National Alcohol and Drug Addiction Recovery Month

OVERVIEW

Held annually in September, National Alcohol and Drug Addiction *Recovery Month (Recovery Month)*, is sponsored by the Center for Substance Abuse Treatment of the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration. The month-long observance unites public and private sector partner organizations nationwide in an effort to reduce the stigma associated with treatment of substance abuse and to advocate for better policies and infrastructure to increase access to treatment. Each year, *Recovery Month* provides a platform for thousands of treatment programs around the country to celebrate their successes and share them with their neighbors, friends and colleagues in an effort to educate the public about treatment, how it works, for whom, and why.

In support of these efforts, CSAT and as many as 70 or more public and private sector partner organizations develop and distribute a *Recovery Month* kit to various national and local organizations; Federal, state and local government agencies and officials; grantees; professional treatment associations; and private treatment organizations. This user-friendly, comprehensive package of materials is designed to assist the recipients with localized efforts to promote treatment effectiveness to the media, key constituency groups, and special audiences, and through its theme, encourage communities to invest in addiction treatment services.

The kit is filled with resources for individuals seeking substance abuse and treatment information and a sample proclamation is provided to encourage national, state and local governments to dedicate September as *Recovery Month* in their jurisdictions. In addition to the kit, CSAT produces a large commemorative *Recovery Month* poster and 8½" x 11" flyers used in mailings and conference exhibits prior to distribution of the printed kits.

CSAT hosts a *Recovery Month* interactive web site where materials are downloaded or ordered, news is distributed, and events are posted by locality. During *Recovery Month*, various events are held across the country and the activities are numerous and vary according to the resources and effort put forth by the national and local sponsors. For example, CSAT hosts a national kick-off media event in Washington, D.C. and a live web chat concerning *Recovery Month* and treatment. Activities taking place at the local level include community forums at which experts and legislators host a dialogue about local addiction treatment issues; health and information fairs sponsored by concerned community organizations; and other creative community-based events, such as Walks and Runs. Many communities also focus their efforts on the placement of special news features about people in recovery and the promotion of radio and television coverage about addiction treatment-related issues.

To complement the local media efforts, CSAT produces broadcast and print public service announcements (PSAs) that highlight the effectiveness of treatment and encourage individuals with substance abuse problems and/or their loved ones to call CSAT's 24-hour, toll-free National

Helpline, 1-800-662-HELP. Each year, a new theme or emphasis is selected for the *Recovery Month* observance and both the kit and the PSAs address the theme.

RECOVERY MONTH 2000: "Recovering our Future: One Youth at a Time"

The September 2000 observance of *Recovery Month* focused on the problem of addiction among our nation's youth and the treatment options that are available to support them on their road to recovery. The theme, "Recovering our Future: One Youth at a Time," underscores the need for those who interact with youth, whether in the home or in the community, to support substance abuse treatment for young people as a means of ensuring their healthy and successful futures.

Never in our nation's history have alcohol and so many illicit drugs been so widely available to our youth, and as a result so many futures compromised. According to national studies, the use of illicit drugs such as marijuana, cocaine, heroin, and inhalants have held steady, while the use of the dangerous club drug MDMA, commonly referred to as ecstacy, appears to be increasing among older teens. In addition, in 1999, alcohol was reported "fairly easy" to "very easy" to get by 72.3 percent of eighth-graders and 88.2 percent of tenth-graders. Although the prevalence of substance abuse among our youth is distressing, the results of adolescent treatment are encouraging.

A recent SAMHSA study reports that adolescent admissions to substance abuse treatment programs increased by 45 percent between 1993 and 1998, and 57 percent of treatment admissions between ages 12-17 reported marijuana as the primary substance of abuse. CSAT's national study of community-based treatment programs for adolescents found that five marijuana treatment approaches have been proven to show results with reported weekly marijuana use dropping by more than half in the year following treatment. With this in mind, CSAT and its *Recovery Month* planning partners selected a 2000 theme to educate communities about the problems associated with youth addiction and the benefits of treatment.

Recovery Month Kit

The collaborative thinking among the planning partners about the content of the materials and the sharing of information and resources to aid in their development resulted in the production of 50,000 *Recovery Month* kits containing the following information:

Section/Topic	Number of pages
Signed Support Letters	
DHHS Secretary Donna Shalala	1
ONDCP Director, Barry McCaffrey	1
SAMHSA Administrator, Dr. Nelba Chavez and CSAT Director, Dr. H. Westley Clark	1

Section/Topic	Number of pages
Web Promotional Flyer	1
Media Outreach Materials	
Promotional Event Ideas	4 pages
Sample Press Release	3 pages
Sample Media Advisory	2 pages
Sample Op-Ed Articles	3 pages
Radio Public Service Announcements	2 pages
Sample Proclamations	3 pages
Camera-ready Logo Sheet	1 page
Letterhead	1 page
Targeted Outreach Materials	
Getting the Facts about Adolescent Substance Abuse Treatment	10 pages
Health Policymakers and Insurers	6 pages
Health Professionals Who Serve Adolescents	7 pages
Schools and the Education Community	6 pages
Juvenile Justice and Family Court Systems	8 pages
Workplace	5 pages
Community-Based Organizations Serving Youth	9 pages
Parents and Families	7 pages
Recovery Month Partners	
Allied Organizations	9 pages (107 organizations)
Resource Materials	
Clearinghouses, Web Sites and Additional Resources	17 pages (136 organizations)
State Substance Abuse Directors	7 pages
Diversity Resources	4 pages (41 organizations)
Evaluation Form	1 page

In addition to the above materials, five letters were produced to introduce *Recovery Month* and request participation in various forms depending on the recipient. The five letters signed by both

Dr. Chavez and Dr. Clark were distributed to members of Congress, governors, mayors, legislators, and colleagues.

CSAT also designed and produced 5,000, two-color 20" x 40" commemorative *Recovery Month* posters and 10,000 two-color 8½" x 11" flyers for use in mailings and conference exhibits prior to receiving the printed kits.

A total of 49,640 kits were distributed by CSAT, NCADI and several planning partners. The 360 remaining kits are being held for future use and archival purposes. The 2000 *Recovery Month* kit also received 152,385 total hits on the *Recovery Month* web site (www.health.org/recovery00) since going live in June 2000. For the month of September, the *Recovery Month* 2000 kit was the eleventh most accessed web area on the NCADI site. CSAT maintains past kits on the site as each year is added. As a result, the 1999 kit was available and received a total of 65,262 hits.

The events-listing option on the site was available to the general public for posting planned events around the country. Twenty-seven states, the District of Columbia and Puerto Rico listed 53 events as of September 27, 2000. Virginia listed the most events with five.

Products available on the web site included the virtual *Recovery Month* kit, additional resources and publications, on-line ordering capabilities, CSAT press releases, the live web cast of the *Recovery Month* kick-off event, the teleconference, and English and Spanish versions of the television PSAs produced in 1999 and the radio PSAs in both 1999 and 2000.

Recovery Month 2000 web site hits compared to Recovery Month 1999:

Month	2000 Site Hits	1999 Site Hits
June	17,507	18,229
July	37,655	15,401
August	45,988	16,378
September	51,235	15,254
Total	152,385	65,262

Kit Feedback

Following *Recovery Month*, CSAT received impressive feedback from the treatment field about how the kit materials were used to support local community efforts across the country. CSAT received copies of newspaper articles about *Recovery Month* (see Appendices) that addressed programs available or events taking place that tied to the theme or observance. For example, in the state of Illinois, the Fellowship House in Anna announced in the weekly *Gazette-Democrat* a new treatment program as an alternative to incarceration for adolescents. In Belleville, Illinois a

"Recovery Fair" sponsored by the Behavioral Healthcare Services of St. Elizabeth's Hospital invited the readers of the *Fairview Heights Tribune* to attend and learn about 13 different self-help groups available in the community. Consciousness-raising "Letters to the Editor" from members of the treatment community about the need to remove the stigma of substance abuse and help teens reach their potential also appeared in newspapers such as Illinois' *News-Gazette*, with a daily circulation just over 46,000 and 52,000 on Sunday.

The impressive media exposure in Illinois on *Recovery Month* was only heightened by Chicago Mayor Richard M. Daley's issuance of a proclamation. Proclamations from varying levels of elected officials across the country are listed below.

Recovery Month 2000 Proclamations Issued:

Senators/Congressmen

Minnesota Senator Paul Wellstone Minnesota Representative Jim Ramstead

Governors

State of Alabama

State of Alaska

State of Florida

State of Georgia

State of Kentucky

State of Pennsylvania

State of Maryland

State of Michigan

State of Mississippi

State of New York

State of North Dakota

State of Rhode Island

State of South Carolina

Mayors:

California

City of Diamond Bar

City of La Habra

Delaware

City of Dover

Florida

City of Cape Coral

City of Greenacres

City of Pembroke Pines

City of Temple Terrace

Illinois

City of Chicago City of Des Plaines **New Jersey** Township of Pennsauken

Community Forums

Working closely with partners in at least 16 major cities each year, CSAT holds community forums where experts and legislators discuss local addiction treatment issues. In 1998, the first year of community forums, eight forums were held around the country in local cable stations' recording studios. Most were broadcast in the immediate area. In 2000, CSAT doubled the original number of forums to 16, with the emphasis on attracting substantial audience turnout and media coverage.

Recovery Month 2000 Community Forum Locations:

Location	Date
Orlando, FL*	September 6
Chicago, IL*	September 8
Denver, CO	September 12
Memphis, TN	September 12
Washington, DC*	September 12
Austin, TX	September 15
San Francisco, CA*	September 15
Cincinnati, OH*	September 16
Atlanta, GA	September 18
Minneapolis, MN*	September 18
Detroit, MI*	September 22
Baltimore, MD	September 23
Raleigh, NC	September 23
Phoenix, AZ	September 25
Boston, MA*	September 27

Louisville, KY	September 28
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^{*} Community Forums in which CSAT Director H. Westley Clark participated.

Coordinated in conjunction with the American Bar Association's Standing Committee on Substance Abuse, the 2000 community forums aimed to examine new adolescent treatment approaches and successful service strategies, including those in the juvenile justice and family courts system. The forums were held in a variety of venues, such as churches, treatment centers, law schools and universities, public schools, a public policy center, and State Capitol buildings.

The success of the forums depended heavily on substantial collaboration with local coordinators who acted as vital links to the community. In keeping with the need for diversity, the coordinators came from a variety of backgrounds and professions, including law enforcement, treatment providers, academia, government, and community groups, among others. Like the coordinators, panel members also reflected cultural and professional diversity. Panel members, about 150 in total, included community stakeholders, individuals in recovery, policymakers, judges, insurers, health professionals, youth-serving institutions, treatment providers, teachers, counselors, school administrators, juvenile and family justice case workers, the faith community, members of the media, and other community leaders. Adolescents in recovery were also in each panel, often accompanied by parents.

In the aggregate, there were approximately 2,390 audience participants in the forums, with an average of 150 audience members in each. However, there was a dramatic range in the levels of audience attendance, ranging from 10 people at one site to 700 at another. In Orlando and Boston, there were over 400 audience members; in Chicago, Cincinnati, Minneapolis, Phoenix, and Raleigh, attendance ranged from 150 to 200; and at remaining sites, there were 10 to 100 audience members. Media advisories and press releases were distributed to 1,433 outlets in the following cities:

City, State	No. of Media Points
Austin, TX	144
Boston, MA	122
Chicago, IL	245
Cincinnati, OH	142
Detroit, MI	156
Memphis, TN	155
Minneapolis, MN	122

City, State	No. of Media Points
San Francisco, CA	147
Washington, DC	200
Total	1,433

In addition, CSAT identified local organizations, faxed media advisories, press releases and fliers, and pitched each event to local minority, youth-oriented, and substance abuse organizations in each of the following cities:

City, State	No. of Organizations
Boston, MA	100
Chicago, IL*	70
Cincinnati, OH*	60
Detroit, MI	100
Memphis, TN	60
San Francisco, CA	100
Washington, DC	60
Total	550

^{*}Also pitched to local media.

Some of the unique outreach efforts and outcomes of several community forums are as follows:

<u>Chicago</u>- Two prominent leaders in Chicago, Lura Lynn Ryan, First Lady of Illinois, and Paul Vallas, the CEO of the Chicago Public Schools, participated. With over 200 audience members, the program consisted of a lively exchange between youth and their family members and a large panel of city, state, and federal officials, educators, law enforcement officials, and members of the medical community. Following the testimonies of several young people, panelists participated in a moderated discussion about addiction among youth and the need to support them and their families throughout the recovery process. During the forum, Mr. Vallas directed one of the senior staff present to begin organizing similar forums throughout the Chicago public school system.

Chicago media coverage included:

- Channel 2 (CBS)
- Channel 5 (NBC)
- Channel 7 (ABC)
- Channel 9 (WGN)
- Channel 32 (Fox)
- Univision
- City Cable
- WRTE and WBBM Radio
- Chicago Sun-Times

<u>Phoenix</u>- There was not the typical representation at this forum as at other sites, with the large attendance of probation and parole divisions. With 140 attendees representing the juvenile probation department, county agencies, parents, and adolescents, the forum centered around the following themes: parental involvement; alcohol use by adolescents; inclusion of Latinos and other minority populations in research and development of program and treatment modalities; and the lack of availability of organized after-school activities. There was a high level of ongoing community interest in these issues, which resulted in considerable local attention from both the government and the media—corroborated by the fact that there were two television stations, one radio station, and three newspaper reporters present at the forum. The following day, the front page of the *Arizona Republic* Metro section included an article on the forum with two full-color photographs.

<u>Boston</u>- With close to 500 people present, the Boston community forum captured the spirit of celebration embodied by *Recovery Month*. Many of the audience participants were themselves in recovery or closely associated with someone in recovery. The forum took place at the State House and, accordingly, included many legislators and political leaders who have been and continue to be involved in the issues of importance to the recovery community. The forum consisted of brief speeches by the legislators and other political leaders, followed by an informal luncheon and a "town hall meeting," which provided time for the enthusiastic audience to address questions to the panelists.

<u>Baltimore</u>- The Baltimore community forum, held on a rainy Saturday morning, attracted an audience of approximately 70 adolescents, parents, and other members of the community. Panelists consisted of representatives from the school district, local government, the drug court, and the medical community. A city council member spoke eloquently about underage drinking and gave several awards and Council proclamations to local treatment providers. The discussion highlighted the need for greater coordination and collaboration among city agencies, the courts, providers, and community groups. Panelists spent several hours after the forum discussing the need for another community forum on a much wider scale. The ABA is currently working with the Baltimore juvenile court judge to pull together a community forum on the needs of the adolescent population with respect to substance abuse and underage drinking.

<u>Memphis</u>- The Memphis community forum was marked by a low turnout of 32 people. However, the audience was exponentially increased by the presence of the media.

Memphis media coverage included:

- Channel 5 (NBC) covered the forum on the 10 o'clock news
- Channel 24 (ABC) aired the story
- Channel 30 (UPN) aired the story
- WREG Radio covered the forum
- Tennessee News Network covered the forum
- WKNO Radio (public radio) attended and interviewed several forum participants

Radio Tour

Approximately 231 radio stations and 50 networks were contacted in the 16 target cities where community forums were held and in the region to assess their interest in interviewing Dr. Clark about the importance and effectiveness of substance abuse treatment. A total of 130 press advisory faxes were distributed to assignment editors, reporters, and producers.

Teleconference technology was utilized to link stations and interviewee, thus reducing time and travel expenses, yet maintaining the effect of an in-studio interview. The format allowed Dr. Clark or his Acting Deputy Director George Gilbert to be interviewed by stations in several different media markets within a few hours. Dr. Clark gave 20 interviews and George Gilbert conducted three interviews to tout *Recovery Month* and the forums. Almost all of the interviews were on radio stations in the states and cities where the forums took place.

Recovery Month 2000 Radio Tour Summary:

Radio Network	Listeners	Affiliates	Coverage	Usage
Virginia News Network	75,300	44	Virginia	1
Florida Radio Network	154,700	57	Florida	1
Metro Networks	82,100	9	Washington, DC	1
Metro News Networks	1,100	1	Austin	1
Issues Today, Radio Network	1,600,000	75	National	2
Skyview Broadcasting	136,700	16	Phoenix	1
Metro Networks- Minneapolis/St. Paul	24,300	2	Twin Cities	1
Georgia Radio Network	103,900	108	Georgia	1
Minnesota News Network	62,800	61	Minnesota	2
North Carolina Network	151,600	91	N. Carolina	1
Michigan Radio Network	76,400	69	Michigan	1
Kentucky News Network	117,100	87	Kentucky	1
Total gross listeners	4,248,800	620		

Radio Station	Listeners	DMA Name	Usage
WORC	500	Boston, MA	4
WQDR	9,600	Raleigh, NC	5
WGST	9,500	Atlanta, GA	1
WBLO	3,200	Louisville, KY	1
WGN	70,900	Chicago, IL	0
WTSN	1,300	Boston, MA	3
WXKS	33,300	Boston, MA	2
WSIG	100	Washington, DC	2
WFMD	1,500	Washington, DC	4
WJLB	31,800	Detroit, MI	3
WMNN	2,400	Minneapolis	1
KZKS	300	Denver, CO	1
WRAL	7,600	Raleigh/Durham, NC	1
WREC	3,500	Memphis, TN	2
WYNN/WFKX	1,900	Memphis, TN	2
Total gross listeners	255,900		32

Summary Figures:

Gross Impressions of Networks: 4,248,800 listeners
Gross Impressions of Stations: 255,900 listeners

Network Affiliates Airing Interviews: 620
Total Number of Networks Airing Interviews: 14
Total Number of Stations Airing Interviews: 32
Number of Live Interviews Conducted: 2
Number of Taped Interviews Conducted: 23

Recovery Month 2000 Events

Wednesday, August 9, 2000 - National Press Club, Lisagor Room: Dr. Clark spoke with invited trade press to roll out the *Recovery Month* 2000 kit and new radio PSAs and to announce the planned events for the month of September.

Thursday, September 7, 2000 - "Live" Web-Cast *Recovery Month* Kick-off, National Press Club, Holeman Lounge: CSAT kicked off *Recovery Month* with a "live" web-cast press conference highlighting findings of the CSAT-funded Cannabis Youth Treatment Experiment.

Presenters included:

Nelba Chavez, Ph.D., Administrator, SAMHSA

General Barry R. McCaffrey, ONDCP

Director; H. Westley Clark, M.D., J.D., M.P.H., Director, CSAT

Michael L. Dennis, Ph.D., Senior Research Psychologist, Chestnut Health Systems Director and Chair of Cannabis Youth Treatment Study

Karen J. Mathis, Chair, American Bar Association House of Delegates

Arthur T. Dean, Major General, U.S. Army (Retired), Chairman and CEO, Community Anti-Drug Coalitions of America

Katie Hammons, college student, former poly-substance abuser

Michael Buckley, former substance abuser

Raquel Michie, 17-year-old former methamphetamine user

Broadcast press attending included:

Christy Feig, CNN

Rea Blackey, WJLA-TV

J. Virgill, Univision

Liz Briggs, Tribune Broadcasting (TV)

Tori Arthur and Patrick Herward, Conus (TV)

Tim Kos, CNN Medical

Terry Moore, Metro Networks

Chuck Taylor, ABC Radio

Donald Masters, Recovery Network

Print press attending included:

Mary Agnes Carey, Congressional Quarterly

Boris Groushin, TASS

Molly Parish, Pace Publications

Jim Rosach, Psychiatric News

Michael Blankenheim, CD publications

Christina Kent, Physicians Weekly

Julia Kimball, Youth Today

Melanie Padgett, The Nation's Health

Bonnie Wilford, ASAM News

Sally Kubetin, Family Practice News Damon Bragg, Connect Lives Chris Fleming, Medicine and Health Rodney Story, Web MD Lucas Henderson, State Department Washington File

Dr. Clark also granted individual interviews with the following media:

Fox Morning News

Tribune Broadcasting (Tribune ran the story in the New York, Los Angeles, Chicago, Boston, Seattle, Denver, Orlando and Indianapolis markets)

WJLA-Channel 7 CBS Radio Network

Thursday, September 14, 2000 - Satellite Downlink Teleconference: The satellite downlink sponsored by the Community Anti-Drug Coalitions of America (CADCA), with support from the Multijurisdictional Counterdrug Task Force Training Program hosted CSAT Director, Dr. H. Westley Clark, and CSAT Branch Chief, Thomas Edwards, and others. The satellite downlink was intended to reach CADCA members, coalitions, and other organizations working at the local level to reduce and treat substance abuse.

The teleconference was viewed in 252 sites with approximately 3,350 live viewers and an estimated 16,000 who have access to a re-broadcast of the downlink via videotape. Downlink sites were located in 44 states with two additional sites in Canada and one each in the District of Columbia and Bermuda. Approximately 37 public access stations carried the downlink with an estimated audience of 1,831,700 households.

This topic was clearly of interest to organizations that serve youth based on the 1,044 schools and 28 school districts that tuned in and received critical information to help them better serve youth in their communities. The final statistic of note is the 345 secondary sites that also had access to the downlink. These terrestrial sites have the potential to re-broadcast the downlink to a global audience.

Sunday, September 17, 2000 - 5K Run for Recovery in Crystal City, Virginia: CSAT sponsored the "Run for Recovery" for the second year with Vanguard Foundation and 11 additional local businesses. There were nearly 700 participants in the "Run," including Congressman James Moran and Arlington County Board Members Kevin Appel, Barbara Favola, Paul Ferguson, Jay Fisette, and Chris Zimmerman. Local high school basketball teams participated as individuals. NCAA restricts team participation of any kind until October 15; team participation would be considered a violation.

Media coverage:

- Channel 9 (CBS)
- Channel 5 (FOX)
- Channel 8 (DC Metro local station)
- Channel 33 (Arlington Cable)

- Arlington Connection
- Arlington Journal

All race promotional materials contained the CSAT/SAMHSA logo and the *Recovery Month* web site address. They were advertised and distributed in 1,000 metro buses and trains. Registration fliers, also including the CSAT/SAMHSA logo and web site address were sent to 10,800 households and businesses in the metropolitan area. Race participants received T-shirts with the CSAT/SAMHSA logo. CSAT giveaway materials such as shoelaces, jar openers, change purses and clips were displayed and distributed after the race.

Monday, September 25, 2000, 7:00 - 10:00 p.m. - Live Web Chat: The live web chat concerning *Recovery Month* and treatment was hosted by NCADI. A narrative about the web chat topic and three questions were cleared in advance by Dr. Clark and posted on the *Recovery Month* web site on Sunday, September 17, 2000. During the week of September 18 - 25, more than 20 questions were received in advance of the event. Responses to the questions were prepared in advance so the answers could be posted during the live web chat.

The live web chat also received 52 questions from 7:00 p.m.- 9:40 p.m. Answers were prepared as questions were received by Dr. Clark, Ivette Torres, an information specialist from NCADI, and other staff. A total of 34 answers were posted during the live chat—some of the 52 questions received live were duplicative in nature and were answered by the 34 prepared remarks. At 9:40 p.m. answers to questions received during the previous week were posted.

Print Media Coverage

Title, Location and Date of Publication	Торіс	Circulation
The Cincinnati Enquirer - Cincinnati, OH September 12, 2000	Article announcing the Cincinnati community forum.	Morning - 195,744 Saturday - 215,135 Sunday - 318, 915
The Cincinnati Enquirer - Cincinnati, OH September 17, 2000	Article describing the Cincinnati community forum.	Morning - 195,744 Saturday - 215,135 Sunday - 318,915
Associated Press - St. Paul, Minnesota September 19, 2000	Article describing the public hearing held in Minnesota to kick off <i>Recovery Month</i> .	N/A
Star Tribune - Minnesota September 19, 2000	Article describing the public hearing held in Minnesota to kick off <i>Recovery Month</i> .	Morning - 336,510 Saturday - 410, 564 Sunday - 673,528
Star Tribune - Minnesota September 19, 2000	Article describing the gap in treatment services for Minnesota youth.	Morning - 336,510 Saturday - 410, 564 Sunday - 673,528
Chicago Daily Defender - Chicago, IL September 25, 2000	Article explaining that treatment works with a mention of <i>Recovery Month</i> .	Morning - 14,429 Saturday - 17,731
Daily Herald - Libertyville, IL September 11, 2000	Article describing youth substance abuse and the role of <i>Recovery Month</i> .	Morning - 5,914 Saturday - 5,914 Sunday - 6,210
Daily Dispatch - Moline, IL September 18, 2000	Article describing youth substance abuse with a mention of <i>Recovery Month</i> .	Evening - 3,000 Saturday - 3,000
Fairview Heights Tribune - Fairview Heights, IL September 7, 2000	Article announcing "A Recovery Fair" sponsored during <i>Recovery Month</i> .	1,200
Gazette-Democrat - Anna, IL September 21, 2000	Article describing a local treatment facility's activities in conjunction with <i>Recovery Month</i> .	4,610
Franklin Park Journal -	Article describing a local	

Title, Location and Date of Publication	Topic	Circulation
Illinois September 27, 2000 Elm Leaves and River Grove Messenger - Illinois October 4, 2000	treatment facility's celebration of <i>Recovery Month</i> .	8,689 total
Deerfield Review, Antioch Review and Lincolnshire Review - Illinois September 14, 2000	Article describing the purpose of <i>Recovery Month</i> and youth substance abuse.	10,506 total
Democrat - Toledo, IL September 21, 2000	Article describing the purpose of <i>Recovery Month</i> , youth substance abuse, and a local treatment facility's activities.	1,000
Polish Daily News - Chicago, IL September 11, 2000	Article written in Polish.	28,400
Wednesday Journal - Oak Park, IL September 20, 2000	Article describing the purpose of <i>Recovery Month</i> and the problem of youth substance abuse.	11,700
Press-Mentor - Newton, IL September 11, 2000	Article describing <i>Recovery Month</i> , youth substance abuse and a local health department's activities.	4,000
News-Gazette - Champaign, IL September 11, 2000	Article describing <i>Recovery Month</i> , the local youth substance abuse problem and a local treatment facility's programs.	46,048
Chicago Daily Defender - Chicago, IL September 16, 2000	Article describing <i>Recovery Month</i> and a local youth program.	Morning - 14,429 Saturday - 17,731
Chicago Daily Defender - Chicago, IL	Article describing <i>Recovery Month</i> and the youth	Morning - 14,429 Saturday - 17,731

Title, Location and Date of Publication	Торіс	Circulation
September 19, 2000	substance abuse problem.	
Substance Abuse News, Office of Substance Abuse Policy - Chicago, IL September 2000	Article describing <i>Recovery Month</i> and the process of recovery.	N/A

Radio Public Service Announcements

Using non-union youth talent, CSAT produced nine radio PSAs for 2000. Four English PSAs were produced and nine Spanish. All PSAs were sent directly to the Ad Council for inclusion in the PSA Matching Campaign. In addition, the Ad Council continues to include PSAs from the 1999 television and radio *Recovery Month* campaign in the Ad Council rotation.

CSAT received a letter dated September 25 notifying staff that the radio PSAs (English: Real Problem :15 and :30; Struggle :15 and :30; Spanish Gran Problema :15; and Complicion :20) were accepted for Media Match Reel #8 scheduled to air from October 2 to December 31, 2000. Radio PSAs (English: Environment :30; Family :30; Spanish: Restructured :30; Environment :30; and Family :30) were also selected to continue to air on Match Reel #8. Further radio PSA distribution went to nearly 2,200 radio stations nationwide. Promotional fliers including text from the PSAs, pictures of youth, and a supporting letter from Dr. Clark were part of the promotional package.

As of June 2001, the nine spots were played 19,922 times on 144 AM and FM stations across the country, resulting in 93,554,570 impressions, over a total of 152 hours, and at an estimated time value of \$1,038,218 in donated air time. The following chart details these results:

Spot	A M	F M	States	Cities	Plays	Projected Impressions	Hours	Est. Time Value
Real Problem :30	63	58	36	95	7,347	36,035,570	61.22	\$402,435
Real Problem :15	17	16	17	27	1,425	7,072,670	5.94	\$55,575
Struggle :30	52	45	35	78	5,351	24,372,940	44.59	\$292,655
Struggle:15	17	15	18	26	1,830	10,281,470	7.63	\$71,370
Gran	14	7	14	18	1,259	5,246,790	10.49	\$69,245

Spot	A M	F M	States	Cities	Plays	Projected Impressions	Hours	Est. Time Value
Problema:30								
Gran Problema :15	3	0	3	3	162	400,920	0.68	\$6,318
Complicacion :30	12	4	10	15	1,161	4,339,700	9.67	\$63,855
Ayuda :30	11	5	10	14	1,165	4,910,990	9.71	\$64,075
Complicacion :20	4	0	4	4	282	896,520	1.57	\$12,690
Totals	77	68	38	114	19,982	93,560,570	151.50	\$1,041,518

NCADI also assisted with the radio PSA distribution by preparing Public Affairs Directors Media Kits. Emails were sent to 2,000 radio stations announcing the availability of the kit and how to access it on the web. Two hundred and nineteen downloads were logged and requests for 44 hard copies were received. In addition, 50 State Broadcasting Association Directors were sent copies of the package.

CONCLUSION

CSAT has seen a significant return on its investment. Consider the following highlights from this report:

- Since the kits were first developed in 1996, the demand for them has grown from 20,000 to more than 50,000 annually. The number of web site hits for the kit has increased from 65,262 in 1998 to 152,385 in 2000.
- There is an ever-increasing number of proclamations issued each year. In 2000, CSAT added Senator Paul Wellstone, Representative Jim Ramstead, the governors of 13 states, and the mayors of 10 cities to the list of elected officials proclaiming *Recovery Month* in September.
- Community forums had a combined attendance of 2,390, with an average per-event participation rate of 150, and also garnered considerable media coverage.
- The success of CSAT's media strategy is illustrated by the radio tour results. An impressive 620 network affiliates, 14 networks, and 32 stations aired interviews about *Recovery Month* for a total of 4,248,800 gross impressions and 255,900 listeners.
- CSAT's teleconference was viewed in 252 sites in 44 states, Canada, and Bermuda, with approximately 3,350 live viewers and an estimated 16,000 who had access via a video rebroadcast. Thirty-seven public access stations carried the downlink for an estimated audience of 1.8 million households. In addition, 345 secondary sites were identified to receive re-broadcast access in the future.
- Although there are always concurrent initiatives that also promote CSAT's toll-free number, the most prominent is the annual PSA effort launched during *Recovery Month*. The radio PSAs have resulted in an estimated time value of \$1,038,218 in donated air time. Calls to CSAT's toll-free Helpline continue to increase with each passing year—the per-month average of 1,666 calls in 1998 grew to 3,707 in 1999 and stands at more than 6,500 for each of the first 10 months in 2000 for which data is available.

Every year, since its inception, *Recovery Month* national and local activities, the resulting media exposure, and the growing support from elected officials, policy makers, education leaders, judges, health providers, the faith community, and many other sectors, result in a public awareness effort of impressive magnitude. This national movement has started to take on a life of its own, as everyone who has a stake in fostering the survival and growth of quality treatment service works together to convey the message that substance abuse is a treatable disease and that recovery is possible.