

## Show Taping 12/14/12 at 9 a.m. Supporting National Recovery Month

**Show Topic:** 

Building Public Awareness and Community Support: Strategies for Prevention, Treatment, and Recovery in Behavioral Health

**Host**: Ivette A. Torres, Associate Director for Consumer Affairs, Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS)

Invited Panelists: Arthur C. Evans Jr., Ph.D., Commissioner, Department of Behavioral Health and Intellectual Disability Services; Frances M. Harding, Director, Center for Substance Abuse Prevention, SAMHSA; John M. Shinholser, President, McShin Foundation; Patricia A. Taylor, Executive Director, Faces & Voices of Recovery

## **Program Abstract:**

Continued progress in meeting the challenges associated with behavioral health problems in our nation depends largely on building public awareness and community support. Increased public awareness on the costs and consequences of untreated mental and substance use disorders will likely result in higher levels of community support for prevention, treatment, and recovery initiatives. What are the most effective ways for those involved in the behavioral health field to reach out to their communities to build awareness and support? What are the best ways to connect with community leaders who can influence others in this endeavor? This show will examine a variety of strategies and messages for building public awareness and community support, including how the direction of health reform and the integration of behavioral health care into the primary health care setting present opportunities for progress and also challenges.

## **Key Questions:**

- What is the overall purpose of increasing public awareness and community support with regard to prevention, treatment, and recovery?
- How can greater public and awareness and community support help reduce the gap between those who need prevention and treatment services and those who actually receive these services?
- What are examples of efforts by national and community-based organizations to educate the public and raise awareness about mental illness and to prevent substance use?
- What role will health reform in this country play in increasing public awareness and community support in prevention, treatment, and recovery?
- Why is media advocacy an important strategy in increasing public awareness and community support in prevention, treatment, and recovery?
- What are the most effective strategies in prevention and early intervention?

## **Taping Location:**

ICF Studio

530 Gaither Road, 5th Floor, Rockville, MD 20850 Contact: Jessica Fonoroff, 301–407–6559 Panelists should be at the studio by 9 a.m. for pretaping instructions, sound checks, and staging.

Show Air Date: April 3, 2013

Event will be archived online at http://www.recoverymonth.gov.