



“Ask the Expert” Series

Each month from April through September 2013, **Recovery Month** featured an expert in the “Ask the Expert” series. Listeners used an anonymous online system to submit questions about the topics covered in the latest 2013 *Road to Recovery* program, and an expert speaker provided answers. The 2013 “Ask the Expert” forums included:

- **Building Public Awareness and Community Support: Strategies for Prevention, Treatment, and Recovery in Behavioral Health** – Featuring Arthur C. Evans Jr., Ph.D., the commissioner of Philadelphia’s Department of Behavioral Health and Intellectual disAbility Services, a \$1 billion health care agency.
- **New Trends and Implications: Discoveries and Developments in Behavioral Health** – Featuring Markus Heilig, M.D., Ph.D., a clinical psychiatrist and neuroscientist currently working at the National Institute on Alcohol Abuse and Alcoholism as chief of the Laboratory of Clinical and Translational Studies and as a clinical director.
- **Prevention and Early Intervention in Behavioral Health: Promising Practices** – Featuring Pierluigi Mancini, Ph.D., founder and chief executive officer of CETPA, a non-profit organization dedicated to providing affordable, linguistic, and culturally appropriate behavioral health services to the Latino community in Georgia.
- **Recovery Is a Family Affair: The Complex Dynamics in Families Struggling with Mental and Substance Use Disorders** – Featuring Paolo del Vecchio, MSW, director of SAMHSA’s CMHS.
- **Young Adults in Recovery: Meeting the Needs of the “Millennial Generation”** – Featuring Alison Malmon, founder and executive director of Active Minds, Inc., the leading national organization that uses students as the driving force to change the perception of mental health on college campuses.
- **Peer Recovery Support: Leveraging Personal Experience in Helping Others** – Featuring Leah Harris, a mother, activist, writer, and a person with a psychiatric history, who has been a nationally recognized leader in the consumer and survivor movement for more than decade.
- **Special Edition** – On August 2, 2013 SAMHSA hosted a special edition “Ask the Expert” program with SAMHSA’s first Chief Medical Officer Elinore F. McCance-Katz, M.D., who answered questions from **Recovery Month** audiences on a variety of topics related to prevention, treatment, and recovery from substance abuse and mental disorders.

Proclamations

Federal, state, and local officials helped raise awareness about mental and substance use disorders by declaring September as **National Recovery Month**. Officials across the country and abroad released 114 **Recovery Month** proclamations, demonstrating their commitment to behavioral health treatment and services and to celebrating those in recovery.

The 114 proclamations included a Presidential Proclamation, 9 proclamations from locations in Canada, and a letter of support from the State of Montana.

Presidential Proclamation	British Columbia	Union County
Alabama	City of Kelowna	Illinois
City of Gardendale	City of Nanaimo	State of Illinois
Alberta	City of Vancouver	Indiana
City of Calgary	City of Victoria	State of Indiana
Arizona	California	Iowa
City of Prescott	City of Lompoc	State of Iowa
City of Safford	City of Santa Monica	Kansas
Graham County	Connecticut	Johnson County
State of Arizona	State of Connecticut	Kentucky
The Hopi Tribe	Florida	City of Mammoth Cave
Town of Chino Valley	City of Saint Petersburg	Maryland
Town of Pima	State of Florida	Cecil County
Town of Prescott Valley	Georgia	Garrett County
Town of Thatcher	City of Blairsville	Massachusetts
Arkansas	State of Georgia	City of Somerville
City of Hot Springs	Towns County	City of Springfield

City of Worcester

State of Massachusetts

Michigan

City of Charlotte

City of Kalamazoo

City of Olivet

City of Williamston

Eaton County

State of Michigan

Village of Bellevue

Minnesota

City of Paynesville

State of Minnesota

Montana

State of Montana
(Letter of Support)

Nebraska

City of Gering

New Brunswick

City of Fredericton

New Hampshire

State of New Hampshire

New Jersey

State of New Jersey

Township of Hamilton

New Mexico

Socorro County

New York

Putnam County

State of New York

North Carolina

City of Raleigh

City of Winston-Salem

Pitt County

State of North Carolina

Town of Ayden

Town of Plymouth

North Dakota

State of North Dakota

Oklahoma

State of Oklahoma

Ontario

City of Ottawa

Oregon

City of Port Orford

Lincoln County

State of Oregon

Pennsylvania

State of Pennsylvania

Saskatchewan

City of Regina

City of Saskatoon

South Dakota

State of South Dakota

Texas

City of Amarillo

City of Port Arthur

City of San Antonio

State of Texas

Vermont

City of Burlington

City of Montpelier

Town of Bennington

Towns of St. Johnsbury &
Northeast Kingdom

Virginia

Commonwealth of Virginia

Washington

City of Kent

City of Auburn

City of Bellevue

City of Black Diamond

City of Bothell

City of Carnation

City of Covington

City of Des Moines

City of Duvall

City of Federal Way

City of Issaquah

City of Kenmore

City of Kirkland

City of Maple Valley

City of Medina

City of Mercer Island

City of Milton

City of Mount Vernon

City of North Bend

City of Pacific

City of Redmond

City of Renton

City of Sammamish

City of SeaTac

City of Shoreline

City of Snoqualmie

City of Tukwila

City of Woodinville

Crisis Clinic

Enumclaw

Friends of Youth

King County

State of Washington

Town of Yarrow

Presidential Proclamation

NATIONAL ALCOHOL AND DRUG ADDICTION RECOVERY MONTH, 2013 BY THE PRESIDENT OF THE UNITED STATES OF AMERICA A PROCLAMATION

Each day, millions of Americans take courageous steps toward recovery from alcohol and drug addiction. Their examples reveal the transformative power of recovery, and their stories provide hope to those struggling to break free from addiction. During National Alcohol and Drug Addiction Recovery Month, we celebrate their strength, challenge the stigmas that stand as barriers to recovery, and encourage those needing help to seek it.

This year's theme, "Together on Pathways to Wellness" encourages all Americans to walk alongside family, friends, and neighbors who are fighting to overcome addiction. My Administration is proud to advance evidence-based approaches to recovery -- approaches that view addiction as a preventable, treatable disease of the brain. The 2013 National Drug Control Strategy builds on our work over the past 4 years, increasing access to treatment and recovery services, and supporting early intervention to address substance abuse in schools, on college campuses, and in the workplace. And to give more Americans a chance to enter recovery, the Affordable Care Act expands mental health and substance use disorder benefits and Federal parity protections for millions of Americans. Thanks to this law, insurance companies must cover treatment for substance use disorders as they would any other chronic disease.

Alcohol and drug addiction remains a serious challenge in our country, but with support from loved ones and allies, Americans seeking help make steady progress each day. As we observe National Alcohol and Drug Addiction Recovery Month, let us unite to prevent addiction, give hope to everyone still struggling with this disease, and celebrate all those moving along the life-saving path to recovery.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim September 2013 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of August, in the year of our Lord two thousand thirteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

BARACK OBAMA

Awards

Since 1999, SAMHSA’s **Recovery Month** has been recognized with nearly 100 awards for its outstanding communications efforts. Award organizations have lauded the **Recovery Month** toolkit materials, PSAs, electronic and social media efforts, website, and the *Road to Recovery* series.

In 2013, **Recovery Month** collected an additional 12 awards. While most awards announced in 2013 were reflective of the 2012 **Recovery Month** campaign, the **Recovery Month** mobile website won a 2013 Winter/Spring Merit Web Health award in the government division for the health professionals audience.

Recovery Month received 11 awards in 2013 for its 2012 campaign in the following areas:

- **2012 Recovery Month campaign**
 - Platinum MarCom Award in the Marketing/Promo Campaign category
 - Gold Hermes Award in the Public Relations Campaign category
 - Bronze Mercury Award for the Campaigns – Non Profit/Government Agency category
- **PSAs**
 - Gold MarCom Award in the TV PSAs category
 - Gold MarCom Award in the Radio PSAs category
 - Gold Hermes Award for Audio/Radio PSAs
 - Gold Hermes Award for Video/Television PSAs
 - Bronze Omni Award in the Government category



- Bronze Omni Award in the Public Service category
- 2013 Bronze Telly Award
- Platinum AVA Award for the TV PSAs

The MarCom Awards honor excellence and recognize the creativity, hard work, and generosity in marketing and communication.



The Hermes Creative Awards are an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, graphic design shops, production companies, Web and digital creators, and freelancers.

The Mercury Awards is an international competition which honors the best in public relations, public affairs, and corporate communications. It celebrates creative professionals whose innovation, originality, and smart thinking make the industry work.



The Omni Awards recognize outstanding media productions that engage, empower, and enlighten. Awards are given in the fields of Film & Video, Animation & Effects, and Website Design. The rigorous judging process, patterned after the Emmy Awards, uses a panel of three peer professionals who independently judge entries based on a standard set of criteria.

The Telly Awards are the premier awards honoring the finest film and video productions, groundbreaking Web commercials, and outstanding local, regional, and cable TV commercials and programs. This year, more than 13,000 entries were submitted from the top ad agencies, production companies, TV stations, cable companies, interactive agencies, and corporations worldwide.

The AVA Awards is an international competition that recognizes outstanding work by creative professionals involved in the concept, direction, design, and production of media.

Conclusion

For 24 years, **Recovery Month** has honored the prevention, treatment, and recovery service providers who make recovery possible. **Recovery Month** promotes the message that behavioral health is essential to overall health, prevention works, treatment is effective, and people recover. After more than two decades, the initiative continues to unite people nationwide in support of increased accessibility to prevention, treatment, and recovery support services, and to encourage public understanding of people with a current or past behavioral health condition.

The number of events held, proclamations issued, materials referenced, website visitors, and social media outreach results highlight the reach and impact of the **Recovery Month** observance in 2013. Among the highlights were:

- 1,230 **Recovery Month** events were held in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, the Bahamas, Canada, and the United Kingdom.
- A comprehensive toolkit of resources was made available to all visitors to the **Recovery Month website** (<http://www.recoverymonth.gov>).
- PSAs reached approximately 250 million viewers and 160 million listeners.
- With 184,949 unique website visitors and 509,888 page views, more than a hundred thousand people accessed **Recovery Month** tools and resources through its website.
- **Recovery Month's** social media campaign continued to grow, adding 2,632 new “likes,” 18,635 new YouTube video views, and 3,812 new Twitter followers.

Thanks to the support of so many people across the nation, the initiative is once again poised to grow in 2014.

For those interested in more information on **Recovery Month** 2013, this year's outreach materials, as well as materials from previous observances, are available on the **Recovery Month website** (<http://www.recoverymonth.gov>), and by calling SAMHSA's National Helpline at **1-800-662-HELP (4357)**.

In these early days of 2014, the **Recovery Month** initiative continues to educate people about mental and substance use disorders, prevention, treatment, and recovery, and provide resources to as many people as possible. SAMHSA is proud of **Recovery Month's** achievements and remains dedicated to helping all those impacted by behavioral health disorders.