



PUBLIC SERVICE ANNOUNCEMENTS

Promoting *Recovery Month* With Public Service Announcements

Public service announcements (PSAs) are advertisements placed for free on television and radio stations. Use them to generate media coverage for **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** and the milestone of its 20th anniversary. There are many ways to promote existing **Recovery Month PSAs** without investing the time and resources to create your own. In this document, scripts are provided for you to share with local and online radio disc jockeys (DJs) to read on air to raise awareness about **Recovery Month**. Also included are tips to customize and promote the pre-recorded **Recovery Month** TV and radio PSAs in your community.

This year's **Recovery Month** theme, **"Join the Voices for Recovery: Together We Learn, Together We Heal,"** emphasizes the need to use all available resources, in our communities and on the Internet, to educate people and their families about the disease and to help those with substance use disorders, and those close to them, to get help. Together as communities, we can better help those struggling with substance use disorders embark on a successful journey of sustained recovery. The **Recovery Month PSAs** reflect this year's theme; use them to disseminate the **Recovery Month** messages through local and online TV and radio stations.

Distributing Live-Read Radio Scripts

Two 30-second and two 15-second radio PSA scripts to distribute to local and online radio stations are provided at the end of this document. The scripts include a Web address and a toll-free national helpline, **1-800-662-HELP**, a 24-hour treatment referral resource managed by the Substance Abuse and Mental Health Services Administration (SAMHSA), a division of the U.S. Department of Health and Human Services.

In addition to following traditional media channels, nearly 75 percent of Americans are consulting the Internet. Check with local radio stations to see if they will place a downloadable or streaming version of your PSA on their Web sites. This is a great way to make your PSAs available to more people in your area, especially since they can listen to it whenever they stop by their radio station's site.

Fax or e-mail copies of the PSA scripts to the radio station's PSA director for consideration. When you send the scripts, include a cover letter explaining the PSAs, the annual campaign, and your contact information. The letter should summarize the main themes of the PSA and should be clear about your appreciation of the station's support in disseminating the message of **Recovery Month** to the community.

Promoting Pre-Recorded TV and Radio PSAs

Every year, SAMHSA produces **two PSAs** in both English and Spanish in 30- and 15-second lengths for TV, and 20- and 15-second lengths for radio. Use them as is or customize these PSAs with local information at the end.

To do so, work with a local production studio who can insert a voiceover and logo with your local information into the PSA. For additional information on how to receive and customize the open-ended versions, contact recoverymonth@samhsa.hhs.gov. If you include only local resources, alert them so they can anticipate and be prepared for an influx of calls.

Do your part to help promote SAMHSA's PSAs, which are sent to more than 1,000 television and 3,000 radio stations nationwide, as well as shared through additional distribution channels. Promote them by:

- **Embedding** or linking to the **Recovery Month PSAs** on your Web site. You can find electronic copies in the "Multimedia" section at <http://www.recoverymonth.gov>.
- **Creating** a list of local TV and radio outlets (you can use any online search engine). Call the main number and ask for the public service or PSA director and request that they play the **Recovery Month PSAs** that were sent to them. E-mail recoverymonth@samhsa.hhs.gov or call 617-520-2576 to request additional copies if a station requests it.
- **Playing** a copy of the PSAs at your **Recovery Month** events in September.

Tools to Make Your Outreach More Efficient

Use the following resources to localize your PSAs, as well as to customize your outreach to justify why local media should play the **Recovery Month PSAs** and support this nationwide effort. Please note that local information is available for many metropolitan areas; use national numbers to make your case only if you do not have access to local statistics. Resources include:

- Your Single-State Agency (SSA) – In the "Resources" section of this planning toolkit
- SAMHSA's **National Survey on Drug Use and Health (NSDUH)** – <http://oas.samhsa.gov/nsduh.htm>
- SAMHSA's **National Survey of Substance Abuse Treatment Services (N-SSATS)** – <http://oas.samhsa.gov/DASIS.htm#NSSATS>
- SAMHSA's **Treatment Episode Data Set** – <http://www.oas.samhsa.gov/DASIS.htm#TEDS2>

More Resources on *Recovery Month* and Substance Use Disorders

Various resources exist about *Recovery Month* and substance use disorders:

- All materials from this planning toolkit and an extensive array of relevant information are available electronically at the *Recovery Month* Web site, <http://www.recoverymonth.gov>.
- Substance use disorder, treatment, and recovery information is available at SAMHSA's Web site, <http://www.samhsa.gov>, and by calling its national helpline, **1-800-662-HELP**, for information in English and Spanish.
- Information on treatment options in your area and the special services available can be found at <http://www.samhsa.gov/treatment>, a portal that includes a searchable database of more than 11,000 U.S. treatment facilities and additional treatment resources.

Web sites or event examples mentioned in this document and on the *Recovery Month* Web site are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration, or the Center for Substance Abuse Treatment.

2009 Live-Read Radio Public Service Announcement Scripts

:30

Are you living a life full of color or do you find yourself simply going through the motions each day?

If you are struggling with a drug or alcohol problem, life doesn't have to be this way. There are real solutions that bring color to your life.

This September, celebrate the 20th anniversary of ***National Alcohol and Drug Addiction Recovery Month*** with loved ones and treatment providers, and help yourself or someone you know live life again.

For drug and alcohol information and treatment referral for you or someone you know, call **1-800-662-H-E-L-P (or replace this number with a local treatment provider's)**.

:15

If you are struggling with a drug or alcohol problem, know there is treatment and learn to live in color again.

Find solutions and celebrate recovery during ***National Alcohol and Drug Addiction Recovery Month's*** 20th anniversary this September.

For more information for you or someone you know, call **1-800-662-H-E-L-P (or replace this number with a local treatment provider's)**.

:30

Life is confusing as it is. But, when you suffer from the disease of addiction, your whole world stops making sense.

If you or someone you know is struggling with a drug or alcohol problem, understand that there are real solutions.

Help life make sense again this September, and celebrate ***National Alcohol and Drug Addiction Recovery Month's*** 20th anniversary.

For drug and alcohol information and treatment referral for you or someone you know, call **1-800-662-H-E-L-P (or replace this number with a local treatment provider's)**.

:15

When you suffer from a drug or alcohol problem, your whole world stops making sense.

There are real solutions that can help.

Find yourself again during ***National Alcohol and Drug Addiction Recovery Month's*** 20th anniversary this September.

For more information for you or someone you know, call **1-800-662-H-E-L-P (or replace this number with a local treatment provider's)**.