U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration

National Recovery Month Planning Partners Meeting

Thursday, January 26, 2012 8:30 a.m. – 3:00 p.m.

Substance Abuse and Mental Health Services Administration 1 Choke Cherry Road, Rockville, MD 20857

Participants Organization

Erica Ahmed Mental Health America

Daphne Baille TASC, Inc.

Jacob Berelowitz Talk Therapy Television, Inc.

Cliff Bersamira National Association of State Alcohol and Drug Abuse Directors

(NASAADAD)

Victor Braatz Recovery Network, Inc.

Ray Bullman National Council on Patient Information and Education (NCPIE)

Candy Cargill- Fuller Behavioral Health Services/United for Recovery

Brian Chodrow National Highway Traffic Safety Administration- Impaired Driving

Donna Cotter Recovery North Carolina
Hugh Delaney SMART® Recovery
Dona Dmitrovic RASE Project

Thom Forbes Recovering Your Body

Robert Foster National Association of Drug Court Professionals (NADCP)

Maryanne Frangules Massachusetts Organization for Addiction Recovery (MOAR)

Jim Gillen The Providence Center

Walter Ginter National Alliance for Medication Assisted Recovery

Ralph Gonzalez Talk Therapy Television, Inc.

Vickie Griffiths Jewish Alcoholics, Chemically Dependent Persons and

Significant Others

Bev Haberle PRO-ACT

Mark Hamilton American Mental Health Counselors Association

Katie Heintze McShin Foundation

Steve Hornberger The American College of Mental Health Administration: The

College for Behavioral Health Leadership

Sharon Issurdat National Association of Social Workers

Anna Mable Jones Oxford House, Inc.

Benjamin Jones National Council on Alcoholism and Drug Dependence - Detroit

Diana Kamp The Association of Addiction Professionals, (NAADAC)

Andrew Kessler Friends of SAMHSA

Cathy Khaledi Nar-Anon Maria LaFriniere White Bison

Ting Fun May Lai National Asian Pacific American Families Against Substance Abuse

(NAPAFASA)

Roberta Leis The Leis Group

Alan Levitt National Association for Children of Alcoholics (NACOA)

Henry Lozano LA County Teen Challenge

Nataki MacMurray Office of National Drug Control Policy (ONDCP)

Mimi Martinez McKay Texas Department of State Health Services

Lureen McNeil New York State Office of Alcoholism and Substance Abuse

Services

Penny S. Mills American Society of Addiction Medicine (ASAM)

Raymond Mills Voices of Recovery San Mateo County

Kathy Mitchell National Organization on Fetal Alcohol Syndrome (NOFAS)
Cynthia Moreno-Tuohy The Association of Addiction Professionals, NAADAC

Rob Morrison National Association of State Alcohol and Drug Abuse Directors

(NASADAD)

Sarah Myers Stepping Stone of San Diego, Inc.

Stephanie Older National Institute on Drug Abuse (NIDA)
Anthony Perez Entertainment Industries Council, Inc. (EIC)
Jane Porter U.S. Psychiatric Rehabilitation Association

Joe Powell Association of Persons Affected by Addiction (APAA)

Mac Prichard Prichard Communications
Sarah Rayer Faces & Voices of Recovery

Claire Ricewasser Al-Anon Family Group Headquarters, Inc., World Service

Office

Susan Richardson Reclaiming Futures
John Shinholser McShin Foundation

Lauren Spiro National Coalition for Mental Health Recovery

Tom Stanitis National Rural Alcohol and Drug Abuse

Judd Stephenson McShin Foundation

Pat Taylor Faces & Voices of Recovery

Megan Valin McShin Foundation

Becky Vaughn State Associations of Addiction Services (SAAS)

Harvey Weiss Synergies; National Inhalant Prevention Coalition (NIPC)

Tiffanie Woods Office of National Drug Control Policy (ONDCP)

Liz Wu Pritchard Communications

SAMHSA Staff

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I. Welcome & Introductions – Ivette Torres, SAMHSA/CSAT

Ivette Torres, SAMHSA/CSAT, welcomed everyone to the January *Recovery Month* Planning Partners meeting.

Ms. Torres reviewed the meeting agenda and the goals and purpose of *Recovery Month* for the new Planning Partners in attendance at the meeting. She then introduced two new SAMHSA/CSAT staff members, Rashetta Fairnot (full-time employee) and Antonio Barreras (Intern) to the Planning Partners. She also told them that Wilmarie Hernandez was hired full-time but was attending training. Ms. Torres then introduced Mark Weber, SAMHSA/OC.

Mr. Weber announced that as of Monday, January 30, he is starting a new job at HHS's Office of the Assistant Secretary for Public Affairs and that it has been an honor and pleasure to work at SAMHSA. He personally thanked Ms. Torres and her entire team for all of their hard work on this observance and explained that the success of *Recovery Month* is one of his favorite things to talk about, noting the amazing growth and transformation of this national movement over the years. Mr. Weber said that while much of the work of *Recovery Month* so far has focused on rallying the different fields together, now the group needs to think of ways to reach all of America. He stated that they need to look forward and take the messages they embrace out to reach the general public. Mr. Weber closed by saying that he is looking forward to the new opportunities to help build behavioral health within HHS and that he looks forward to continuing to collaborate with everyone in the room.

Ms. Torres thanked Mr. Weber for all of his support over the years for *Recovery Month*.

Planning Partner Updates

Planning Partners provided updates on their organizations' activities, which included:

- Penny Mills stated that ASAM chapters have been hosting local *Recovery Month* activities and that the national organization will launch their new website shortly.
- Bev Haberle told the group that PRO-ACT hosted the hub event for Faces & Voices of Recovery's *Recovery Month* Rally for Recovery! walk last year in Pennsylvania and stated that they had 15,000 attendees.
- Ben Jones said that NCADD-Detroit is honored to follow PRO-ACT as they prepare to hold the 2012 hub event on September 15 in Detroit, MI. Mr. Jones noted that this upcoming event will be the biggest Recovery Month event that their organizations has held in the last 12 years and urged all the Planning Partners to visit Detroit and attend the event.
- Harvey Weiss of NIPC reminded the group that the 20th anniversary of National Inhalants Awareness Week will take place this March.
- Ray Bullman said that NCPIE is currently working on an online resource kit to support young people's role in outreach and peer support services.
- Jacob Berelowitz reminded the group of Talk Therapy's recovery event at the Intrepid Museum last year and explained that they will be doing this event again this year on September 30. Additionally, Talk Therapy TV is partnering with Lions Club International to work with 79 clubs throughout Brooklyn and Queens on speaker bureaus for mental health and addictions.
- Susan Richardson of Reclaiming Futures stated that they are working on a national learning collaborative on juvenile justice work and will also add four more chapters in North Carolina.
- Joe Powell said that APAA held a very successful Texas *Recovery Month* Rally for Recovery last year and also hosted a *Recovery Month* Texas Rangers baseball event.
- Lureen McNeill stated that New York's State Office is working on establishing a recovery framework throughout the state.
- Ting Fun May Lai reminded the group that she left Hamilton Medical House last September 2011, but that she continues to serve on the board for the NAPAFASA.
- Maria LaFriniere stated that the Wellbriety Institute and White Bison have had a 100 percent turnover of staff over the last year. Ms. LaFriniere also noted that they have launched a brand new website and they have developed targeted materials that are now available, and are also starting a veterans program.
- Jim Gillen announced that the first recovery school in Rhode Island will open shortly and that the Providence Center is planning to host another *Recovery Month* event on September 16 at this year's WaterFire celebration.
- Thom Forbes stated that Recovering Your Body is developing a "Recovery and Your Body" fitness and recovery process and is reaching out to individuals through websites, videos, and social networking avenues.
- Victor Braatz told the group that Recovery Network, Inc. held a national SMART[®] Recovery conference in Baltimore, MD, which Ms. Torres attended. Mr. Braatz also

explained that the Michigan recovery coalition had a meeting to discuss ways to promote *Recovery Month* during April's Alcohol Awareness Month.

- Mimi Martinez McKay explained that they are looking to ensure the State is connected with the recovery organizations at the community level.
- Becky Vaughn stated that SAAS hosted multiple events last year and plans to have more this year.
- Steve Hornberger noted that American College of Mental Health Administration will host their annual conference in March on health supports and communities. Mr. Hornberger also announced that they have conducted peer leader group meetings.
- Tracy Farmer told the group that SAMHSA/CSAP is conducting the fourth round of town hall meetings on prevention of underage drinking and that they will be launching a national underage drinking prevention media campaign and an online toolkit. Ms. Farmer also explained that the first National Prevention Week is May 20-26.
- Cynthia Moreno-Tuohy announced that the Association of Addiction Professionals held recovery events all across the U.S. last year and made their first visit to Cuba to spread awareness. Ms. Moreno-Tuohy said that this is NAADAC's 30th year anniversary and that they will be hosting a conference in Indianapolis, IN, August 12-15.
- Robert Foster stated that the NADCP will host their annual conference in Nashville, TN, May 30-June 2.
- Claire Ricewasser said that Al-Anon Family Group Headquarters is getting involved with Facebook, Twitter, and digital space. Ms. Ricewasser also announced that Al-Anon will be hosting a Sober St. Patrick's Day in New York City, where they will be leading Al-Anon meetings open to the public. They are also developing training modules and their 2012 Al-Anon member survey.
- Kathy Mitchell of the NOFAS told the group that September 9 is National Fetal Alcohol Spectrum Disorder (FASD) Awareness Day. Ms. Mitchell stated that they are teaching addiction professionals about FASD and founded the Circle of Hope, which is a mentoring program for women who have used any substance or have children with any effects. Ms. Mitchell also said that they have new materials on their website and videos available of experts and researchers explaining the effects of FASD.
- Roberta Leis announced that the New England Association of Drug Court Professionals is holding their annual conference in Boston, MA, September 27-28 at UMass-Boston. Ms. Leis explained that the theme of the conference is related to the Drug Court's role in healthcare reform. Additionally, Ms. Leis said that she has started the Leis Group, which is an organization of people joining together to address these issues.
- Nataki MacMurray stated that the ONDCP will release the new National Drug Control Strategy next month. Ms. MacMurray also noted that ONDCIP is working with several States to develop recovery-oriented systems of care and will share lessons learned.
- Rob Morrison announced that NASADAD will hold their annual meeting in Savannah, GA from June 26-28. Mr. Morrison also thanked the Planning Partners for setting up the

Ramstad-Kennedy Award for recognizing an outstanding state director, saying that this award provides a great boost to the award recipients.

- Cliff Bersamira noted that NASADAD has been getting members to get State
 proclamations for *Recovery Month*. He has been working with State officials on the
 development of their recovery-oriented systems of care and is also working on the BRSSTACS initiative.
- Cathy Khaledi said that Nar-Anon is working with family members of those who have suffered from addiction and are trying to get their members to support *Recovery Month* by hosting even more recovery events this year than they did last year.
- Vickie Griffiths explained that last year was the Jewish Alcoholics, Chemically Dependent Persons and Significant Others' first *Recovery Month* and that although they only held two events, these events were very meaningful. Ms. Griffiths noted that they are planning two more upcoming events, one professional education workshop and one event for their members. Ms. Griffiths also said they are supporting their third Sober Birthright trip to Israel.
- Henry Lozano said that LA County Teen Challenge has been tasked to look at early prerelease of inmates with alcohol and mental health disorders, for which they are working with sheriffs and law enforcement.
- Alan Levitt of the NAC OA reported that Sis Wenger would like to volunteer to co-host the *Recovery Month* luncheon in 2013.
- Sarah Rayer said that Faces & Voices for Recovery is overseeing listening forums that they are co-hosting with SAMHSA/CSAT and that they will be hosting a youth forum in Boston, MA on January 27.
- Andrew Kessler stated that the California Substance Abuse Directors recently received a
 grant to work on peer recovery counseling in three prisons throughout the state.
 Additionally, Mr. Kessler stated that he is working on the Fighting Addiction Through
 Education (FATE) initiative and on the Life of An Athlete program.
- Pat Taylor told the group that Faces & Voices of Recovery has released a Recovery Community Organization toolkit on their website that highlights multiple Planning Partners and provides information on how to establish a recovery organization. In addition to this toolkit, Ms. Taylor said they will be releasing a Recovery Month organizing toolkit next week that provides information on how to organize and publicize a recovery event. Ms. Taylor also urged the group to attend the Detroit recovery event on September 15, but also noted that they will be broadcasting the event live online this year. Ms. Taylor also announced that Providence, RI will be the site of the 2013 Recovery Month hub event for Faces & Voices.
- Walter Ginter stated that the National Alliance for Medication Assisted Recovery received a Medication-Assisted Recovery Services (MARS) grant by SAMHSA. The ATTC "In My Own Words" essay contest, focused on Medication Assisted Treatment and recovery, provides resources available on the <u>ATTC website</u>.

- Lauren Spiro informed the partners that the National Coalition for Mental Health Recovery is working on a wellness initiative around National Wellness Week and held over 100 events across 35 States last year. Ms. Spiro also said that they received 6 million web hits on these activities.
- Maryanne Frangules said that the MOAR held their best ever motorcycle ride for recovery event this past year with Ms. Torres in attendance. MOAR also had a great showing at their *Recovery Month* Celebration Day at the Statehouse with David Mineta, Deputy Director of Demand Reduction, ONDCP.
- Hugh Delaney reported that SMART® Recovery had its one-millionth visitor to their website recently and also held their first Family and Friends meeting in Baltimore, MD.
- Erica Ahmed explained that Mental Health America has a new shared decision making website and video that they will launch in February. They will also conduct a campaign on trauma among refugees, LGBT youth, and veterans, and will host their annual meeting in Tulsa, OK with a Housing and Recovery theme.
- Donna Cotter of Recovery NC stated that she worked with Sandra Huffman last year during her walk for recovery up the East Coast. Ms. Cotter reported that last year North Carolina came in second to California with the number of total recovery events held.
- Stephanie Older said that the NIDA has released a new look and feel to their <u>website</u> and that all of their events and initiatives are available on the site.
- Anna Mable Jones noted that Oxford House is expecting 600-700 people to attend their annual event in Washington, DC this year and they are continuing to organize more events for later this year. Ms. Jones told the group that their annual event will take place in Oklahoma next year.
- Jane Porter of the U.S. Psychiatric Rehabilitation Association stated that they have a new CPRP, Certified Psychiatric Rehabilitation Professional certificate, and that they will be rolling out a new Children's Rehabilitation certificate in the near future. Ms. Porter also announced that they will be holding a conference in Minneapolis and two in Maryland, September 11-13.

II. Recovery Month 2012- Ivette Torres, SAMHSA/CSAT

Ivette Torres spoke to the Partners about future funding for *Recovery Month*. Ms. Torres said that FY 11 funding officially ends on the *Recovery Month* support contract in August 2012 and no decisions have been made concerning FY 12 funding appropriated to SAMHSA. In addition, the SAMHSA logistics contract currently used for the *Recovery Month* meetings is ending and therefore SAMHSA currently only has resources to cover travel logistics for the March meeting at this point. Ms. Torres agreed that the Partners should consider alternative options and back-up plans for continuing their shared work. Ms. Torres agreed to allow time during the March Planning Partners meeting to discuss this topic in more detail.

Comment: Alan Levitt noted that *Recovery Month* is a public health initiative, not just a public relations initiative. He told the Partners that Marie Dyak and Sis Wenger are planning to hold conference calls in early February to discuss this.

III. Status of 2012 *Recovery Month* Materials – Ivette Torres & Michele Monroe, SAMHSA/CSAT

2012 Recovery Month Toolkit & Printed Materials Status

Michele Monroe, SAMHSA/CSAT, said the 2012 toolkit is currently in the SAMHSA clearance process. Once cleared, Edelman will design the materials in layout form, for sending to HHS. Mrs. Monroe thanked all of the Planning Partners who provided comments and feedback during the toolkit review and said that she is optimistic that they will be ahead of schedule for printing this year.

2012 Recovery Month Community Events

Ivette Torres told the Partners that SAMHSA will not fund any *Recovery Month* community events in 2012.

2012 Recovery Month PSA Production Status

Mrs. Monroe notified the Partners that the *Recovery Month* team will be going to Atlanta, GA to film the PSAs. Mrs. Monroe stated that the PSA storyboards focus tested very well this year and that all of the PSAs combine mental and substance use disorders themes and prevention messages.

The team will film the PSA *Own It*, which shows a variety of individuals sitting in a circle at a group meeting, talking about owning their recovery. The focus groups loved this PSA, since it focuses on taking ownership and responsibility of one's recovery path.

The second PSA the team will film is *Picking Up the Pieces*, which shows a cracked vase breaking on the ground and then put back together by a group of people. This PSA also tested very well in both English and Spanish and shows that while no one is perfect to begin with, people can and do recover from mental and substance use disorders.

2012 Recovery Month Website and Social Marketing Outreach

Ms. Monroe announced that the 2012 <u>website</u> went live on January 3 and that the team continues to have a presence on various social media outlets, including Facebook, Twitter, and YouTube. Ms. Monroe also stated that the web PSA, *Why Recovery?*, produced last year, has been very successful and has been played online over 90,000 times. Additional detail on the website and social media properties are discussed in the Subcommittee reports.

IV. 2013 Recovery Month Observance – Ivette Torres, SAMHSA/CSAT, & Edelman Team

Planning Partners heard three possible concepts for the 2013 *Recovery Month* observance.

The three concepts and themes were:

Concept #1: Start a dialogue and change perceptions

- <u>Objectives:</u> To encourage people to have open conversations about mental and substance use disorders. To change perceptions about behavioral health issues to mainstream health conditions, instead of social problems or flaws.
- <u>Potential Themes:</u> Let's Talk About It; We're In It Together; Let's Change the Conversation: and It's Time to Talk
- <u>Audiences:</u> Faith- and culture-based organizations, schools, military and veterans, and the insurance industry

Concept #2: Combining mental health and physical well-being: A holistic approach to recovery

- <u>Objectives:</u> To educate individuals and communities that it is essential to seek physical and mental wellness every day, and throughout the recovery process, to achieve health and well-being. The importance of focusing on the mind and body connection to sustain recovery and holistic wellness.
- <u>Potential Themes:</u> Live Well; On the Road to Wellness; Be Happy, Live Well; and Happy, Well and Whole
- <u>Audiences:</u> Employees and employers; young adults; health care providers (including alternative medicine practitioners, family); and those who protect and serve (not just military, but also public safety officials, etc.)

Concept #3: There are many pathways to recovery

- <u>Objectives:</u> To demonstrate the multiple recovery pathways for all individuals, including family and friends, in need of recovery support. To encourage individuals to seek the appropriate treatment for themselves or someone they know. To demonstrate that individuals are unique with different needs.
- <u>Potential Themes:</u> Pursue Your Own Pathway/Path; Set Your Own Path; Find Your Path; The Pathway is Yours
- <u>Audiences:</u> Families and caregivers, employees and employers, educators, community leaders

Ivette Torres asked the Partners to review the proposed concepts, themes, and target audiences. These were the Partners' comments:

Concept #1: Start a dialogue and change perceptions

• Sarah Rayer wondered if the "schools" audience includes universities.

- Ms. Torres said that it will and that they will look to work with the college sector and recovery schools, specifically the Association of Recovery Schools, in order to engage young people in recovery.
- Bev Haberle reported that her table liked this concept the best out of the three and that they thought it was a good springboard for removing the anonymity around being in recovery. Vickie Griffiths also liked this concept.
- Jim Gillen stated that this concept comes to him as being too bland and that he was speaking for his entire table when he said that we have been talking about this for too long. It's time for action
- Donna Cotter had an issue with the theme for this concept, saying that they should not use the wording "let's change" in the conversation, since "changing the conversation" was already the tagline for the National Treatment Plan.
- Cynthia Moreno-Tuohy agreed that there has been too much talking and told the Partners that they have to keep it real in order to reach the younger population. Ms. Moreno-Tuohy said that talking about this is too boring.
- Ralph Gonzalez liked that we are saying we are all in this together, since we are talking to the public.
- Lureen McNeill liked all of the concepts and stated that the issues in Concepts #2 and #3 can be addressed with the first concept. Ms. McNeill stressed that regardless of the concept that the group chooses, it needs to reach the community and peers and enable them to work with it. Ms. McNeill noted that these concepts have not really reached these individuals in New York City yet.
- Ting Fun May Lai told the group that she likes this concept, but reframed it so that they are not just staying and talking, but rather starting the dialogue and beginning the questions.
- Roberta Leis said that she would like to see a different active dialogue that is more action oriented and entails meaningful discussion.
- Lauren Spiro proposed getting rid of the word "disorders" under the objective and putting in "recovery" in its place. Ms. Spiro believed that this focus on recovery would be more positive and constructive.

Concept #2: Combining mental health and physical well-being: A holistic approach to recovery

- Leah McGee loved this concept.
- Mimi Martinez McKay said that she and her table liked this concept the best because it lends itself to a lot of action. Ms. McKay said that her table had concerns with Concept #1 not being action-oriented enough. Ms. McKay's only concern was that the word "holistic" may be difficult for some people to comprehend.
- Daphne Baille explained that she did not like this concept, since it sounded too positive and did not feel as real as the first concept. Ms. Baille noted that the first concept talked about tough issues like stigma, which is something people are not looking at.

- Ting Fun May Lai stated that she likes these ideas, but that substance abuse is not spelled out here.
- Nataki MacMurray said that this concept was her preference of the three, but said that they need to include more addiction language. Ms. MacMurray told the group that while they do not know where they will be in 2013, healthcare reform will be closer to its 2014 implementation date and it will be imperative that we talk about recovery and put it at the forefront of the discussions.
- Jacob Berelowitz liked Concept #1 better than this one, saying that the language around 'live well' is too vague. Mr. Berelowitz believed that Concept #1 is more action-oriented and can be done more immediately and should be done with the goal of reaching people the group has not already reached previously. He continued by stating that having conversations is the first step in getting people engaged.
- Maria LaFriniere wanted to combine all three concepts. She said that Concept #2 is very important and that a mental and spiritual balance is something we should stress.
- Vickie Griffiths said that they needed to include people in recovery as a possible target audience and was concerned that there were no peer references.
 - o Megan Smith, Edelman, told the Partners that they included peers in the kit last year and that they like to rotate the audiences for variety.
- Erica Ahmed said that this concept can be a call to action that is very tangible and concrete.
- Roberta Leis noted that happiness does not have to be fluffy and that living well and keeping your life in balance can be part of your core values.

Concept #3: There are many pathways to recovery

- Alan Levitt told the group that there are 23 million people who have a diagnosable substance abuse problem and that only 10% get treatment. He continued that by adding mental health disorders to these numbers means that there are many people who are not in any formal programs. Mr. Levitt explained that regardless of whatever we do moving forward, there needs to be more emphasis on these people.
- Jane Porter proposed combining all three concepts and said that you first have to talk and then there has to be an action. Ms. Porter said that they should use "Let's Talk, Live Well and Pursue Your Own Path," to engage the individual in their recovery.
- Cynthia Moreno-Tuohy believed that there are elements in all three concepts that are important and noted that living happy and healthy together, not just by ourselves, is something that should be stressed. Ms. Moreno-Tuohy stated that it is important to talk about this, but that they need to talk real.
- Lauren Spiro agreed that she liked all three concepts and that she loved the dialogue, the holistic approach, and the many pathways themes.
- Thom Forbes noted that recovery is a process that also includes prevention. He proposed that they incorporate the wellness component into looking at underlying problems both through talk and by identifying that there are many paths and other ways to do fitness.

- Joe Powell said that they need to add the word peers to this theme, since peers demonstrate examples of recovery. He suggested highlighting peer pathways and action. Mr. Powell also stated that he did not like Concept #1.
- Sarah Rayer loved Concept #3, saying that as a person in long-term recovery this concept really worked for her, since she is a big believer in active recovery. Ms. Rayer stated that Concept #3 is more comprehensive than the other concepts.

General Comments:

- Lureen McNeill said that holistic wellness is a pathway in and of itself.
 - o Megan Smith replied that wellness will be included as a part of the pathways.
- Donna Cotter countered this point of view by stating that wellness is in fact the objective of all pathways.
- Erica Ahmed agreed with Ms. Cotter's statement, but also noted that it could also be the way of getting to recovery and that it does not necessarily have to be the outcome.

The Partners then voted on their favorite concept. Concept #3 was the favorite with 20 votes. The results were as follows:

- Concept #1: 14 votes
- Concept #2: 18 votes
- Concept #3: 20 votes

By table, the Partners discussed and developed a theme, which they reported to the Planning Partners. The following are the themes that were proposed by the Partners' tables:

Join the Voices for Recovery...

- It Touches Everyone
- The Pathway Is Yours
- Together On A Pathway To Wellness
- There Are Many Faces and Paths to Recovery
- Set Your Own Path To Wellness
- Find Your Path: Be Happy, Live Well
- Together Pursue the Pathway to Wellness
- Pathways to Wellness
- Pursuing Our Own Path
- Find Your Own Path to Wellness
- Many Pathways to Recovery, Support Them All
- Find Your Path
- The Pathways Is Yours, Live Well

Comments:

• Bev Haberle said that she was concerned they were going down a path that insurance companies could underfund them, since there are so many pathways to choose from.

• Daphne Baille urged the Partners to be cautious when using the word "your" and to think about all of their audiences, not just the people that they want to bring into recovery and their family members. Ms. Baille reminded them that they also want to get to businesses, schools, and so forth.

Each Partner then was allowed to vote three times for their favorite suggested themes. From the votes, the three top themes were identified. They were: Join the Voices for Recovery:

- Together On Pathways To Wellness (31 votes)
- Many Pathways to Recovery, Support Them All (13 votes)
- Find Your Path: Be Happy, Live Well (7 votes)

The 2013 Concept is: There are many pathways to recovery
The 2013 Theme is: Join the Voices for Recovery: Together On Pathways To Wellness.

In the next two weeks, a feedback form, via Survey Monkey, will be sent out asking for the Partners' input on the suggested audiences for the 2013 concept and theme. If the Partners have any additional questions or changes, they can be made during the March meeting.

V. Guest Speaker- Dr. H. Westley Clark, SAMHSA/CSAT

Ivette Torres introduced Dr. H. Westley Clark, Director, SAMHSA/CSAT, to the Planning Partners and notified them that Dr. Clark will be moving to CBHSQ temporarily for six months as part of the Directors Exchange Program.

Dr. Clark thanked the Partners for their support and said that while there are many system changes going on right now, at the end of the day they are all trying to foster individual well-being and health. He urged the Partners not to perceive recovery as just a nebulous or ethereal concept, but as a concrete construct. Dr. Clark also stressed the importance of the family and community in their work and the importance of bringing people who suffer from mental and substance use disorders back into society as productive citizens.

Additionally, Dr. Clark touched upon the aging population in this country and the fact that the baby boom population is entering the age of pain. From this point, Dr. Clark stated that recovery should not just apply to 17- and 18-year-olds, but rather, should apply to the whole range of ages, adding that this is just one exciting part of what the whole group is doing.

Dr. Clark said that while he is moving to CBHSQ temporarily, he will continue to support *Recovery Month*. He explained that since recovery is a local phenomenon and not just a national campaign, it needs to be promoted wherever there are people. Dr. Clark told the Partners that they can help facilitate this. He closed by saying that he will be available to provide assistance and thanked the Partners again for their important work.

VI. Update on SAMHSA's Recovery Support Strategic Initiative and SAMHSA's Wellness Campaign – Paolo Del Vecchio, SAMHSA/CMHS

Paulo Del Vecchio, Acting Director, SAMHSA/Center for Mental Health Services, thanked the Partners for their invaluable work in expanding the movement of recovery, but stated that more work needs to be done. Mr. Del Vecchio stated that people with mental and substance use disorders continue to die decades earlier than the general population and these individuals still have higher rates of poverty, homelessness, unemployment, and incarceration than the general public.

Mr. Del Vecchio discussed <u>SAMHSA's eight strategic initiatives</u> to address these health disparities and discussed in further detail SAMHSA's <u>Recovery Support Strategic Initiative</u>, of which he is the Acting Lead. Mr. Del Vecchio stated that the <u>Recovery Support Strategic Initiative's</u> objective is to partner with people in recovery from mental and substance use disorders and family members to guide the behavioral health system and promote individual, program, and system-level approaches that foster health and resilience. Mr. Del Vecchio said that *Recovery Month* is an important piece of all of the Strategic Initiatives, especially Recovery Support.

Mr. Del Vecchio continued by drawing the group's attention to the work SAMHSA has done on creating a working definition of recovery. Through dialogue meetings and public comment and online feedback forums that began in the summer of 2010, they released a unified definition of recovery last month that looks at recovery from both a substance abuse and mental health perspective. Mr. Del Vecchio stressed the importance of this definition by pointing to the fact that with health reform upon us it is crucial that they define and measure outcomes to show that the field is being effective. He said that measuring recovery is one way in which they can do this.

Mr. Del Vecchio then discussed SAMHSA's Four Dimensions of Recovery, which include: 1) Health, 2) Home, 3) Purpose, and 4) Community. He noted that recovery is a process of change and that the dimensions are in working draft form and will continued to be reworked and refined. Mr. Del Vecchio then stated that any comments from the Partners on these frameworks are welcome.

Mr. Del Vecchio discussed the *Bringing Recovery Supports to Scale Technical Assistance Center Strategy (BRSS TACS)*, a 5-year effort that aims to support States, Territories, and tribes to support recovery activities and adopt recovery efforts like recovery-oriented systems of care (ROSCs) and peer-support services. Mr. Del Vecchio announced that BRSS TACS will provide grants to peer organizations, will also be tied to a policy academy to bring States together to implement action plans. Mr. Del Vecchio told the Partners to email BRSSTACS@center4si.com or to contact himself (Paolo.Delvecchio@samhsa.hhs.gov) or Cathy Nugent (Cathy.Nugent@samhsa.hhs.gov) in CMHS if they would like any additional information.

Mr. Del Vecchio described the various activities and accomplishments the Recovery Support Strategic Initiative has been working on over the last couple of months. Among other activities, Mr. Del Vecchio said that they are releasing an online tool for shared decision-making and informed treatment decisions regarding psychotropic medications. They are also collaborating with behavioral health provider organizations to re-tool their staff to use recovery-based clinical practices and training curriculum (Recovery to Practice), and are providing technical assistance to promote the adoption of tools to prevent and end homelessness (Homeless and Housing Resource Network).

Mr. Del Vecchio briefly noted that they are also working on a *Wellness Campaign* with Wilma Townsend, the *What a Difference a Friend Makes Campaign*, a *Recovery Community Services Program*, and the grant initiative called *Access to Recovery*. He also announced that SAMHSA is partnering with the *Million Hearts Initiative* to prevent 1 million heart attacks and strokes over the next five years by following the ABCS: taking Aspirin, monitoring one's Blood pressure and Cholesterol, and quitting Smoking. He then took questions from the Partners.

Question: Lureen McNeill said that they did focus groups all across New York State and found that in all seven of their local regions people had a definite focus on family issues when it came to their definition of recovery. Ms. McNeill was worried that family is not prominently included in the SAMHSA definition of recovery. She also volunteered for the BRSS TACS initiative. Answer: Mr. Del Vecchio replied that families are noted in the recovery definition.

Question: Anna Mable Jones asked Mr. Del Vecchio where she can find the psychotropic medications online tool.

Answer: Mr. Del Vecchio replied that it is on the SAMHSA website.

Ms. Torres stated that she will send out Mr. Del Vecchio's slides to the entire group and will include his contact information in the email (see Attachment).

VII. Recovery Month Subcommittee Reports

Evaluation Subcommittee - Ben Jones

Ben Jones told the Partners that they have been trying to evaluate and measure their work for a number of years now. Mr. Jones stated that in the past, they have added questions to the National Highway Traffic Safety survey, to gain some understanding of the effects of *Recovery Month*. Additionally, *Recovery Month* has added questions to the Office of Communications' Attitudes Survey, which is in Office of Management and Budget for review and clearance. He explained that the role of the subcommittee is to find out if people are getting their messages and if they are being impactful. Mr. Jones noted that output statistics like how many people are watching the *Road to Recovery* shows or how many people are visiting the website are good indicators of their work.

Mr. Jones asked for any volunteers among the Partners who would be interested in working on the Evaluation Subcommittee to help with this work. He explained that they lost a couple of people and may need to repopulate the subcommittee with new members. Mr. Jones will send Ivette Torres the names of the Partners who currently sit on the evaluation subcommittee.

Multimedia Subcommittee – Bill Beard & Cori Sheedy

Bill Beard discussed the status of the upcoming 2012 *Road to Recovery* season. He announced that the 2012 season will run a total of eight programs, six hour-long programs and two 30-minute programs.

Mr. Beard stated that the 2012 Kick-off show is being finalized for March and will highlight the accomplishments of 2011 and will look forward to a successful 2012 *Recovery Month*. The first full program, *Research to Practice: How Advancements in Science Are Helping People With Mental and Substance Use Disorders*, will premiere in April. He noted that the panel for this show has already been taped and that they will include case studies of a treatment program called Universal Counseling Service in Baltimore, MD and an online training for drug courts called The Adult Drug Court Research to Practice Initiative.

In addition to these first two shows, Mr. Beard said that they will tape the *Families Are the Frontline* program in early February and are planning some case studies for the *Partnering With Youth and* Young *Adults in Behavioral Health* show. For the Youth show, Mr. Beard explained that they are looking for additional panelists for the filming session that they will organize shortly. Furthermore, Mr. Beard stated that they are looking for input from the Planning Partners for any case study ideas to include in these programs. And, since this is the 20th Anniversary celebration of SAMHSA, Mr. Beard noted that each of the programs this year will include a brief SAMHSA reflection piece by Administrator Pam Hyde.

Cori Sheedy and Amanda Phraner presented on the website and social media activities. Ms. Sheedy reviewed the various digital media that *Recovery Month* takes part in, including the Website, Facebook, Twitter, YouTube, and blogger engagement. Looking back at 2011, Ms. Sheedy discussed the new resources that were implemented last year, which included:

- A Spanish portal that provides access to extended *Recovery Month* resources available in Spanish
- SAMHSA's first mobile website with optimized content for mobile audiences
- SAMHSA's first-ever Google Adwords search and display media campaign to raise awareness and drive new audiences to *Recovery Month*
- Three new online tools:
 - Recovery e-Cards;
 - o An inspirational quotes widget; and
 - o An online pledge on the *Recovery Month* Facebook Page.

In addition to the new resources, Ms. Sheedy announced that they also unveiled the new 2012 website design on January 2, 2012. She said that the design features a new organizational infrastructure that was developed as a direct result of the 2011 usability assessment and uses a streamlined format that organizes content based on the visitor's user type (e.g. planning an event, recovery for you or someone you know, for community organizations and services providers, and recovery in your community). Ms. Sheedy stated that the purpose of the new design is to provide easier and more direct access to the online resources.

Ms. Phraner added that all of the media properties and online tools have been updated to reflect the 2012 branding and urged the Partners to visit the new website and social media properties, post events, stories, proclamations, and the new 2012 web banner. Ms. Phraner said that *Recovery Month* will host two hour-long Twitter chats on recovery topics during peak awareness times (February/March and July/August) in order to further engage the online community. And, stemming from the success of the inspirational quotes widget and recovery e-Cards, the team will release Spanish versions to be available on the website in February.

Question: Mimi Martinez-McKay asked how the team is working to reach new audiences that have not already been engaged.

• Ms. Sheedy responded that their efforts with the Google Adwords campaign, which drove 30% of site traffic during the campaign, is one example of how they have been trying to reach out to new people. She said that we will continue to examine new audiences and establish partnerships with people who represent these untapped individuals as a great way to go about doing it.

Ivette Torres also told the Partners that the new 2012 web banners are available on the *Recovery Month* website for posting on individual websites.

• Ms. Sheedy added that if you put the previous versions of the banner on your site, it should automatically update with the new one. If you are having trouble with the banners, please let Ms. Diane Fraser, Abt, know (diane fraser@abtassoc.com).

Sustainability & Public Relations Subcommittee - Alan Levitt

Alan Levitt spoke on behalf of co-chairs Sis Wenger and Marie Dyak and reiterated that there will be conference calls later this spring to explore alternative options for the *Recovery Month* effort.

Partners agreed to meet to model and frame some possible alternative scenarios to discuss during the March meeting.

Toolkit and Print Materials Subcommittee – Daphne Baille

Daphne Baille thanked all of the Partners on the Toolkit and Print Materials Subcommittee who reviewed the kit this year and also thanked Edelman, SAMHSA and Abt for their hard work on it as well. Ms. Baille proposed that they review the members of the subcommittee in September. She also requested that the Partners send her any good and recent data that they come across for inclusion in the toolkit and print materials. She concluded by saying that they are also accepting personal vignettes on recovery for the print toolkit and website and are accepting brief stories with attached hold harmless forms.

VIII. New Business

2012 Recovery Month Luncheon

Cynthia Moreno-Tuohy notified the group that NAADAC, The Association for Addiction Professionals, is working on the 2012 luncheon and will be meeting with Henry Lozano to discuss

further preparations for it. Ms. Moreno-Tuohy said that she is open to hearing ideas or input about it from the Partners. Ms. Torres suggested that they work on securing a venue first and foremost, since this is the hardest aspect of the luncheon to organize.

2013 Recovery Month Luncheon

Ivette Torres confirmed that both the NACOA and the EIC have volunteered to co-host the 2013 *Recovery Month* luncheon.

Miscellaneous

Ralph Gonzalez asked if it is possible to co-brand the inspirational quotes widget that is currently being offered on the *Recovery Month* website to attract more people to use this widget and to expand their individual organization names as well.

- Amanda Phraner said that they can look into a co-branded widget option and is also willing to speak with Mr. Gonzalez about this idea in further detail offline. Ms. Phraner explained that the current widget reflects an evergreen design that does not allow for co-branding.
- Ms. Torres added that they will have to check with their legal department to see if this is possible. Once they find out more about this, they will get back to Mr. Gonzalez.

Mimi Martinez-McKay questioned whether the *Recovery Month* poster was available in a smaller size this year as compared to last year.

• Ms. Torres answered that this year's poster is smaller than previous years' versions.

IX. 2012 Recovery Month Planning Partner Meetings

The remaining 2012 *Recovery Month* Planning Partners Meeting dates are:

- Thursday, March 29, 2012 SAMHSA Headquarters: 1 Choke Cherry Road Rockville, MD 20857
- Thursday, June 7, 2012 via teleconference
- Wednesday September 5, 2012 Barbara Jordan Conference Center of the Kaiser Family Foundation, 1330 G Street, NW, Washington, DC, 20005 (one block west of Metro Center)
- Thursday, September 6, 2012 *Recovery Month National Kick-off Press Conference at the National Press Club*, Washington, DC; followed by the 2012 *Recovery Month Luncheon sponsored by NAADAC et. al. (NAADAC's 35th Anniversary Celebration)*

X. Closing

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