



SAMHSA's National Recovery Month Annual Event Award Program

The Substance Abuse and Mental Health Services Administration (SAMHSA) is pleased to acknowledge the efforts of those who planned and organized events for *National Recovery Month (Recovery Month)* in 2013. Through SAMHSA's *Recovery Month* Annual Event Award Program application, you can self-select your event for award consideration.

All events must be posted on the *Recovery Month* Web site by December 31, 2013, to be eligible. (Previous award winners are not eligible to receive awards in consecutive years.)

Please complete the application form and return it with all required materials listed within the application electronically, by mail or fax to the email, postal address or fax number listed on page 6 by **May 2, 2014.** (Award winners will be notified no later than July 18, 2014.)

There are three award categories—listed on page 2. One winner from each category will be selected. Travel arrangements and expenses will be paid for one person from each of the winning organizations to attend the 2014 *Recovery Month* Luncheon to accept the 2013 *Recovery Month* Annual Event Award.

Winners will be highlighted on the *Recovery Month* Web site at http://www.recoverymonth.gov and through *Recovery Month* social media platforms such as Facebook, Twitter, and YouTube. Winners will also be highlighted in *SAMHSA News*, *SAMHSA's eNetwork*, as well as through SAMHSA's Office of Communications.

Recovery Month Annual Event Award Program Application First Name: _____Last Name: _____Last Name: _____ Title: ____Organization: ____ Event Name (as it appears on the Recovery Month Web site):_____ Your role: ■ Researcher ■ Event Planner ■ Policy Specialist ■ Event Participant □ Treatment/Recovery Provider ☐ Peer or Consumer Run Organization ☐ Other (please describe): Mailing Address: _____ City: _____ State: ____ ZIP:_____ Phone: ______Fax:_____ Organization Web site address: Recovery Month Annual Event Award Program Categories Please select the box of the one* (1) Award Category for which you wish to be considered: □ Rally and Walk/Run Events: Includes events such as walks and/or runs, motorcycle/bicycle rides, and rallies. ☐ Educational Events: Includes events such as forums, town hall meetings, trainings, health fairs, movie or video discussion groups, provider or treatment center open houses with educational components, and faith-based lectures or trainings. ☐ Special Celebrations: Includes events such as art shows, picnics, cookouts, awards programs, concerts, open houses, entertainment events, communication/media events, sporting events, baseball games, festivals, poetry jams, and worship or prayer services. *Organizations may only select and apply under one (1) award category per year.

Please select the size of your event:				
	Small: 1–100 people (excluding organization staff and volunteers)			
	Medium: 100–300 people (excluding organization staff and volunteers)			
	Large: More than 300 people (excluding organization staff and volunteers			
Please select the behavioral health focus of your event:				
	Substance use disorders exclusively			

Mental health exclusively
 Both substance use disorders and mental health focus (If both, please indicate which focus was more prominent)

O Substance use disorders

O Mental Health

Please answer each question as completely as possible.

Provide a brief description of your event or activity. (Attach additional sheets, if necessary. If you require an additional sheet, please try and keep responses to a 500 word limit).
Did you receive media coverage? ☐ Yes ☐ No If yes, who covered your event? (Attach a brief summary or copies of articles.)
Describe the prominent use of Recovery Month materials/logos. (Please attach copies of articles and/or materials used.)
Describe the engagement of innovative and collaborative partnerships. (Such partnerships might have been created to organize and conduct the event and increase the potential for ongoing field relationship building.)

Recovery Month Annual Event Award Program Application Describe how the event incorporated mental health topics or issues, if applicable. (Attach additional sheets, if necessary.) Did you have community leaders and/or celebrity involvement? ☐ Yes ☐ No If yes, describe ways in which community or entertainment industry principals were involved and included (e.g., signing of a proclamation, as the event's master of ceremonies, guest speaker, etc.). (Attach a brief summary or copies of articles.) Describe the use of technology and/or social media. (Outline the ways in which technology and/or social media was used to promote or carry out each event.) Describe the print/broadcast/online media coverage. (Outline the innovative ways in which various forms of media were used to promote and cover your event. Attach press clippings, articles, etc.)

Describe your inclusion of the recovery community in your event (e.g., individuals in recovery, family members, treatment and recovery service providers and advocates, and the general public).

Describe the impact of the event on your community. (Demonstrate impact by including information on the numbers of new groups participating, organizational resources made available from organizations, photos, testimonials, and feedback from participants.)

How did you leverage your Recovery Month event to future events? (Describe how your event was able to further encourage local community support for individuals and families in recovery.)

If you have questions regarding this application please contact: Scott Rieder

Phone: (202) 248-5476

Email: recoverymonth@vancomm.com

Electronically submit your completed application and required materials to:

recoverymonth@vancomm.com

or

Mail or fax your completed application and required materials to:

Recovery Month

Attn: Scott Rieder 2121 K Street, NW, Suite 650 Washington, DC 20037 Phone: (202) 248–5476

Fax: (202) 331-9420

The questions listed below concerning the toolkit materials are for information purposes only and are *NOT* part of the rating criteria for the *Recovery Month* Annual Event Award Program evaluation. Your responses assist in providing the most useful products and information in future toolkits and materials produced for *Recovery Month*.

Did you use the following Toolkit materials provided online?

☐ Yes	☐ No	Promote Recovery Month with Events
☐ Yes	□ No	Work with the Media
☐ Yes	□ No	Share Your Voice through Op-Eds and Online Articles
☐ Yes	□ No	Press Materials for Your Recovery Month event
☐ Yes	□ No	Issue Recovery Month Proclamations
☐ Yes	□ No	Recovery Month Public Service Announcements (PSAs)
☐ Yes	□ No	Overview: Together on Pathways to Wellness
☐ Yes	□ No	Common Mental Disorders and Misused Substances
☐ Yes	□ No	Treatment and Recovery
☐ Yes	□ No	Community Leaders
☐ Yes	□ No	Young Adults
☐ Yes	□ No	Health Care Providers
☐ Yes	□ No	Families and Caregivers of Young Adults
☐ Yes	□ No	Mental and Substance Use Disorders: Fast Facts
☐ Yes	□ No	Develop Your Social Network
☐ Yes	□ No	New Media Glossary
☐ Yes	□ No	Build Community Coalitions
☐ Yes	□ No	Planning Partners Directory
☐ Yes	□ No	Single-State Agency (SSA) Directory
☐ Yes	□ No	Prevention, Treatment, and Recovery Resources
☐ Yes	□ No	Customer Satisfaction Form
☐ Yes	□ No	Join the Voices for Recovery