

National Alcohol
& Drug Addiction
Recovery Month
SEPTEMBER 2008

JOIN THE VOICES FOR
RECOVERY

REAL PEOPLE, REAL RECOVERY



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov

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Introduction

For the past 19 years, communities throughout the country have celebrated **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** each September and year-round. Sponsored by the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Treatment (CSAT), **Recovery Month** has inspired local governments, businesses, and communities to work as a collective effort to enhance awareness of and access to treatment programs for all Americans. The campaign celebrates people and families in recovery, as well as family and friends who have provided support and encouragement.

To encourage the benefits of effective treatment and the possibility of recovery, individuals and organizations – both public and private – participate in or sponsor **Recovery Month** events, promoting the message that substance use disorders are treatable diseases.

SAMHSA and CSAT realize the importance of echoing these messages about addiction, treatment, and recovery in communities across the country, given the prevalence of substance use disorders in the United States. In 2007, according to SAMHSA's 2007 **National Survey on Drug Use and Health**:

- Approximately 23.2 million people aged 12 or older (or 9.4 percent of the population aged 12 or older) needed treatment for an illicit drug or alcohol use problem.
- Among youths aged 12 to 17, an estimated 9.5 percent were current illicit drug users.
- An estimated 8 percent of Americans aged 12 or older (19.9 million) were current illicit drug users, meaning that during the month prior to their interview, they had used an illicit drug.

The **Recovery Month** observance acknowledges all those involved in and touched by someone's addiction – family, friends, treatment providers, and the community. It showcases the commitment and efforts of people in recovery from substance use disorders, and celebrates the empowerment and renewed outlook on life obtained through recovery.

With each new year comes a new **Recovery Month** theme. In 2008, the theme, "**Join the Voices for Recovery: Real People, Real Recovery,**" underscored the importance of treatment and recovery, and the positive effect that unique stories of recovery can have on those suffering from substance use disorders. This theme recognized the impact real people and real stories have on getting people into treatment and recovery, and celebrated the commitment of people in recovery from substance use disorders.

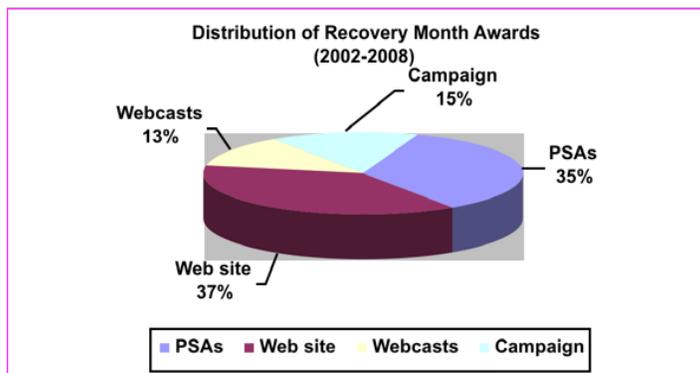
Hundreds of **Recovery Month** celebratory events took place across the country in September 2008. Local communities held forums, festivals, health fairs, walks/runs, and other innovative activities, ranging from small to large events. Additionally, SAMHSA hosted a national kick-off media event in Washington, D.C. and sponsored 102 community events nationwide. Numerous communities received media coverage, including special-feature news placements and local coverage about addiction, treatment, recovery, and **Recovery Month**.

Each year, in addition to being integral in the creation of many campaign elements, more than 100 **Recovery Month** Planning Partners – organizations from the public and private sectors – help increase the visibility of **Recovery Month** by guiding the creation and distribution of a comprehensive toolkit to organizations nationwide holding events in September. The user-friendly planning toolkit helps organizations plan their **Recovery Month** events and offers audience-specific resources to reach different sectors of the community. The toolkit provides a list of sample events, including community rallies, legislative forums, and other projects to promote treatment's effectiveness to the media and key constituency groups. The kit also offers adaptable media materials and audience-specific guides.

To complement local media efforts, SAMHSA produces television and radio public service announcements (PSAs) in English and Spanish, in 15- and 30-second lengths. The PSAs highlight the effectiveness of treatment and encourage people with substance use disorders, and/or their loved ones, to call SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP. Throughout the 2008 campaign, the National Helpline continued to provide substantial assistance to millions of Americans, as it experienced an average monthly call volume of approximately 27,000 between January and December 2008.

The **Recovery Month** Web site, <http://www.recoverymonth.gov>, is a gateway to **Recovery Month** materials, information, and activities. The site allows communities to post news and information about their local events and gives everyday people the opportunity to be a voice for recovery, where they can share their stories of recovery with a broad population. Visitors can order videos, DVDs, and CDs of the *Road to Recovery* television and radio series – roundtable discussions hosted by Ivette Torres, associate director for consumer affairs, CSAT, SAMHSA, U.S. Department of Health and Human Services. A *Road to Recovery* listserv sent in HTML and **Recovery Month** promotional PowerPoint presentations in four different viewing options also are available. On the Web site, people from all communities are able to announce their events, access **Recovery Month** materials, post their own stories of recovery, view Webcasts and podcasts, participate CSAT's "Ask the Expert" forums, and provide CSAT with comments and suggestions.

The multi-faceted **Recovery Month** campaign has received recognition for several of its elements. Since 1999, the campaign has received 42 awards – representing both national and international attention – for the creation and production of the **Recovery Month** campaign and supporting materials.



Accomplishments awarded between 2007 and 2008 highlighted the **Recovery Month** PSAs, Web site at <http://www.recoverymonth.gov>, and the campaign as a whole. The campaign’s Web site was awarded the Pegasus Award of Honor, the Gold Aurora award, a Silver Telly award, and recognition from the E-healthcare Leadership Healthcare awards, a leading awards program recognizing improvement initiatives. Also, for its overall design and creative marketing, the 2008 **Recovery Month** Web site was also awarded the Gold MarCom award. In 2008 alone, the 2007 **Recovery Month** campaign received a silver GALAXY award, as well as a bronze and silver Omni award. Additionally, the 2007 PSAs, “Cost” and “Celebrate,” were awarded with a silver and bronze Omni award, a Gold Hermes award, and a Bronze Mercury award.

This report details the results of the 2008 **Recovery Month** campaign and the influence it has had on raising community awareness about substance use disorders as a disease, treatment, and recovery. **Recovery Month** showcases the positive impact community voices can have on those seeking a path of recovery.

“Join the Voices for Recovery: Real People, Real Recovery”

In its 19th year of observance, **Recovery Month** continued to span throughout communities nationwide, reaching and educating millions about the reality of addiction, treatment, and recovery. For the 2008 campaign, the 853 **Recovery Month** events, public service announcements (PSAs), interactive Web site, and the *Road to Recovery* television and radio series engaged and educated millions of people throughout the states.

The 2008 celebration focused on the stories of people in long-term recovery and showcased how recovery empowers, motivates, and gives everyone a renewed outlook on life. Offering the chance for audiences to be touched by individual stories of addiction and recovery, the 2008 campaign applauded the many voices of the recovery community.

The theme, ***“Join the Voices for Recovery: Real People, Real Recovery,”*** asked communities to take part in spreading the real stories of recovery and the fact that individualized treatment can make a big difference in helping people on a road to recovery. The effort conveyed that achieving recovery from substance use disorders is possible.

The 2008 **Recovery Month** materials achieved three campaign goals:

- Presenting data on various types of issues relating to substance use disorders, treatment, and recovery.
- Emphasizing the importance of individualized treatment in a person’s path of recovery.
- Illustrating how people with substance use disorders, with the help of treatment and recovery, can reintegrate into their communities and reclaim their lives, their life goals, and their family.

Outreach Materials and Initiatives

Recovery Month Toolkit

Every year, **Recovery Month** delivers SAMHSA/CSAT's key messages to thousands of Americans through its comprehensive toolkit. Available online year-round at <http://www.recoverymonth.gov>, the campaign's toolkit has continued to guide local community-based organizations in developing and executing **Recovery Month** events that enhance the public's knowledge of the issues surrounding substance use disorders and recovery.

Organizations could create customized materials and programs to best fit their communities by duplicating toolkit materials or tailoring them to fit their needs and goals. Mirroring the format used in previous years, the toolkit was divided into three sections:

- Media Outreach
- Targeted Outreach
- Resources

By distributing and sharing 75,000 copies of the **Recovery Month** toolkit in 2008, SAMHSA reached community members at public and private organizations, coalitions, and agencies. The recipients were widespread and included, among others, the health care and treatment, education, business, faith-based, and government sectors.

A more detailed description of the topics covered in the 2008 planning toolkit follows.

Media Outreach

The Media Outreach section provided guidance for effectively planning events and raising awareness about **Recovery Month** through the media. It was specifically designed to help organizations with little media relations experience attain local coverage for their events. To sustain successful community and media relations efforts over time, many of the materials could be used long after **Recovery Month** to promote organizations' efforts year-round.

The customizable media templates were designed to help event organizers in their outreach to the local public and media. The section also included examples of noteworthy **Recovery Month** events, both large and small, from past years to illustrate that local groups can be successful, regardless of resources. Specifically, the Media Outreach section included media relations basics, such as how to develop a media list, key facts about common media tools, and easy takeaway messages for organizations to convey when speaking to reporters.

Additionally, this section provided tools for garnering media and community attention, including:

- Tips about how to plan and execute successful events that have a strong influence on the community, press release, media advisory, and op-ed samples, as well as instructions for tailoring these templates to fit an organization's specific activities.
- Two sample proclamations for national, state, and local officials to use in declaring September as **Recovery Month** in their jurisdictions; instructions on securing an official's interest in **Recovery Month** and on issuing a proclamation; and tips to maximize its effectiveness in the community.
- Live-read radio public service announcement scripts to distribute to local radio stations, which include information about **Recovery Month** and SAMHSA's national toll-free phone number, 1-800-662-HELP (or a local phone number) to learn more about treatment services.
- Logos and letterhead templates with high-resolution versions available on the **Recovery Month** Web site. These items allow event organizers across the country to brand their materials as part of the national **Recovery Month** initiative.

Targeted Outreach

The Targeted Outreach section was the most in-depth of the planning toolkit. It contained audience-specific materials to provide **Recovery Month** event organizers and attendees background on the campaign's purpose, up-to-date information about substance use disorders, the benefits of real recovery, and other facts about each designated audience. The Targeted Outreach fact sheets were written to be useful for educational outreach well after the month of September, helping organizations continue successful community efforts throughout the year.

This section contained fact sheets geared toward specific audiences with information most relevant to each about substance use disorders, treatment, and recovery. Audiences targeted in the 2008 toolkit included: treatment providers and the recovery community, families, faith-based organizations, employers, and civil service workers. Each audience-specific fact sheet contained a list of steps readers can take to make a difference in the lives of people suffering from substance use disorders.

Tailored to the 2008 theme, the Targeted Outreach pieces were unlike any previous **Recovery Month** toolkit, offering extensive personal stories of addiction, treatment, and recovery that showcased the individual perspectives of real people. For the first time, these stories were intertwined with technical information, using graphical elements to distinguish narrative and non-narrative text throughout the documents. These unique experiences, which included a story from Congressman Jim Ramstad, were designed to help the targeted audiences better understand and support those affected by substance use disorders.

"We need to make sure that anyone suffering from the ravages of chemical addiction has access to treatment, and the opportunity to experience the recovery I have been enjoying for the past 26 years."

~ Congressman Jim Ramstad

For all audiences, the materials communicated the key **Recovery Month** theme: the need to understand the reality of substance use disorders and that real recovery can be achieved by anyone touched by an addiction.

Featured in this section was general background information, such as the latest statistics about the most commonly misused substances. New this year was a more person-centered approach and larger focus on the effects such substances have on real people. Also included for the second year was “A Guide to Treatment: Methods to Help People with Substance Use Disorders,” which reiterated the value of treatment and illustrates how different population groups often receive treatment. When used in tandem with the “Commonly Misused Substances” piece, this resource examines the different treatment options available to people struggling with addiction.

Resources

The Resources section served as an important center of information for the toolkit recipients, and offered a comprehensive set of organizations and state agencies to help event organizers plan and execute **Recovery Month** activities. It provided valuable listings of treatment facilities and organizations, as well as other resources for the general public to learn more about substance use disorders and how to get help. Useful year-round, this section provided resources for organizations and people to continue successful community efforts.

The “Building Community Coalitions” piece outlined how organizations can band together to create a community-wide coalition and increase the visibility and credibility of their **Recovery Month** efforts. By building coalitions, organizations were able to establish relationships that help address the various issues related to substance use disorders, treatment, and recovery. In addition to examples of coalitions from previous years, this piece offered a list of organizations to consider when establishing coalitions.

Also included was a list of the **Recovery Month** Planning Partners participating in the 2008 celebration. This provided event organizers with the opportunity to contact other visible and vocal organizations to coordinate efforts. For local support, the 2008 toolkit contained a Single-State Agency list with contact information, as well as a comprehensive “**Recovery Month** Resources” brochure with contact information and descriptions of hundreds of organizations related to addiction, treatment, and recovery.

Lastly, the Resources section contained a “Customer Satisfaction Form” for event organizers to evaluate the success of their **Recovery Month** events and the usefulness of the toolkit. Used to evaluate the strengths and weaknesses of the toolkit, this feedback is taken into consideration when developing future **Recovery Month** observances.

List of Toolkit Materials

Following is a list of all the materials included in the 2008 toolkit:

Signed Support Letters

HHS Secretary Michael O. Leavitt

SAMHSA Administrator Dr. Terry L. Cline and
CSAT Director Dr. H. Westley Clark

Web Promotional Flyer

Media Outreach

Promotional Event Ideas and Publicity Tips

Media Tips: How to Speak with the Media

Writing a Media Advisory – and Sample

Writing an Effective Press Release – and Sample

Writing and Submitting an Op-Ed – and Sample

Official Proclamations

Promoting **Recovery Month** Live-Read Radio
Public Service Announcements

Camera-Ready Letterhead

Camera-Ready Logo Sheet

Targeted Outreach

Overview: Real People, Real Recovery

Commonly Misused Substances

A Guide to Treatment: How to Help People
Affected by Substance Use Disorders

Join the Voices for Recovery

Treatment Providers and the Recovery
Community: People Who Change Lives

Families: The Unsung Heroes of Recovery

Faith-Based Organizations: How Faith Leaders
Can Help People on a Path of Recovery

Employers: How the Workforce Can Foster
a Recovery Environment

Civil Service Workers: How Local and State
Government and Justice Personnel Can
Make a Difference

Resources

Building Community Coalitions

Planning Partners List

Recovery Month Resources Brochure

Single-State Agency Directory

Customer Satisfaction Form

Supplemental Printed Materials and Distribution List

In addition to distributing nearly 75,000 toolkits, SAMHSA designed and produced:

- 35" x 50" commemorative **Recovery Month** color posters
- **Recovery Month** 8.5" x 11" announcement flyers
- 3 ¾" x 9" teaser brochures used in mailings and conference exhibits prior to the release of the printed toolkits
- 30,000 luggage tag giveaways

Below is a partial distribution list for the **Recovery Month 2008** toolkits and supplemental materials:

Access to Recovery

Addiction Technology Transfer Centers

Adolescent Treatment – Jutta & Randy

Alabama State Representative

American Association for Marriage and Family Therapy

American Association for the Treatment of Opioid Addiction

American Bar Association

American Indian/Alaskan Native & Asian American/Pacific Islanders

American Society of Addiction Medicine

Behavioral Health Services, United for Recovery, California

Bibb County Juvenile Court

Brazos Valley Council on Alcohol and Substance Abuse

Burlington County Office of Human Services, Alcoholism and Drug Abuse Unit

California Association of Addiction Recovery Resources

Californians for a Drug-Free Youth

Catholic Charities

Chicanos Por La Causa

Community Alliance for Drug Resistance Education

Community Anti-Drug Coalitions of America

Connecticut Community for Addiction Recovery

CSAT Advisory Council

CSAT Grantees

D.C. Bar

Delaware Health and Social Services, Division of Substance Abuse and Mental Health

Department of Health and Social Affairs, Palikir, Pohnpei

Drug Coalition of Citrus County

East Texas Council on Alcohol and Drug Abuse

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Eaton County Recovery Month Coalition

Faces and Voices of Recovery

Fighting Back Partnership

Harford County Office of Drug Control Policy

Houston Area Community Services

Illinois Department of Human Services

Iowa Department of Public Health, Division of
Behavioral Health and Professional Licensure

Kansas Department of Social and Rehabilitation
Services, Addiction and Prevention Services

Long Island Association for AIDS Care

Maine Department of Health and Human Services,
Office of Substance Abuse

Maryland Department of Health and Mental
Hygiene, Alcohol and Drug Abuse Administration

Massachusetts Organization for Addiction

Members of Congress

Missouri Department of Mental Health, Division of
Alcohol and Drug Abuse

NAADAC, The Association of Addiction Treatment
Professionals

Nar-Anon FGH, Inc.

National Asian Pacific American Families Against
Substance Abuse

National Asian Pacific Families Against
Substance Abuse

National Association for Children of Alcoholics

National Association of Addiction Treatment
Professionals

National Association of County Behavioral Health
& Developmental Disabilities Directors

National Association of Governors

National Association of Lesbian,
Gay Addiction Professionals

National Association of State Alcohol and Drug
Addiction Directors

National Association on Alcohol, Drugs and
Disability, Inc/ Stepping Stone of San Diego

National Conference of State Legislatures

National Council of Community Behavioral
Healthcare

National Council on Alcoholism and Drug
Dependence

National Council on Alcoholism and other Drug
Addictions – Bay Area

National Highway Transportation Administration,
U.S. Department of Transportation

National League of Cities

Nebraska Department of Health and Human
Services, Division of Behavioral Health

New England – MOAR Mailing

New York State Office on Alcoholism and
Substance Abuse Services

NJ CEED, Middlesex County

North Dakota Department of Human Services,
Division of Mental Health and Substance Abuse

North Dakota Prevention Resource Center

Northern California Prevention Coalition/
Tri-City Prevention Collaboration

Northern Ohio Recovery Organization

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Ohio Association of County Behavioral
Health Authorities

Oklahoma Department of Mental Health
and Substance Abuse Services

Opioid Treatment Providers

Palmer Drug Abuse Program/Midland
Coalition Director

Partners for Recovery

Pennsylvania Department of Health

People Advocating for Recovery, Kentucky

Phoenix House

Prevention Resource Center

Princeton Deliverance Center

Recovery Community Services Project

Recovery Month Planning Partners

Recovery Rides

Rhode Island Department of Mental Health,
Retardation and Hospitals, Division of Behavioral
Healthcare Services

SAMHSA Grantees

Scottsdale Prevention Institute, Arizona

Single State Agencies

SMART Recovery

South Carolina Department of Alcohol and Other
Drug Abuse Services

South Dakota Department of Human Services,
Division of Alcohol and Drug Abuse

St. Henry Catholic Church, OR

Substance Abuse and Addiction Recovery
Alliance, Virginia

Substance Abuse Council, Michigan

Synergies, National Inhalants Prevention Coalition

Texas A & M University

Texas Association of Substance Abuse Providers

Texas Department of State Health
Services Mental Health/Substance
Abuse Information Center

The Alcoholism and Substance Abuse
Providers of New York State

Treatment Alternatives for Safer Communities

Turning Point Recovery Center of
Springfield Vermont

U.S. Conference of Mayors

U.S. Congress

White Bison, Inc.

Women and Children Family Treatment

Recovery Month Public Service Announcements (PSAs)

For **Recovery Month** 2008, SAMHSA produced two new television and radio PSAs in English and Spanish, titled “Lock and Key” and “Butterfly,” which were available throughout the year on the **Recovery Month** Web site. These PSAs gave a universal face to addiction and recovery and offered SAMHSA’s 24-hour, toll-free National Helpline, 1-800-662-HELP, as a call to action if viewers, or someone they know, is in need of treatment. Television PSAs were produced in 15-second and 30-second lengths, while the radio versions were in 20-second and 30-second lengths.

The 2008 PSAs reflected the overall theme, **“Join the Voices for Recovery: Real People, Real Recovery,”** emphasizing the real possibility of recovery and an invigorated outlook on life found in recovery.

“Lock and Key” illustrated the sense of loss and hopelessness that addiction often inflicts, as a man sits in a dark room, held back by figurative chains of addiction, secured by a lock. A single light illuminates a key, symbolizing treatment, recovery, and hope, and the man breaks free from the darkness and chains. He is then joined by his family and friends, escaping the isolation of his substance use disorder.

“Butterfly” was a realistic and promising depiction of a mother’s struggle with addiction and the emotional toll it has on her family. Through treatment and recovery, she begins taking steps to regain control of her life and reconnect with the ones who love her most. She is happily greeted by loved ones upon her return home.

To build on these efforts, SAMHSA collaborated with the National Association of Broadcasters (NAB) to launch a brochure for local broadcasters to address alcohol and drug addiction in their communities. The brochure, **“Join the Voices for Recovery,”** contained programming ideas and PSA scripts to assist stations in raising awareness about the benefits of alcohol and drug addiction treatment. Downloadable radio PSAs were available for stations on the NAB public service Web site. Television PSAs were available to stations via the NAB monthly PSA satellite feed in September and through free dubs.

SAMHSA distributed and pitched the TV PSAs to 1,089 stations and networks, including 96 Spanish stations and 8 networks nationwide. The radio PSAs were distributed to 3,493 stations, including 178 Spanish stations and 1 network nationwide. The PSAs also were distributed to airlines’ in-flight entertainment departments, CNN’s airport network, and medical waiting rooms. SAMHSA followed up with each television station to ensure the PSAs were received and to encourage the station directors to play them.

Also in 2008, SAMHSA distributed open-ended spots, which allow local television stations and community groups to personalize the PSAs with their own logo, slogan, or telephone number at the end of the PSA. These spots were available via SAMHSA’s Health Information Network (SHIN).

SAMHSA continued to track previous years' spots still playing in English and Spanish in media outlets throughout the country. As witnessed in the volume of impressions, these spots – “Celebrate,” “Cost,” “New Morning,” “Labyrinth,” “Treat Me,” “Artist,” “Boat,” “Tony,” “Crosswalk,” “Psyched Up,” “Runner,” and “Subtitles” – have continued to reach people who need treatment, people already in recovery, and those who have helped them along the way.

In 2008, the **Recovery Month** PSAs from 2007, “Celebrate” and “Cost,” won a Hermes Creative Award, two Omni Awards (silver in the commercial category and bronze in the government category), and a Bronze Mercury Award – all examples of the productions' excellence.

Television PSA Distribution and Airtime

“Lock and Key” and “Butterfly” were distributed to 1,089 TV stations and networks, including 96 Spanish stations (with 104 stations receiving both) and 8 networks nationwide. From June through December 2008, the PSAs aired 17,115 times (equaling nearly 129 broadcast hours) through 642 outlets reaching 186 markets, at an estimated earned media value of \$854,509, with 91,907,061 viewer impressions. The campaign ranked 19 out of 579 campaigns that Nielsen monitored from October 27, 2008 through November 30, putting it in the top 3.3 percent.

From 2002 through December 2008, the 22 spots released in previous years continued to air, producing an estimated earned media value of \$21,425,000 and 2,174,179,901 in viewer impressions.

In total, the overall estimated earned media value for all television PSAs released from 2002 through 2008 is \$22,279,509, with a collective viewership of 2,266,086,962.

Radio PSA Distribution and Airtime

“Lock and Key” and “Butterfly” were produced in English and Spanish in 20-second and 30-second lengths and distributed to nearly 3,493 radio stations nationwide. The radio spots were broadcasted 20,591 times from June through December (equaling nearly 158.29 broadcast hours) via 153 outlets, reaching 136 cities in 44 states, and resulting in an estimated earned media value of \$1,084,257, with 144,700,430 listener impressions.

From 2002 through December 2008, 22 additional spots from previous **Recovery Month** efforts continued to air, producing an estimated earned media value of \$11,168,463, with 1,211,611,779 listener impressions.

In total, the overall estimated earned media value for all radio PSAs released from 2002 through 2008 is \$12,252,720, with a collective audience of 1,356,312,209.

Interactive *Recovery Month* Web-Based Activities and Information

In January 2008, SAMHSA debuted a new **Recovery Month** Web site at <http://www.recoverymonth.gov>, making the latest information on **Recovery Month** accessible online and via downloadable files to local communities and the general public. Visitors who use this gateway have access to numerous helpful activities, including up-to-date materials, Webcasts, and other exciting interactive elements.

Copies of the materials on the 2008 Web site, such as the virtual **Recovery Month** toolkit and an electronic flyer for community event planners, could be downloaded or ordered. SAMHSA press releases, **Recovery Month** resources and publications, proclamations, and English and Spanish versions of all television and radio **Recovery Month** PSAs produced from 2002 to 2008 were also posted.

Visitors submitted their **Recovery Month** events by locality using an interactive events tool. In 2008, 853 events were posted, with many complemented by event photos. Additionally, 38 people shared their experiences with recovery through the “Voices for Recovery” feature, an online vehicle that allowed people to submit their stories of recovery to reach and educate a broad population.

Over the past few years, the entire **Recovery Month** site has continued to experience a significant amount of visitors, those who access and stay on the Web site for roughly 30 minutes, throughout the year – especially during the month of September.

- From January through December 2008, the entire **Recovery Month** Web site received more than 16 million hits, an increase of more than 300,000 hits in server traffic from 2007.
- From January through December 2008, the 2008 Web site received 7,147,934 hits, with more than 1 million occurring in September alone.
- In 2008, there were 1,711,584 total visits to the site, and in September 2008 alone, there were 222,939 visits to the entire **Recovery Month** Web site.
- In September 2008, there were 142,541 unique visitors, the number of different people who accessed the 2008 site. Throughout the year, there were a total of 952,938 unique visitors to the site, with nearly 5,000 visits occurring a day.

Recovery Month Web Site Hits Over the Past Seven Years

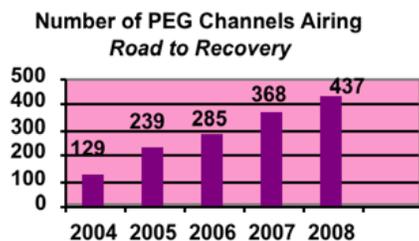
Month	2008 Hits	2007 Hits	2006 Hits	2005 Hits
Prior to June	6,084,291	5,577,152	5,093,854	4,461,986
June	1,186,868	1,097,613	1,245,649	939,386
July	1,540,936	1,365,455	1,422,865	1,018,337
August	1,823,414	1,734,545	2,696,227	1,734,017
September	2,604,027	2,022,594	2,064,226	2,076,098
October	1,418,453	1,582,484	1,397,778	1,136,990
November	1,166,573	1,169,713	1,022,629	752,606
December	1,062,896	2,037,201	885,081	552,988
Total	16,887,458	16,586,757	15,827,985	12,672,408

Month	2004 Hits	2003 Hits	2002 Hits	2001 Hits
Prior to June	2,415,654	2,533,370	633,187	114,413
June	533,355	683,796	228,496	127,852
July	693,215	767,676	284,609	629,657
August	1,169,034	1,231,059	375,530	212,043
September	1,140,801	1,157,533	452,433	176,016
October	764,454	614,676	243,100	85,975
November	878,528	474,020	240,932	57,167
December	715,477	337,088	150,957	55,373
Total	8,310,518	7,799,218	2,609,244	1,458,496

Road to Recovery Television and Radio Series

For the 19th annual observance of **Recovery Month**, the 2008 *Road to Recovery* television and radio series aired eight television and six radio episodes in a talk show, roundtable format that included panels of nationwide experts from the field. Generally aired on the first Wednesday of the month from March through November, the eight monthly programs logged 10,346 views and 8,129 trailer views (these figures indicate the number of times a viewer accessed the Web page, but do not necessarily reflect the number of times the supporting graphics/files were viewed) in 2008. In addition, more than 437 public, educational, government (PEG) access, cable television channels in 392 distinct cable areas throughout the country aired the *Road to Recovery* series. Playing an average of 12 times each month and reaching more than 21.4 million households, the series generated an estimated \$12.4 million in free airtime per year. Additionally, in 2008, the airings on the 24 Native American radio stations reached an estimated 670,000 listeners.

As illustrated in the below chart, channels airing the *Road to Recovery* series has continued to grow. In 2004, the series was being cablecast in 33 states, increasing to 41 states in 2005, finally rising to all 50 states in 2006, and continuing each year since. Since 2004, there has been a 239-percent growth in channels carrying the Webcasts, increasing from 129 in 2004 to 437 in 2008.



The *Road to Recovery* Webcasts showcase issues surrounding addiction and recovery, highlighting up-to-date statistics and information to help emphasize the reality of such public health problems

“Nearly 24 percent of children (or 17 million) live in a household where a parent or other adult is a binge or heavy drinker, and approximately 13 percent of children (or 9.2 million) live in one where a parent or other adult uses illicit drugs.”

~ “Recovery and the Family: Extending Treatment to Everyone” Webcast

Archived copies of the Webcasts were made available on the Web immediately following the aired program, and VHS video cassette tapes or DVDs could be ordered by visiting the **Recovery Month** Web site.

The 2008 *Road to Recovery* Webcast Series included:

- “Join the Voices of Recovery: Real People, Real Recovery” (Opener Show) (3/5/08)

- “Medication-Assisted Therapies: Providing a ‘Whole-Patient’ Approach to Treatment” (4/2/08)
- “Addiction and PTSD: Combating Co-Occurring Disorders” (5/7/08)
- “Recovery and the Family: Extending Treatment to Everyone” (6/4/08)
- “Real People, Real Recovery: Effectively Delivering Recovery-Oriented Systems of Care” (7/2/08)
- “Accessing Prevention, Treatment, and Recovery Online” (8/6/08)
- “Recovery in the United States: Past, Present, and Future” (9/3/08)
- “The Road to Recovery 2008: A Showcase of Events“ (Wrap Show) (11/5/08)

Additional Web Site Features

The 2008 Web site included **Recovery Month** video podcasting, an alternative format for previewing trailers of the monthly Webcasts. The video podcasts lasted about 60 seconds and provided viewers with a brief overview of the month’s upcoming Webcast. Visitors could subscribe to gain access to these video podcasts, which are either downloaded automatically to the viewers’ podcasting software or available to download on demand. Between January and December 2008, there were 3,760 audio podcast page views.

Another interactive feature was the *Road to Recovery* listserv – available on the Web site – which allowed visitors to distribute news about **Recovery Month**. By signing up for the listserv, people could receive periodic e-mail updates about activities and resources that featured **Recovery Month**. In 2008, the *Road to Recovery* listserv reached a distribution of 5,983 people. The “E-mail to a friend” or “Send this page” feature experienced a 37-percent increase, jumping from 790 uses in 2007 to 1,083 in 2008.

Also incorporated into the 2008 site was a fact sheet to help organizations fundraise for their events. The fact sheet, titled “Fundraising Tips and Tools” and available exclusively on the **Recovery Month** Web site, was targeted to event organizers and provides a snapshot of some of the most successful approaches to fundraising. It included a template fundraising letter.

“Ask the Expert”

During the weeks following a *Road to Recovery* Webcast’s debut on the **Recovery Month** Web site, viewers had an opportunity to send in questions related to the topics discussed and get expert advice from SAMHSA-approved experts. Starting in March, SAMHSA developed six “Ask the Expert” forums that ran through September. The “Ask the Expert” feature delivered an average of four questions for each forum in 2008.

The 2008 “Ask the Expert” forums included:

- Medication-Assisted Therapies: Providing a “Whole-Patient” Approach to Treatment (4/2008) with expert Jane C. Maxwell, Ph.D., Research Professor, Center for Social Work Research, The University of Texas at Austin
- Addiction and PTSD: Combating Co-occurring Disorders (5/2008) with expert Ronald E. Smith, M.C., U.S.N., M.D., Ph.D., Commander, National Naval Medical Center Psychiatry Department
- Recovery and the Family: Extending Treatment to Everyone (6/2008) with expert Roxanne Fuentes, LCSW-C, Division Director, Gaudenzia Inc., Park Heights
- Real People, Real Recovery: Effectively Delivering Recovery-Oriented Systems of Care (7/2008) with expert Pamela F. Rodriguez., Executive Vice President, TASC
- Accessing Prevention, Treatment, and Recovery Online (8/2008) with expert Dr. Farrokh Alemi, Ph.D., Professor of Health Systems Administration, School of Nursing and Health Studies, Georgetown University
- Recovery in the United States: Past, Present, and Future (9/2008) with expert Dr. Timothy Condon, Ph.D., Deputy Director, National Institute on Drug Abuse

Recovery Month 2008 Events

Recovery Month Kick-Off Events

The **Recovery Month** 2008 celebration began with a major press event on September 4, 2008, at the National Press Building's Holeman Lounge, on 14th and F Streets, NW, Washington, D.C. The kick-off highlighted unique and personal stories of recovery and the release of SAMHSA's **2007 National Survey on Drug Use and Health: National Findings**, which interviewed 67,870 Americans to determine the latest substance use statistics. Speakers at the press conference included:

- John Walters, Director, White House Office of National Drug Control Policy
- Eric Broderick, D.D.S, M.P.H., Acting Administrator, SAMHSA
- H. Westley Clark, M.D., J.D., M.P.H., Director, SAMHSA's Center for Substance Abuse Treatment
- Candy Finnigan, Drug and Alcohol Interventionist, A&E docu-drama "Intervention"
- Nathaniel Anderson, person in recovery

The National Survey on Drug Use and Health provides a comprehensive snapshot of substance use trends in the past year. The annual survey, formerly called the "Household Survey," is the largest of its kind, providing yearly estimates of the prevalence of illicit drug, pharmaceutical, alcohol, and tobacco use in the United States, while monitoring trends over time. Some of the 2007 survey highlights discussed at the press conference included the following.

- There was a significant decline in the overall past-month illicit drug use among youths aged 12 to 17 since 2002 – from 11.6 percent to 9.5 percent.
- The amount of current alcohol users among those aged 12 to 17 decreased from 17.6 percent in 2002 to 15.9 percent in 2007.
- The prevalence of cocaine use among those aged 18 to 25 dropped 23 percent (from 2.2 to 1.7 percent); methamphetamine use fell by a third (from .6 to .4 percent) between 2006 and 2007.

Despite many encouraging strides, the press conference also acknowledged some of the less-reassuring results revealed by the **2007 National Survey on Drug Use and Health**. The following statistics indicate that alcohol and drug use remain a very serious public health problem in the United States.

- For young adults aged 18 to 25, the level of non-medical use of prescription pain relievers rose 12 percent in 2007 (from 4.1 to 4.6 percent).

- The level of current illicit drug use among those aged 55 to 59 more than doubled in 2007, reaching 4.1 percent.
- This increase confirms that baby boomers continued their higher levels of substance abuse as they aged.

Media Attention

The **Recovery Month** 2008 kick-off press conference received media attention from a variety of national media, including major television and newspaper outlets. Additionally, Dr. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, Center for Substance Abuse Treatment, and Fran Harding, a leading expert in the field of drug and alcohol policy, conducted interviews with 13 radio stations and networks, with 1,526 stations and affiliates airing the interview clips. This **Recovery Month** radio tour helped increase the audience reach and coverage garnered.

Media coverage highlights included:

- **National and local press** – NBC, CSPAN, Bloomberg News, Cox News, U.S. Medicine, El Servier.com, Dispatch Broadcast Group
- **Trade** – APA, Capital News Service, Psychiatric News, Beverage News Daily, CQ
- **Radio tour** – Among other stations, the newsfeed aired on the following radio outlets, reaching nearly 10,326,600 listeners, with an earned media value of \$309,200:
 - Voice of America, International – 6,500,000 gross impressions
 - WNIC-FM, Detroit – 104,500 gross impressions

Print coverage for all national and local **Recovery Month** events taking place throughout the country during September was monitored in newspapers, magazines, and online. To date, **Recovery Month** garnered mentions in 1,124 press clippings, with coverage in publications with a collective circulation of more than 236,479,877.

Stories in September by Media Type

With nearly 1,000 mentions in September, there was an array of coverage from different mediums.

- Web: 62.8%
- Daily Newspapers: 18.7%
- Non-Daily Newspapers: 16%
- Trade Magazines/Newsletters: 1.9%
- Wire Services: .3%
- Consumer Magazines/Newsletters: .3%

Recovery Month Luncheon

In tandem with the 2008 *Recovery Month* kick-off press conference, the Entertainment Industries Council and the National Association for Children of Alcoholics hosted the 2008 luncheon at the Newseum on September 4. During the luncheon, attendees signed a copy of Faces & Voices of Recovery's *The Recovery Bill of Rights*, a statement of the principle that all Americans have a right to recover from addiction to alcohol and other drugs. The luncheon speakers included:

- H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, Center for Substance Abuse Treatment
- Brian Dyak, President and CEO, Entertainment Industries Council, Inc.
- Sis Wenger, President and CEO, National Association for Children of Alcoholics
- Candy Finnigan, Interventionist, A&E's "Intervention"
- Bertha K. Madras, Ph.D., Deputy Director for Demand Reduction, Executive Office of the President, Office of National Drug Control Policy
- Dennis Wholey, Host and Producer, PBS's *This is America*

SAMHSA-Sponsored Community Forums and Events

Striving to continuously engage and educate the general public, SAMHSA sponsored a total of 102 community forums/events that reached 47,281 people nationwide in 2008. As in years past, forums/events emphasized the need to reach all those affected by substance use, including multicultural populations.

The SAMHSA-sponsored community forums and events began and/or continued a community discussion on recovery and established a nurturing environment to support treatment programs that help individuals reclaim their lives. SAMHSA highlighted the 2008 theme by encouraging everyone to understand that although substance use disorders are a national health crisis, real recovery is possible. Major areas of focus for the events included:

- Educating community members about substance use disorders, the effectiveness of treatment, and the hope of recovery
- Raising awareness about the real experiences many with addiction go through
- Stressing the value and contributions of individuals in recovery who rejoin their families, the workforce, and the community
- Reaching out to business leaders, places of worship, and other community groups to encourage them to provide ongoing support to people seeking treatment and those in recovery from substance use disorders

Community events highlighted personal experiences, addressed local issues, and defined specific objectives and action steps to broaden support and access for individuals in recovery, their families, and friends.

Cities in states from coast to coast that hosted official SAMHSA-sponsored **Recovery Month** 2008 community forums or other events included:

- Albany, NY
- Alexandria, VA
- Asheville, NC
- Atlanta, GA
- Augusta, ME
- Bangor, ME
- Bismarck, ND
- Bloomington, IN
- Boise, ID
- Casper, WY
- Catonsville, MD
- Charleston, SC
- Chicago, IL
- Cleveland, OH
- Colorado Springs, CO
- Columbia, SC
- Davis, WV
- Des Moines, IA
- Dover, DE
- El Paso, TX
- Enid, OK
- Eugene, OR
- Farmington, NM
- Florence, SC
- Great Falls, MT
- Greenville, SC
- Harbor City, CA
- Harrisburg, PA
- Hartford, CT
- Henderson, KY
- Hot Springs, AR
- Houston, TX
- Huntington, WV
- Indianapolis, IN
- Jackson, MS
- Knoxville, TN
- Lawton, OK
- Lexington, KY
- Lincoln, NE
- Little Rock, AR
- Marrero, LA
- Minneapolis, MN
- Montpelier, VT
- Nashville, TN
- Nenana, AK
- Norman, OK
- Philadelphia, PA
- Pittsburgh, PA
- Portland, ME
- Providence, RI
- Rapid City, SD
- Richmond, VA
- Riverton, WY
- Rock Hill, SC
- Rockville, MD
- Savannah, GA
- Seward, AK
- Sioux Falls, SD
- St. Louis, MO
- Somerville, MA
- Staunton, VA
- Tampa, FL
- Tucson, AZ
- Washington, DC
- Wasilla, AK
- Voorhees, NJ
- Winslow, ME

As part of these activities, SAMHSA sponsored 27 community and statewide events. Together, SAMHSA and the **Recovery Month** planning partners selected 15 locations to sponsor the 2008 events, which had a combined attendance of 10,673.

In the effort of addressing the lack of qualified professional currently available in the addiction and treatment field, SAMHSA sponsored or co-sponsored 46 workforce **Recovery Month** events that reached 19,825 participants. These events worked to increase awareness about the addiction, treatment, and the workforce landscape, while striving to overcome the barriers to effective staff recruitment and retention and to maintaining competencies.

SAMHSA also sponsored 23 minority-focused events that reached 14,381 people. Taking place in various states, these events invited communities, both adults and children, to celebrate **Recovery Month** and the strides made by those in recovery. Examples include the Waiānae Women in Recovery 7th Annual Women & Children Campout, 2008 Hands Across the State, Rock 'n' Recovery Block Party and Recycled Art Exhibit, Wellbriety Powwows, Teen Challenge Celebratory Rally/Church Service, Softball Game and Ice Cream Social, and Rally for Recovery and the annual "Recovery Under the Stars" concert.

For the fourth year in a row, SAMHSA sponsored state-wide recovery motorcycle rides in Arizona, California, Oregon and New England, each ride reaching an average of 200 people for a total of 2,122. Highlights of these events included family BBQs and concerts, contests and awards, and appearances by local public officials, including Bob Herne, Middlesex Human Services Agency (New England), as well as families in the recovery community.

Lastly, the 3rd Annual SAMHSA Recovery Month Fun Walk/Run took place in Rockville, MD to celebrate the 19th year of **Recovery Month**, with 280 SAMHSA staff members in attendance.

Collaboration with A&E Network – The Recovery Project

SAMHSA/CSAT and its **Recovery Month** planning partners worked alongside A&E Television Network and producers of its Emmy-nominated series *Intervention* to kick off **The Recovery Project**. This initiative is a nationwide grassroots movement developed in partnership with SAMHSA, the National Council on Alcoholism and Drug Dependence, Inc. (NCADD), the Partnership for a Drug-Free America (PDFA), and other leading federal agencies and nonprofit organizations. **The Recovery Project** is a new campaign to break the misconceptions of addiction, raise national awareness that addiction is a treatable disease and prove that recovery is possible by supporting leading organizations in prevention and treatment.

As part of the 2008 campaign, the Recovery Rally on September 27 was produced in partnership with A&E Television Network and NCADD and hosted New York City to celebrate the 19th anniversary of **Recovery Month**. Coming from all corners of the country, thousands of people united, forming a human chain – a living symbol of recovery – for a historic walk over the Brooklyn Bridge. The public event celebrated the promise of recovery.

The celebration, which attracted some 5,000 people in recovery from 50 states and Washington, D.C., as well as their families, friends, and advocates, continued with a rally in Lower Manhattan's City Hall Park with live entertainment, MC Mark Lundholm, and a musical performance by Rufus Wainwright.

Hands Across the Bridge – St. Louis, MO

Nearly 13,000 people gathered in St. Louis on September 20th to celebrate the triumph over addiction, while also encouraging those who are still in need to get help. People from all over the community united in the **Recovery Month** effort as speakers shared their experiences with the attendees. Senator Rita Heard-Days applauded their efforts and the value of shaping public policy by being part of such a celebratory event. That same day, there were 40,000 people rallied rallying for recovery across the country.

The Hands Across the Bridge event at the Chain of Rocks Bridge at the Mississippi River reflected the 2008 theme, **“Join the Voices for Recovery: Real People, Real Recovery.”** By coming together, they joined hands and stretched across the full span of the bridge from Missouri to Illinois – illustrating a powerful message about the reality of recovering from drug or alcohol addiction.

Representatives from both Faces and Voices of Recovery and SAMHSA attended the event, as well as Academy Award Winner Lou Gossett Jr., a respected actor and person in long-term recovery who shared how his struggle with addiction affected not only him, but those he loved.

Locally Sponsored Community Events

As of September 2008, 50 states, the District of Columbia, and Puerto Rico held 853 events in 409 cities, reaching approximately 947,363 – this includes the SAMHSA-sponsored local community events.

As part of the official **Recovery Month** Web site – <http://www.recoverymonth.gov>– community organizers were encouraged to list their local events and activities to promote these events and inspire even more participation. These events are showcased on the events page, formatted as a map of the United States, so viewers can click directly on a state or select it from a drop-down menu to view the events that took place in each state nationwide.

Recovery Month 2008 Proclamations

In 2008, President George W. Bush issued a proclamation celebrating September as **National Alcohol and Drug Addiction Recovery Month**. Additionally, there were another 163 proclamations issued throughout the country: 35 by governors and state legislators, 96 by mayors and county and city council members. Furthermore, 19 proclamations were issued from Native American tribes and affiliated centers to celebrate Native American Wellbriety Month. The remaining 13 proclamations were issued by various other organizations and localities. Following is a copy of the Presidential proclamation and a list of other proclamations issued for **Recovery Month 2008**, which amounts to a combined total of 164 proclamations.

Recovery Month 2008 Proclamations Issued

Presidential Proclamation

Alabama

State of Alabama
Council on Substance Abuse - NCADD

Alaska

State of Alaska

Arizona

State of Arizona
Fort Mojave

California

County of Los Angeles
County of Napa
County of Stanislaus
City of American Canyon
City of Beaumont
City of Calistoga
City of Coachella
City of Fairfield
City of Hesperia
City of Inglewood
City of La Puente
City of Laguna Niguel
City of Lake Forest
City of Lancaster
City of Lomita
City of Long Beach

City of Los Angeles
City of Mission Viejo
City of Napa
City of Porterville
City of Roseville
City of San Dimas
City of Santa Cruz
City of Solana Beach
City of St. Helena
City of Sunnyvale
City of Torrance
City of Union City
City of West Covina
Blue Mountain Association
Fourwinds Lodge
Indian Health Center of Santa Clara Valley
Jackson: Jackson Band of Miwuk Indians
MiWa-Mati Healing Center of the County of
Mariposa
United American Indian Involvement, Inc.

Canada

Mayan Community Toronto

JOIN THE VOICES FOR RECOVERY

National Alcohol
& Drug Addiction
Recovery Month
SEPTEMBER 2008

Colorado

State of Colorado
City of Colorado Springs
City of Englewood
Abraxas Southern Peaks
Colorado College

Connecticut

State of Connecticut

Delaware

State of Delaware

Florida

City of Deltona
City of Hialeah
City of North Lauderdale
City of Tarpon Springs

Georgia

State of Georgia
City of Calhoun and Gordon County

Hawaii

State of Hawaii

Idaho

County of Ada
City of Boise

Illinois

State of Illinois
City of Bloomington
Town of Normal
Village of Alsip
Village of Evergreen Park
Village of Hoffman Estates
Village of Skokie
American Indian Center - Chicago

Indiana

State of Indiana

Iowa

State of Iowa
City of Des Moines

Kansas

Indian Alcoholism Treatment Services

Kentucky

State of Kentucky

Louisiana

State of Louisiana
Jefferson Parish

Maine

State of Maine

Maryland

Town of Snow Hill

Massachusetts

The Commonwealth of Massachusetts
Massachusetts State Senate
City of Somerville

Michigan

State of Michigan
Michigan House of Representatives
Michigan State Senate
County of Eaton
City of Charlotte
City of Eaton Rapids
City of Grand Ledge
City of Lansing
City of Marquette
City of Olivet
City of Pottsville
Township of Sunfield
Village of Bellevue
Village of Dimondale
Village of Vermontville
Little River Band of Ottawa Indians

JOIN THE VOICES FOR RECOVERY

National Alcohol
& Drug Addiction
Recovery Month
SEPTEMBER 2008

Minnesota

State of Minnesota
Division of Indian Work
Little River Band of Ottawa Nation
Opioid Treatment Program Leech Lake
Reservation
Red Lake Nation Chemical Health Programs
White Bison Coalition
The Circle Newspaper of the City of Minneapolis
The White Earth Wellbriety Coalition

Mississippi

City of Walnut Grove

Montana

State of Montana
City of Great Falls

Nevada

State of Nevada
Nevada Urban Indians, Inc.
Reno Sparks Indian Colony

New Jersey

City of Middleton
Borough of Franklin Lakes

New Mexico

State of New Mexico
Santa Fe Recovery Center

New York

State of New York
City of Albany
Alternative Counseling Services, People of
Tradition

North Carolina

State of North Carolina
County of Brunswick
County of Durham
County of New Hanover

City of Conover
City of Durham
City of Wilmington
Town of Cary

North Dakota

Spirit Lake Tribe

Ohio

State of Ohio
Mayor of Logan
City of Hocking
City of Kettering
City of Logan
City of Upper Arlington
County Commissioners of Hocking County
Holistic Health Consultant

Oklahoma

State of Oklahoma

Oregon

North American Rehabilitation Association of
Northwest, Inc.

Pennsylvania

State of Pennsylvania
County of Greene

Puerto Rico

Estado Libre Asociado de Puerto Rico

Rhode Island

City of Providence
Rhode Island Communities For Addiction Recovery

South Carolina

City of Florence
City of Sumpter

JOIN THE VOICES FOR RECOVERY

National Alcohol
& Drug Addiction
Recovery Month
SEPTEMBER 2008

South Dakota

City of Sioux Falls

Tennessee

State of Tennessee

City of Alcoa

Texas

State of Texas

City of Beaumont

City of El Paso

City of Lewisville

City of Mesquite

City of Plano

City of San Antonio

Mark Houston Recovery

Vermont

State of Vermont

Virginia

City of Colonial Heights

City of Hopewell

City of Norfolk

Washington

State of Washington

West Virginia

State of West Virginia

Wisconsin

State of Wisconsin

City of Green Bay

City of Wasau

The LCO Mens Half-Way House

Wyoming

State of Wyoming

Town of Pinedale

Conclusion

By encouraging conversation and support within communities, the **Recovery Month** 2008 celebration was successful in raising public awareness about substance use disorders, treatment, and recovery nationwide. Reaching nearly one million people, **Recovery Month** events continued to engage populations across the states, while the National Helpline proved to be a helpful resource, supporting an average of 27,000 calls per month in 2008. Additionally, the 164 signed proclamations, the more than 16 million hits on the Web site, and the 2008 PSA audience of more than 230 million people, assisted in highlighting the reality of this public health issue and celebrated the **Recovery Month** campaign's mission as well as those efforts being made in the treatment and recovery field.

It is important to continue educating the public about substance use disorders, while also supporting those already in recovery and encouraging others who are in need to seek treatment and begin their own path to recovery. Striving to increase the general public's awareness of the issues surrounding substance use disorders takes a conscious decision to actively work to negate the myths and eliminate the barriers that persist with addiction and recovery. SAMHSA is dedicated to this effort and proud of the advances **Recovery Month** has made as it has continued to reach people with substance use disorders and their families over the past 19 years.

All materials for the 2008 and previous years' observances can be viewed by visiting <http://www.recoverymonth.gov>. To order materials, please contact SAMHSA's Health Information Network at 1-800-SAMHSA-7, TDD 1-800-487-4889.

JOIN THE VOICES FOR
RECOVERY

National Alcohol
& Drug Addiction
Recovery Month
SEPTEMBER 2008