
National Recovery Month Planning Partners Meeting Teleconference

Department of Health and Human Services

Substance Abuse and Mental Health Services Administration

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March 11, 2015**

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**Wednesday, March 11, 2015
1:00 p.m.–3:00 p.m. EDT**

PARTICIPANTS

Daphne Baille
Johanna Bergan
Susan Bergmann

Margi Taber
Candy Cargill-Fuller
Lisa Clark
John de Miranda
Marie Dyak
G. Peter Gaumond
Ivana Grahovac
Vickie Griffiths
Kristen Harper
Chris Hindbaugh
George Hoehmann
Teresa Wren Johnston

Organization

TASC, Inc.
Youth Move National
The Association for Addiction Professionals
(NAADAC)
Rockstar Superstar Project
Behavioral Health Services Inc.
AdCare Hospital & Outpatient Clinics
Doors To Hope
Entertainment Industries Council, Inc.
Office of National Drug Control Policy
Transforming Youth Recovery
JACS Jewish Board
Association of Recovery Schools
Addiction Treatment Services
Rockland Independent Living Center
Kennesaw State University Center for Young Adult
Addiction & Recovery
Entertainment Industries Council, Inc.
International Nurses Society on Addictions
Friends of Recovery New York
MODDHA and Deep Still Water Institute
National Asian Pacific American Families Against Substance
Abuse (NAPAFASA)
Office of National Drug Control Policy
INFINITY Signature Solutions
CADCA
Recovery Resources Consulting
Faces & Voices of Recovery
NY State Office of Alcoholism and Substance
Abuse Services
NAMI STAR Center
The RASE Project
National Alliance for Drug Endangered Children

Shawn King
Joan Kub
Robert Lindsey
Henry Catano Lozano
Ting-Fun May Lai

Nataki MacMurray
John Magnuson
Natalia Martinez Duncan
Mimi Martinez McKay
Patty McCarthy Metcalf
Lureen McNeil

Tanya Naranjo
Kristin Noecker
Chuck Noerenberg

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PARTICIPANTS

Tiffany Hunsley
Julia Parnell
Rev. Snow Peabody
Andy Pucher

Claire Ricewasser
Justin Luke Riley
Sara Smith
Fred Sandoval
Zachary C. Talbott

Becky Vaughn
Tonya Voelker
Sis Wenger
Daisy Wheeler
David Whitesock

Organization

Recovery is Happening
Minnesota Recovery Connection
Teen Challenge USA
National Council on Alcoholism and
Drug Dependence
AL-ANON Family Group Headquarters Inc
Young People in Recovery
National Institute on Drug Abuse
National Latino Behavioral Health Association
The National Alliance for Medication
Assisted Recovery
National Council for Behavioral Health
National Association of Drug Court Professionals
National Association for Children of Alcoholics
National Council for Behavioral Health
Face It TOGETHER

SAMHSA Staff

Tom Coderre
Jennifer Eveland
Wilmarie Hernandez
Michele Monroe
Abraham Ruiz
Ivette Torres

SAMHSA/Center for Substance Abuse Treatment (CSAT)
SAMHSA/CSAT
SAMHSA/CSAT
SAMHSA/ Office of Communications
SAMHSA/CSAT
SAMHSA/CSAT

National Recovery Month Support Contractors

Jessica Freer
Megan Humphries
Pheniece Jones
Asia Perazich
Grace Wahlbrink
Lori Whitten

Synergy Enterprises, Inc.
Edelman
Edelman
Edelman
Edelman
Synergy Enterprises, Inc.

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I. Welcome and Introduction: Ivette Torres

Ivette Torres, Associate Director for Consumer Affairs, Center for Substance Abuse Treatment (CSAT), Substance Abuse and Mental Health Services Administration (SAMHSA), welcomed participants to the March *National Recovery Month* Planning Partners Teleconference. She expressed special appreciation to SAMHSA staff members—Abraham Ruiz, Wilmarie Hernandez, Michele Monroe, and Jennifer Eveland. Ms. Torres reviewed the meeting agenda, noting that there were a few additions. She asked whether Planning Partners had any additions to the agenda. Hearing none, she continued with the meeting. She asked Planning Partners to provide any updates from their organizations. No partners had any updates.

Ms. Torres recognized and thanked the four groups that will sponsor the 2016 luncheon: National Council for Behavioral Health, Young People in Recovery, Transforming Youth Recovery, and the Association of Recovery Schools. Ms. Torres reported that activities supporting 2015 *Recovery Month* are progressing. The team is also preparing information so work can begin on 2016 *Recovery Month*.

II. Status of 2015 Materials: Abraham Ruiz

2014 *Recovery Month* Community Events Awards

SAMHSA recognizes last year's *Recovery Month* events (2014) with three award categories: (1) Rally and Walk/Run Events, (2) Educational Events, and (3) Special Celebrations. Mr. Ruiz noted that instructions for those who want to enter an event are available on the Recovery.gov website <http://www.recoverymonth.gov/events/event-award-program>. Briefly, any group that won the previous year (2013) is *not* eligible to enter. The 2014 event entered must have been posted on the Recovery.gov website. The deadline for applying for an award is April 17, 2015. Mr. Ruiz explained that there are two rounds of judging. In the first round, each judge reviews and scores three to four applications. Applications with the highest scores are sent on to the second round, which is conducted in person during July.

So far, only five applications have been submitted. Mr. Ruiz and Ms. Torres stressed that SAMHSA would like more applications—about 20 would be good. They asked Planning Partners to encourage organizations to review the application process and submit an event into the competition.

2015 *Recovery Month* Toolkit and Material Status

Mr. Ruiz thanked individuals who reviewed materials for the toolkit. Many groups—including the National Institute on Alcohol Abuse and Alcoholism, National Institute on Drug Abuse, SAMHSA Center for Substance Abuse Prevention (CSAP), and SAMHSA Center for Mental

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Health Services (CMHS)—have submitted comments. After compilation, SAMHSA Center for Behavioral Health Statistics and Quality will review figures presented in the materials. The document will then undergo HHS approval, then move to layout and posted online, with a target date of early May.

Kristen Harper asked whether SAMHSA received comments from her organization, and Mr. Ruiz confirmed that SAMHSA had. She also asked whether organizations could review the personal stories they submitted for the toolkit prior to publication, and Mr. Ruiz said that they could and that all the stories would be run by the Content Messaging Subcommittee.

2015 Recovery Month Public Service Announcement Review and Production Status

Mr. Ruiz reported that the public service announcement (PSA) content has been reviewed and approved within SAMHSA. He thanked Planning Partners for their valuable feedback, particularly on the inclusion of people with disabilities. Mr. Ruiz and Ms. Monroe, as well as the *Recovery Month* Support Contractors will be in Atlanta next week for filming. The target date for completion is the end of May.

2015 Recovery Month Website and Social Marketing Outreach

Mr. Ruiz informed participants that the revamped Recovery.gov website was launched on March 2. Ms. Torres encouraged everyone to visit the site and offer kudos to the Project Evolve team and Ms. Monroe. Ms. Monroe thanked everyone and noted that the website is a work in progress. Any feedback is welcome. She expected that users of the site would be pleasantly surprised at the responsive design and look of the site from mobile devices. Mr. Ruiz thanked partners for their support, which was essential for keeping the Recovery.gov address.

**III. Recap on 2016 Recovery Month Theme and Target Audience Selection:
Ivette Torres and Edelman Team**

Ms. Torres explained that, for a number of years, SAMHSA has not had a separate budget line for *Recovery Month*. Therefore, funding for *Recovery Month* activities is from SAMHSA CSAT and CMHS. CMHS provides monies from particular program areas—youth violence and its prevention and homelessness issues. *Recovery Month* materials should be consistent in covering issues related to these budget lines. Similarly, SAMHSA CSAT will also contribute, so issues about treatment also need to be covered.

Mr. Ruiz reviewed the current theme, concept, and objective for 2016 *Recovery Month*.

- *Theme selected:* Join the Voices for Recovery: Our Families, Our Stories, Our Recovery!

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- *Concept:* The Power of Storytelling
- *Objective:* To encourage individuals in recovery to discuss their personal recovery story in order to humanize behavioral health disorders, as well as enable those experiencing a mental and/or substance use disorder to relate to individuals who have already coped with a similar situation.

Mr. Ruiz commented that the Content, Messaging, and Multimedia Subcommittee met to discuss target audiences. Four targeted audiences are needed. The proposed target audiences are not set in stone, and he welcomed feedback and discussion from Planning Partners. The following are proposed as potential target audiences:

- **Military, veterans, and military families:** The subcommittee suggests addressing double-trauma impact—that is, individuals may enter the military as a way of escaping from unstable homes and early traumatic events and then experience deployment-related traumatic issues. Therefore, such individuals have both developmental and situational trauma that need attention for recovery.
- **Adults caring for a variety of generations, AKA the “Sandwich Generation”:** This would be the first time that *Recovery Month* addressed this population. The subcommittee suggests also focusing on issues related to older generations—for example, prescription drug misuse mixed with alcohol, as well as potential substance use disorders among adolescents and young adult children.
- **Lesbian, Gay, Bisexual, and Transgendered (LGBT) Community:** The subcommittee suggested avoiding statements that the LGBT community is more likely to experience mental and/or substance use disorders based on lifestyle, because this reinforces stigma around this population. Rather, the focus should be on other factors that increase risk of mental and/or substance use disorders, such as social stress and discrimination. Additionally, members of the LGBT community may experience issues in their families of origin that make them more vulnerable for mental and/or substance use disorders.
- **Victims of trauma:** Content should focus on early traumatic experiences during the developmental years and their potential lifetime consequences, as well as the trauma that comes from events and abuse.
- **Families:** What is the role of parents in the recovery process? The subcommittee pointed out relevant work by the National Federation of Parents.

Mr. Ruiz noted that within these target audiences, content should also address other factors—including any cross-cutting issues among the different populations. For example, youth and young adults’ issues could be covered within each targeted audience. Ms. Torres agreed with this approach. Additionally, content should address social stress and discrimination issues as

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catalysts of mental and/or substance use disorders. Ms. Torres recommended that homelessness should be addressed for the military audience, and others concurred.

Mr. John de Miranda pointed out that the *Road to Recovery* television shows have not recently addressed racial and ethnic minority groups or the LGBT community (e.g., African Americans and Latino/Latina populations). Ms. Torres responded that this was a good observation and that we need to be conscientious about this issue. The shows promote best practices, so the subcommittee should review the portfolio specifically tailored for LGBT, African Americans, and Latino/Latina groups. A show on special populations might highlight these best practices in 2016 shows.

After some discussion, Ms. Torres suggested that the Sandwich Generation could be included as a topic under the family target audience. Generational issues with mental and/or substance use disorders could be discussed in the context of the family. Given recent changes in the legal status of marijuana, abuse of this drug is likely to be an issue for people ages 50 to 65. The Public Broadcasting Service (PBS) recently aired a program, *A Hidden Epidemic*, on excessive use of substances among older adults. Planning Partners noted that this is an important topic to address. Participants agreed that generational issues regarding mental and/or substance use disorders could be incorporated into the family targeted audience. Appropriate material could include information on older generations, the Sandwich Generation, and generational family issues. Ms. Marie Dyak added that the military target audiences should include a discussion of older veterans and their high suicide rates. After discussion, the participants agreed upon the following targeted audiences:

- Military, veterans, and military families;
- LGBT community;
- Victims of trauma; and
- Families, with discussion of generational issues.

Ms. Pheniece Jones commented that the selected target audiences were good and that it is possible to incorporate youth violence and homelessness, as well as social isolation and discrimination, into the materials. Planning Partners who have specific issues to suggest within these target audiences should send them to Mr. Ruiz via e-mail. Ms. Torres also requested that Planning Partners submit relevant research to help the team develop materials for 2016. They should submit these to Mr. Ruiz.

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**IV. Status Review of *Road to Recovery* Television and Radio Series:
Wilmarie Hernandez**

Ms. Hernandez reported that the *Road to Recovery* television shows 1 and 2, which will be presented on the **Recovery Month** website, have already been taped. These shows will air in April and May. Shows 3 and 4 cover assessment and trauma, respectively, and will be taped on March 26. Ms. Hernandez commented that we have great panelists scheduled to participate in these shows, and she thanked everyone who made suggestions. Shows 5 and 6 cover homelessness and technology, respectively, and will be taped on May 27. Planning Partners who want to help develop a list of possible panelists for the shows on homelessness and technology should e-mail her, and she will schedule a conference call to discuss.

Ms. Hernandez reviewed the schedule for the *Road to Recovery* television and radio series:

- *The Road to Recovery 2015: A Showcase of Events*—Airs March 4, 2015
- *Substance Use Among Youth and Young Adults: Pathways to Health and Lifelong Success*—Airs April 1, 2015
- *Healing and Empowerment: Families on the Road to Recovery*—Airs May 6, 2015
- *Screening and Assessments for Mental and Substance Use Disorders: The Role of Primary Care*—Airs June 3, 2015
- *Overcoming Trauma and Violence: The Power of Resiliency*—Airs July 1, 2015
- *Preventing and Addressing Homelessness Among People With Mental and/or Substance Use Disorders*—Airs August 5, 2015
- *New Technologies for Whole Body Health & Wellness*—Airs September 2, 2015
- *The Road to Recovery 2015: Showcases of Events*—Airs November 4, 2015

Ms. Torres reminded Planning Partners who are not on the listserv for receiving subcommittee reports to let Ms. Eveland know.

V. Recovery Month Subcommittee Reports: Abraham Ruiz

Content, Messaging, and Multimedia: Laurie Krom

Ms. Krom was on travel and was not present to provide the Content, Messaging, and Multimedia Subcommittee report.

Evaluation: Ben Jones and Eduardo Vega

Mr. Jones and Mr. Vega were not present to provide the Evaluation Subcommittee report.

Public Relations and Marketing: Mimi Martinez McKay and Claire Ricewasser

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Ms. Martinez McKay reported that the Multimedia subcommittee suggests expanding the use of social media among all Planning Partners through a weekly e-mail blast. The subcommittee would generate ideas for posts. She emphasized the importance of coordinating social media efforts. The subcommittee recommends creating a current list of all social media accounts used by the Planning Partners. Finally, the members of the subcommittee advise creating an Advisory Committee made up of Planning Partner subcommittee chairs and two other Planning Partner volunteers. This Advisory Committee will identify and coordinate efforts to spread the word of **Recovery Month** at conferences and other events (face-to-face and virtual) throughout the year.

Ms. Torres noted that she will present on 2015 **Recovery Month** at the Oxford House leadership conference. She is developing three or four slides on **Recovery Month** for Planning Partners to help spread the word. SAMHSA will disseminate these slides with the minutes of today's call.

Sustainability: Sis Wenger and Marie Dyak

Ms. Wenger noted that **Recovery Month** events should include people who are not in recovery. Ms. Dyak commented that the subcommittee is getting specific about what sustainability looks like. Ms. Wenger added that the subcommittee would like to have a piece in the toolkit that encourages people at the local level to build sustainability into their **Recovery Month** events and programs. Mr. David Whitesock has reviewed a 1-page document with guidance on planning and hosting financially sustainable **Recovery Month** events. Ms. Torres remarked that she needs to review whatever product the subcommittee delivers to ensure that the product is on track. The product will need to be in the same format as the rest of the **Recovery Month** toolkit. It sounds as if the document will need some refinement, and the subcommittee members should schedule a call with Ms. Torres to ensure that it is on track. In response to a question from Ms. Jones, Mr. Ruiz confirmed that the **Recovery Month** toolkit does not have a separate section on sustainability.

VI. New Business and Adjourn: Ivette Torres

Ms. Torres thanked all of the Planning Partners for participating in the meeting and for all of their hard work throughout the year.

As approved by the Planning Partners, the 2016 **Recovery Month** Planning Partners Meetings will be on:

- Wednesday, June 10, 2015—**Recovery Month** Planning Partners Meeting via teleconference (1 p.m. to 3 p.m. EDT)
- Wednesday, September 9, 2015—**Recovery Month** Planning Partners Meeting (in person at SAMHSA)

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- Thursday, September 10, 2015—**Recovery Month** Kickoff Luncheon (hosts: National Council for Behavioral Health, Young People in Recovery, Transforming Youth Recovery, and the Association of Recovery Schools)
- Thursday, January 21, 2016—**Recovery Month** Planning Partners Meeting (in person, location TBD)

Ms. Torres recognized and thanked the four groups that will sponsor the 2016 **Recovery Month** Kickoff Luncheon: National Council for Behavioral Health, Young People in Recovery, Transforming Youth Recovery, and the Association of Recovery Schools.

Mr. Ruiz remarked that 2015 **Recovery Month** banners and logos are now on the website. Planning Partners may download this art work for use and printing. Ms. Torres noted that SAMHSA will be moving and that beautiful, framed **Recovery Month** art work and other materials (e.g., PSAs, television and radio shows) from prior years are now available. She thanked Ms. Eveland for developing an inventory of these materials. SAMHSA will send the inventory to Planning Partners, and those who would like specific items should request them via e-mail to Mr. Ruiz.

Having no new business announcements, at 1:53 p.m., Ms. Torres adjourned the meeting.