

JOIN THE VOICES FOR RECOVERY

20 YEARS OF EXCELLENCE AND ACHIEVEMENT

September
National Alcohol
& Drug Addiction
Recovery Month 2009

Improving Treatment Modalities and Delivering Care in a Recovery-Oriented System

1989 There was the professionalization of a national network of addiction treatment services organizations and treatment providers because of two developments: (1) The establishment of the American Society of Addiction Medicine (2) Founding of the American Association for the Treatment of Opioid Dependence.

Throughout the 1990s

The addiction field shifted to delivering addiction care within a chronic care model.

1992 SAMHSA established the *Treatment Improvement Protocol (TIP)* series.

1993 The first Addiction Training Centers (ATC) were founded, later to be renamed the Addiction Technology Transfer Center (ATTC) Network in 1996.

1994 The online presence of recovery support groups continued to expand.

1995 Naltrexone, a drug used primarily in the management of alcohol dependence, was approved for alcohol dependence by the FDA.

1999 *Worker Drug Use and Workplace Policies and Programs: Results from the National Household Survey on Drug Abuse (NHSDA)* was released at the **Recovery Month** kick-off event.

1999 Regulations were proposed to transfer methadone oversight to SAMHSA from the FDA.

Throughout the 2000s

Throughout the decade, accessing addiction services in a less-restrictive setting became widespread and included peer recovery, recovery services, and post-recovery treatment. In addition, there was a rise in the use of the public health model to revamp the delivery of addiction services.

2000 The SAMHSA/CSAT-funded *Cannabis Youth Treatment Experiment: Preliminary Findings* was released during the **Recovery Month** kick-off event.

2002 SAMHSA's *Report to Congress on Co-Occurring Mental and Substance Use Disorders* was released.

2002 The FDA approved two buprenorphine products, Suboxone® and Subutex®, which could be prescribed under The Drug Addiction Treatment Act (DATA).

2002 The *National Household Survey on Drug Abuse (NHSDA)* was released at the **Recovery Month** kick-off event.

2005 The *Crossing the Quality Chasm for Mental Health and Substance Use Conditions* report was released.

2009 The patient limit for providers prescribing buprenorphine for opioid addiction is expanded to 100 patients under DATA 2000.

This September marks the 20th anniversary of **National Alcohol and Drug Addiction Recovery Month (Recovery Month)**, sponsored by the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Treatment (CSAT) within the U.S. Department of Health and Human Services. For two

decades **Recovery Month** has successfully educated communities nationwide about the urgent need to address addiction in the United States. This timeline showcases the many strides the treatment and recovery field have made and details the campaign's success and evolution of **Treatment Works!** into **Recovery Month**.

Finding the Recovery Voice: Significant events for the recovery movement

- 1991** The Massachusetts Organization for Addiction Recovery (MOAR) hosted its first **Treatment Works!** Celebration Day.
- 1999** The Alliance Project was founded to organize a growing advocacy force among people in recovery from addiction, as well as their families, friends, and allies.
- 2000** The state of Connecticut started redesigning its behavioral health system to become a recovery-oriented system.
- 2001** A recovery summit was held in St. Paul, Minnesota (the St. Paul Summit), which garnered support from national organizations, including the Robert Wood Johnson Foundation, SAMHSA/CSAT, and the Johnson Institute. More than 200 people representing the diverse recovery community attended. The summit had three goals: (1) To celebrate and honor recovery in all its diversity, (2) To foster advocacy skills in the tradition of American advocacy movements, and (3) To produce principals, language, strategy, and leadership to carry the movement forward.
- 2001** Faces & Voices of Recovery, previously the Alliance Project, was founded at the St. Paul Summit, charting the awakening, maturing, and mobilizing of the American recovery advocacy movement.
- 2001** HHS Secretary Tommy Thompson sponsored a **Recovery Month** breakfast for the Planning Partners, and SAMHSA/CSAT's *Residential Programs for Pregnant and Parenting Women Study* was released at the **Recovery Month** kick-off event.
- 2003** President Bush addressed addiction treatment and recovery in his State of the Union address, setting the stage for the founding of Access to Recovery.
- 2005** SAMHSA hosted the *Summit on Recovery*, defining "recovery" for the first time. SAMHSA sponsored the "*Under the Influence: The Film Series*" as part of **Recovery Month**.
- 2005** As part of **Recovery Month**, Faces & Voices of Recovery held a *Recovery in Action Summit* in Washington, D.C., with recovery advocates attending from around the country.
- 2006** Faces & Voices of Recovery launched *Rally for Recovery!* as part of **Recovery Month**, bringing together thousands of people at organized events across the country, with one event serving as the "hub."
- 2008** Faces & Voices of Recovery launched a nonpartisan civic engagement campaign, *Recovery Voices Count*. More than 20 national organizations endorsed the organization's Bill of Rights.

Launching of Federal and Other Initiatives to Improve Treatment and Recovery

- 1988** The Office of National Drug Control Policy (ONDCP) was established.
- 1989** Warning labels were added on alcoholic beverages.
- 1989** The first drug court was established.
- 1990** The Americans with Disabilities Act was passed.
- 1990** The Robert Wood Johnson Foundation's *Fighting Back* program funded 15 communities in 11 states to combat alcohol and illicit drug-related programs.
- 1990** Addiction medicine became a specialty, and a representative of the field was admitted to the AMA House of Delegates as a voting member.
- 1992** The Substance Abuse and Mental Health Services Administration (SAMHSA) was established by Congress, which also created the Center for Substance Abuse Treatment (CSAT), Center for Mental Health Services (CMHS), and Center for Substance Abuse Prevention (CSAP). The National Institute on Drug Abuse (NIDA) became part of the National Institutes of Health.
- 1994** The Violent Crime Control and Law Enforcement Act was signed by President Clinton and included the Drunk Driving Child Protection Act of 1994.
- 1994** The first Administrator of SAMHSA was appointed by President Clinton.
- 1996** In the political sphere, the Health Insurance Portability and Accountability Act (HIPAA) passed, which increased the confidentiality of patient records related to alcohol and drug abuse.
- 1996** The Federal Crime Bill provided start-up funding to drug courts.
- 1998** The United States Congress created the *National Youth Anti-Drug Media Campaign* to prevent and reduce youth drug use. The Campaign is the nation's largest anti-drug media campaign and is generally thought to be the single largest source of drug-prevention messaging directed to teens.

- 1998 SAMHSA/CSAT began Recovery Community Support Programs (RCSPs).
- 1999 The Supreme Court decided in the Olmstead decision that states cannot require people with disabilities to remain inappropriately institutionalized so they can receive health care services.
- 2000 The Drug Addiction Treatment Act of 2000 (DATA) was passed.
- 2000 *Demand Treatment!*, a project funded primarily by the Robert Wood Johnson Foundation, was launched. The project was a national initiative to expand access to quality alcohol and drug treatment.
- 2000 The House of Representatives issued a Concurrent Resolution supporting the goals of **Recovery Month**.
- 2001 Oversight and regulation of methadone programs was transferred to SAMHSA from the FDA.
- 2002 The Indian Alcohol and Substance Abuse Program (IASAP) was developed by the U.S. Bureau of Justice Assistance to assist tribal jurisdictions in improving their criminal justice systems and reducing substance abuse.
- 2002 The Recovery Community Support Programs changed its name to the Recovery Community Services Program (RCSP).
- 2003 President Bush's New Freedom Commission on Mental Health convened and published a report.
- 2004 SAMHSA/CSAT's *Access to Recovery* grant program was founded.
- 2004 SAMHSA/CSAT began the Screening, Brief Intervention, and Referral to Treatment (SBIRT) grant program. In addition, SAMHSA launched the State Incentive Grant Program to build prevention capacity at the state and community levels.
- 2005 The National All Schedules Prescription Electronic Reporting Act was signed by President Bush.
- 2008 The first-ever recovery/wellness rooms were introduced at national political conventions.
- 2008 The Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act passed in Congress and was signed by President Bush. It provided equal coverage of mental health and addiction treatment compared with traditional medical coverage.
- 2009 SAMHSA is delegated the authority to administer grants to states to implement prescription drug monitoring programs.

Expanding **Treatment Works!** and **National Alcohol and Drug Addiction Recovery Month**

The Treatment Works! campaign was first envisioned in 1988 and launched in 1989, and sponsored by an alliance of government and private treatment organizations, led by the National Association for Alcoholism and Drug Abuse Counselors (NAADAC). It also recognized individuals who work in the treatment and recovery field.

- 1989 **Treatment Works!** was launched and sponsored by an alliance of government and private treatment organizations, led by the National Association for Alcoholism and Drug Abuse Counselors (NAADAC).
- 1991 **Treatment Works!** sponsored an event featuring Suzanne Somers, who shared her family's story of addiction and recovery.
- 1995 Vanguard held its first annual *Run for Recovery*. SAMHSA co-sponsored future runs from 1999 through 2001.
- 1996 SAMHSA/CSAT took a leadership role in **Treatment Works!** and held a press event regarding the release of the *National Treatment Improvement Evaluation Study (NTIES)* by the National Opinion Research Center (NORC). The study was released by HHS Secretary Donna E. Shalala and White House Drug Policy Director Barry McCafferty and focused on the impact of drug and alcohol treatment.
- 1997 Working with CSAT, a group of national and community-based organizations, government entities, and the recovery community became the first Planning Partners.
- 1998 **Treatment Works!** was renamed the **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** and expanded its focus to include individuals in recovery, their friends, and families.
- 1998 Starting in 1998, the **Recovery Month** kick-off event panel started to include people in recovery, so the voice of recovery could be heard.

- 1998 **Recovery Month** toolkit distribution was expanded to 50,000 kits, and the first 8 SAMHSA-sponsored community events were held.
- 1999 Local **Recovery Month** events included the first *Recovery Walks!* event in Connecticut (CCAR). Also taking place were the *Hands Across the Bridge* Labor Day walk, organized by the Recovery Association Project (RAP) in Portland, Oregon.
- 1999 Significant **Recovery Month** milestones included the development of the first **Recovery Month** television and radio PSAs, increased Web site traffic on www.health.org (nondesignated within SAMHSA site), and the first SAMHSA/CSAT infomercial appearing regarding **Recovery Month**, which led to the launch of the *Road to Recovery* television and radio series in 2000.
- 2001 **Recovery Month** toolkit distribution increased to 75,000 copies.
- 2002 All 50 states planned and held events to celebrate **Recovery Month**. There were 239 events held, including 31 SAMHSA-sponsored community events, and the first **Recovery Month** presidential proclamation was signed.
- 2003 The **Recovery Month** Web site became an independent site at www.recoverymonth.gov.
- 2003 There were 136 proclamations issued and 288 events held, including 33 SAMHSA-sponsored events.
- 2003 Personal "Voices for Recovery" were published in the **Recovery Month** toolkit, which allowed for personal stories and vignettes to be widely disseminated.
- 2004 *Road to Recovery* television programming began airing on public, educational, and government access cable television channels. The first year's programming aired on 129 channels.
- 2004 The first **Recovery Month** SAMHSA-sponsored motorcycle ride was held in California, and seven initial Major League Baseball (MLB) events were sponsored.
- 2005 The **Recovery Month** "Treat Me" PSA aired throughout August in New York's Times Square on the Panasonic Astrovision.
- 2005 The **Recovery Month** Planning Partners increased to more than 100 members.
- 2006 **Recovery Month** launched video and audio podcasting on its Web site.
- 2006 The 2005 **Recovery Month** PSAs, "Treat Me" and "Artist," won a renowned FREDDIE award.
- 2007 There were 767 events posted on the **Recovery Month** Web site, including 108 SAMHSA-sponsored events.
- 2008 The estimated collective audience for all radio PSAs released from 2002 through 2008 totaled more than 1.3 billion. During that time, there was a collective viewership of more than 2.2 billion for all television PSAs.
- 2008 The **Recovery Month** Planning Partners and A&E launched the *Brooklyn Bridge Recovery Rally* in New York.
- 2008 **Recovery Month** received a total of 42 awards since 1999, representing both national and international attention, for the creation and production of the **Recovery Month** campaign and supporting materials.
- 2008 437 cable channels, available to an estimated 21.4 million households, and 600,000 listeners on 24 Native American stations, aired the *Road to Recovery* television series, representing an estimated \$12.4 million in earned media value. Additionally, *Road to Recovery* radio programming was launched.
- 2009 **Recovery Month** celebrates 20 years! The campaign launches a new Web site, Facebook page, and YouTube channel.
- 2009 *Road to Recovery* airs on DishNetwork Satellite Channel 94.12.