

National Recovery Month

Prevention Works • Treatment is Effective • People Recover

september 2012



PEACE RESPONSIBLE ADVANTAGE LIFE
ELATION SELF ESTEEM
COMMUNITY NEW BEGINNING
GROW EMPOWERMENT
TRANSFORMATION ACCEPTANCE
FAITH RESPONSIBLE LOVE GROWTH INVOLVEMENT
WELLBRIETY LEADERSHIP ADVANTAGE
ACCEPTANCE LIFE
GRATITUDE UNDERSTANDING
LEADERSHIP RESPONSIBLE
CELEBRATE
TRUMPHE PEACE WELLBRIETY FAITH GROW
SPIRIT FUTURE HOPE
CHANGE HEALTH FULFILLMENT
HOPE COURAGE
SUPPORT
WELLBRIETY
LIFE FAMILY EMPOWERMENT LOVE ACHIEVEMENT

JOIN THE VOICES FOR RECOVERY

It's Worth it





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2012 Final Report – Executive Summary

In 2012, the Substance Abuse and Mental Health Services Administration (SAMHSA) sponsored the 23rd **National Recovery Month (Recovery Month)** observance, held to celebrate people in recovery, increase awareness of and access to mental and/or substance use disorder prevention, treatment, and recovery support services, and recognize those who work in the behavioral health field. The 2012 theme, **“Join the Voices for Recovery: It’s Worth It,”** emphasized that while the road to recovery may be difficult, the benefits of preventing and overcoming behavioral health disorders are significant and valuable to individuals, families, and communities. This year’s campaign emphasized that people in recovery achieve healthy lifestyles, both physically and emotionally, and contribute in positive ways to their communities.

In 2012, the **Recovery Month** observance continued to spread the message to millions of Americans that that prevention works, treatment is effective, and people recover from mental and/or substance use disorders.

Events and Media Coverage

Community events were instrumental in delivering **Recovery Month’s** key messages to widespread audiences. In 2012, there were 1,405 **Recovery Month** events held in all 50 States, the District of Columbia, Puerto Rico, Guam, and 5 countries outside of the U.S. (Canada, England, Indonesia, Japan, and Tanzania). The events raised awareness about prevention, treatment, and recovery in locations around the world and included celebrations, conferences, parades, rallies, walks, among other activities. The 1,405 events held in 2012 represented a 14-percent increase over the 1,229 events held in 2011. Organizers of 40 percent of events (528 events) noted that they had held events in previous years.

In total, more than 1.5 million individuals attended the 2012 **Recovery Month** events; individual events had between 1 and 100,000 participants.

Between August and December 2012, **Recovery Month** was mentioned in 428 print and 1,618 web articles, equaling 2,046 total mentions in publications and online outlets. Collective media impressions reached 683,573,975 individuals. Media coverage equaled \$12,368,214.72 in total estimated media value, which represents a 69-percent increase in media value for **Recovery Month** articles compared to the \$7,328,026 earned media value of coverage from 2011.

Toolkit and Materials

SAMHSA developed a comprehensive toolkit to educate people about mental and substance use disorders, assist individuals in planning **Recovery Month** events in their communities, and promote resources to help those impacted by behavioral health conditions. New this year, the toolkit was made available exclusively online on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>). The toolkit offered audience-specific fact sheets, customizable media outreach template materials, and extensive listings of prevention, treatment, and recovery support resources available throughout the country. For the first time, the 2012 toolkit included 10 infographics that visually represented data about prevention, treatment, and recovery and the impact of behavioral health conditions.

Launched in May 2012, the [Recovery Month website toolkit section](http://recoverymonth.gov/Recovery-Month-Kit.aspx) (<http://recoverymonth.gov/Recovery-Month-Kit.aspx>) had 1,355 unique page views in the first month and a less than one percent bounce rate (which refers to the percentage of users who exit the website rather than continue viewing other pages within the same site), compared to the site average of 45.96 percent. Year statistics include 9,857 unique page views and 25 percent bounce rate (compared to a 61 percent site average). The low bounce rate on the toolkit pages highlight the value and accessibility of the toolkit's information and resources.

In addition to the toolkit, SAMHSA distributed **Recovery Month** promotional posters and flyers in English and Spanish and created a series of web banners for Planning Partners and other supporters to post on their websites.

Television and Radio Public Service Announcements

In 2012, SAMHSA developed and produced two public service announcements (PSAs) for television and radio. The PSAs titled "Own It" and "Pick up the Pieces" helped convey the overall theme, *"Join the Voices for Recovery: It's Worth It,"* by emphasizing individual commitment to one's unique recovery journey, as well as the value of strong support systems throughout the recovery journey.

The PSAs were distributed to more than 4,500 television and radio stations, including stations offering Spanish-speaking formats. The PSAs were available on the [Recovery Month website](http://recoverymonth.gov/Multimedia/PSAs.aspx) (<http://recoverymonth.gov/Multimedia/PSAs.aspx>) and [YouTube channel](http://www.youtube.com/user/recoverymonth) (<http://www.youtube.com/user/recoverymonth>). In addition, the PSAs were posted to the

National Association of Broadcasters' online "[PSA Center](https://psa.nab.org/default.aspx)" (<https://psa.nab.org/default.aspx>) for download by television and radio producers and journalists.

From August through December, the 2012 television PSAs "Own It" and "Pick up the Pieces" aired a total of 7,133 times equaling 49.35 broadcast hours, on 149 outlets in 77 markets. The PSAs garnered an estimated earned media value of \$581,100, with approximately 80,398,777 viewer impressions. At the end of December, the 2012 television PSA campaign ranked 54 out of 1,481 campaigns Nielsen was monitoring in December 2012, placing the **Recovery Month** campaign in the top 3.6 percent. Nearly half (48 percent) of the plays were in the 50 largest television markets (e.g., New York, Chicago, Los Angeles) and 69 percent of the plays were during the prime time hours (outside of the overnight hours of 2 a.m. – 6 a.m.). In addition, 7 percent of stations that received PSAs were Spanish-language networks (81 Spanish stations out of 1,119 total stations) and these networks made up 10 percent of airplays, helping to position SAMHSA as a trusted resource on behavioral health within the Hispanic community.

The radio PSA campaign also demonstrated substantial reach in 2012. The radio PSAs were broadcast 15,781 times (equaling 15.66 broadcast hours) in 121 outlets, reaching 67 cities in 27 states. The radio PSAs resulted in an estimated media value of \$808,915 with more than 111,410,375 million listener impressions.

The Road to Recovery Television and Radio Series

The 2012 *Road to Recovery* television and radio series aired eight television and radio episodes in a talk show, roundtable format that included panels of nationwide experts from the behavioral health field. The 8 monthly programs were broadcast in 50 States on 641 Public, Educational and Government (PEG) access television channels in 605 unique cable markets. The program generated approximately \$18.4 million per year in free airtime (92,000 hours of free airtime), and was viewed in 29.6 million cable households in the United States and its territories (including American Samoa). Compared with 2011, the series saw a 10 percent increase in PEG channels, with 60 new channels in 2012. Additionally, the series saw an increase of \$1.7 million in the value of the unpaid airtime (up from \$16.7 million in 2011) on PEG access channels. The DISH Network Channel 9412, through the University of Southern California and the California Channel, also carried the *Road to Recovery* series. In total, the *Road to Recovery* television series generated more than \$18.7 million in unpaid airtime, reaching 49.6 million households or almost 50 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series aired on 95 radio stations across the country, and reached an estimated 20 million potential listeners. Compared with 2011, the radio series had 6.4 million more potential listeners (a 47-percent increase from 2011) and aired on 24 new radio stations.

Interactive Recovery Month Web-Based Activities and Information

The [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) continued to evolve to meet the needs of its diverse audiences, promote the initiative, and increase use of and access to **Recovery Month** resources. In 2012, several enhancements were implemented, including the development and utilization of six dedicated user-specific sections based on the user types that emerged from a 2011 usability study, additional Spanish content, and YouTube-integrated versions of the *Road to Recovery* program trailers and **Recovery Month** public service announcements.

SAMHSA ran two campaigns on the Google Advertising Network to raise awareness of mental and substance use disorders and of the **Recovery Month** observance by using innovative and targeted campaign tactics. The two-part online promotion focused on the following objectives and delivered the subsequent results:

Increase promotion of SAMHSA and **Recovery Month** Spanish-language content and tools. During the 6-week campaign, more than 17 million advertising impressions were generated and over 30,000 clicks and almost 21,000 unique page views to **Recovery Month's** [Spanish user type landing page](http://recoverymonth.gov/UT-Spanish.aspx?sc_lang=es-US) (http://recoverymonth.gov/UT-Spanish.aspx?sc_lang=es-US) were produced.

Raise awareness of recovery from mental and substance use disorders using a targeted YouTube campaign. Four videos were selected for the campaign – both 2012 PSAs, “Own It” and “Pick Up the Pieces”, a young person in recovery video vignette, and the 2011 web PSA, “Why Recovery?”. Over the 3-month campaign, the 4 videos were actively viewed over 500,000 times, driving 47,067 clicks back to the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>), and increasing views on the **Recovery Month** YouTube channel.

Starting in 2012, website visitor and usage data tracking was moved from outdated software to Google Analytics, which does not allow for cross-year comparisons. In 2012, there were 220,082 visits and 548,799 page views, with an average of 595 daily views. Additionally, the website had 174,787 unique visitors and 56,916 repeat unique visitors. In September, the website saw its highest monthly traffic for the year with 52,742 unique visitors, 64,660 visits,

and 141,916 page views. Of the 73 Voices of Recovery (personal text and video stories about individual recovery journeys) submitted to the 2012 website, 48 of these were posted – 36 text stories and 12 video stories. The **Recovery Month** mobile site had 23,277 visits, 51,541 page views, and 19,904 unique visitors.

Social Media

In 2012, SAMHSA developed new tools and implemented multiple social media platform enhancements to support individuals in recovery and to spread **Recovery Month's** message. New developments included:

- Creation of Spanish-language tools (daily inspirational quotes widget, recovery e-cards).
- Production of the **Recovery Month** toolkit tab directly on Facebook.
- Enhancement of the Facebook “2 for Me, 2 for You Pledge 4 Recovery.”
- Creation of a customized YouTube channel background with embedded links to the **Recovery Month** website (<http://www.recoverymonth.gov>).
- Personalized outreach to groups on Meetup.com to engage new audiences.
- Implementation of social advertising on Facebook and Twitter.

Recovery Month's core social media properties—Twitter, Facebook, and YouTube—continued to grow and serve as valuable communities for those in recovery. In 2012, the number of **Recovery Month** Twitter followers increased by nearly 105 percent to 7,188 followers from 3,512 followers at the end of 2011, while the Facebook page received 3,252 new likes, for a total of 10,373 likes since the page launched in 2009. The **Recovery Month** YouTube channel garnered 605,316 new video views in 2012, an increase of 495 percent from the 101,706 new channel views in 2011, for a total of 712,069 video views since its launch in 2009.

In 2012, **Recovery Month** harnessed the power of Twitter to connect with the recovery community. More than 120 participants joined SAMHSA's series of three #RecoveryChat Twitter chats, generating a total of 1,046,798 impressions. These chats offered a real-time forum for the recovery community to engage with experts and cover topics ranging from recovery support and prevention to access to care for military service members and veterans with mental and/or substance use disorders. In addition to hosting Twitter chats, **Recovery Month** participated in topic-relevant chats including: #PreventMedAbuse hosted by the Consumer Healthcare Products Association's Stop Medicine Abuse campaign, #abcDrBchat

hosted by Dr. Richard Besser of ABC News, #LivingHealthy hosted by *Huffington Post Living* and Columbia University Medical Center, and #PrevChat hosted by the White House Office of National Drug Control Policy.

Existing social media assets continued to garner engagement in 2012, providing bloggers, recovery organizations, and Planning Partners with the tools to spread the message of recovery. These items included a daily inspirational quotes widget, recovery e-cards, events widget, and e-newsletter. Lastly, **Recovery Month** selected at least one blogger each week to engage on various timely topics, totaling 136 blogs throughout the year.

Proclamations

Since 2002, Presidential Administrations have declared September as **Recovery Month**, amplifying the message that prevention works, treatment is effective, and people recover. In 2012, a total of 106 proclamations were issued across the country, including proclamations from the President, villages, counties, cities, towns, and states, with one proclamation issued outside the U.S., from the City of Vancouver.

Introduction

Mental and substance use disorders are significant public health concerns that affect millions of Americans each year. However, many people are not aware that prevention works, treatment is effective, and people can – and do – recover from these conditions. For the past 23 years, **Recovery Month** has educated Americans that mental health services, addiction treatment, and recovery support services can enable those with a mental and/or substance use disorder live a healthy and rewarding life. **Recovery Month** offers resources to people with behavioral health conditions, as well as their loved ones, and builds awareness about these conditions among the larger community.

This final report showcases the **Recovery Month** successes and activities that took place in 2012, including information on:

- Educational, event planning, and promotional materials
- **Recovery Month** community event successes
- Public service announcement (PSA) descriptions, distribution, and viewership
- Website enhancements and user statistics
- Social media engagement and results
- **Recovery Month** awards
- **Recovery Month** proclamations

The 2012 Theme – “Join the Voices for Recovery: It’s Worth It”

For 23 years, **Recovery Month** has celebrated people in recovery, lauded the work of treatment and service providers, and spread the message that prevention works, treatment is effective, and people recover. In 2012, **Recovery Month** highlighted that ownership and management of one’s mental and/or substance use disorder can help people begin and continue their recovery journey.

The 2012 theme, “**Join the Voices for Recovery: It’s Worth It,**” emphasized that while the road to recovery may be difficult, the benefits of preventing and overcoming mental and/or substance use disorders are significant and valuable to individuals, families, and communities. The theme helped the public understand that people in recovery can achieve healthy lifestyles, both physically and emotionally, and contribute in positive ways to their communities.

In 2012, **Recovery Month** continued to unite the recovery community, and emphasize that millions of Americans have transformed their lives through recovery. While **Recovery Month** achieved many notable milestones, there is still more work to be done. According to SAMHSA's **2011 National Survey on Drug Use and Health**, 41.6 million adults (nearly 20 percent of adults age 18 and older) experienced a mental illness in the past year and 21.6 million Americans (8 percent of adults age 12 and older) needed treatment for an illicit drug or alcohol use problem. While significant progress has been made in the behavioral health field, these statistics demonstrate that there are still people with untreated conditions, and the **Recovery Month** campaign will continue to help people in need of prevention, treatment, and recovery support services.

Outreach Materials and Initiatives

Recovery Month Toolkit

Every year, SAMHSA engages public entities, national and local coalitions, and other groups to raise awareness about the **Recovery Month** campaign. To assist them, SAMHSA develops a comprehensive toolkit to educate communities about prevention, treatment, and recovery, as well as help people plan and promote events during **Recovery Month** and throughout the year.

In 2012, available exclusively online and accessible at the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>), the toolkit offered audience-specific fact sheets, customizable media template materials, and a compilation of recovery support resources available throughout the country. The toolkit was divided into three sections:

- The **Media Outreach** section offered tips and templates to plan and promote events and treatment options in local communities.
- The **Targeted Outreach** section provided background on how mental and/or substance use disorders affect different groups and how to help those in need—available both as brief overview versions along with more in-depth versions. This year, this section included a series of infographics that helped to present data in a visually compelling manner.
- The **Resources** section included guides for collaborating with other organizations and reaching people online, as well as listings of national and local organizations throughout the country in the prevention, treatment, and recovery field.

SAMHSA provided the **Recovery Month** toolkit online to reach widespread audiences, while significantly reducing printing and shipping costs. The [Recovery Month website toolkit pages](http://recoverymonth.gov/Recovery-Month-Kit.aspx) (<http://recoverymonth.gov/Recovery-Month-Kit.aspx>) garnered 9,857 unique page views from May through December, and 25 percent bounce rate (which refers to the percentage of users who exit the website rather than continue viewing other pages within the same site), compared to a 61 percent site average. The low bounce rate on the toolkit pages highlight the value and accessibility of the toolkit's information and resources.

Media Outreach

The Media Outreach section of the toolkit offered tips and tools for planning and promoting **Recovery Month** events. This section included customizable templates included for

organizations to use in local outreach to newspapers, television, and radio stations, as well as outreach to blogs and social media outlets.

The following documents were included in the Media Outreach section to help garner media and community attention:

- **Issue *Recovery Month* Proclamations** – Provided tips for what content to include in a proclamation – an official notice from a government official to raise awareness about an issue – and provided templates with instructions for recruiting an official to sign one.
- **Press Materials for Your *Recovery Month* Event** – Explained how to develop and distribute media advisories, press releases, and backgrounders, and included example customizable templates.
- **Promote *Recovery Month* with Events** – Helped participants plan in-person and online events by providing tips on popular event ideas and trends.
- ***Recovery Month* Public Service Announcements** – Presented ideas for distributing example live-read radio public service announcements (PSAs), and how to promote these pre-recorded *Recovery Month* PSAs.
- **Share Your Voice with Op-Eds and Online Articles** – Outlined how to draft and submit an op-ed and place it in local newspapers, and included a sample template.
- **Work with the Media** – Offered guidance about how to publicize events and other *Recovery Month* activities; also included template pitch materials and tips for creating relationships with the media and conducting interviews with print and television reporters.

Targeted Outreach

The Targeted Outreach section offered comprehensive information about mental and/or substance use disorders, the benefits of treatment and recovery, and other up-to-date facts concerning specific target audiences. It featured general informational materials:

- **Common Mental Health Conditions and Misused Substances** – Contained key statistics on substances that are often misused, alternate names for each substance, adverse health effects, prevalence, and age of first-time use of a substance. New this year, common mental disorders were outlined in this section, including the signs and symptoms of a disorder, prevalence, and average age of onset.
- **Join the Voices for Recovery** – Presented a snapshot of 19 individuals who are on the road to recovery after struggling with mental and/or substance use disorders.

These personal stories described how people have overcome challenges and are sustaining a life in recovery.

- **Overview: It's Worth It** – Summarized the current landscape of behavioral health issues and recovery in the U.S. among different audiences, including active military, veterans, and families; people within the justice system; friends and families of people in need; and the recovery community. This section was available in a full-length version, as well as a short version that offered top-line behavioral health facts and a synopsis of the targeted outreach section of the toolkit.
- **Treatment and Recovery: Why It's Worth It** – Highlighted the range of treatment options for mental and/or substance use disorders, the importance of addressing co-occurring disorders, and the benefits of recovery. In addition, the toolkit included four audience-specific fact sheets that highlighted the needs of various groups affected by mental and/or substance use disorders, providing information in two different lengths. The shorter targeted outreach versions contained outlines including brief, easy-to-read facts. More in-depth versions of each piece were available, providing more detailed information about each target audience.

The audiences were:

- **Address Mental and/or Substance Use Disorders Among Active Military, Veterans, and Their Families** – Outlined the impact of behavioral health conditions on individuals in the military, as well as the prevention, treatment, and recovery resources available to provide support to these individuals and their families.
- **Families and Friends Can Make a Difference** – Provided tips for how to recognize the signs of a behavioral health condition and encourage a positive change in the life of a family member, friend, or peer; this section also shared ways to cope with a loved one's condition.
- **Partner with the Recovery Community** – Detailed how members of the recovery community can share the benefits of recovery and inspire others in the community as leaders and role models.
- **Recovery Among People in the Justice System** – Detailed the need for recovery support services for people involved in the justice system, identified challenges that exist, outlined solutions to those challenges, and provided action steps to help people achieve and sustain recovery.

New for the 2012 toolkit was the inclusion of ten infographics (sample on the following page) that visually represented data about prevention, treatment, and recovery and the impact of behavioral health conditions.



Resources

The Resources section provided information about local and national behavioral health organizations, and included guidance for promoting **Recovery Month**. A comprehensive list of federal and state agencies, treatment facilities, and organizations by focus area were available to connect services with those who need them. This section also included information on how to build coalitions and engage the recovery community on social media.

Documents in the Resources section comprised:

- **Building Community Coalitions** – Information on how to create and build a coalition, and how to partner with other organizations during **Recovery Month** and year round.
- **Customer Satisfaction Form** – A survey feedback mechanism that could be completed online or submitted in hard copy; input informs future **Recovery Month** observances and materials.
- **Develop Your Social Network** – An instructional guide for developing pages on social media platforms, such as Facebook and Twitter, to interact with the online recovery community.
- **Mental and Substance Use Disorders: Fast Facts** – A fact sheet serving as a quick reference to find the latest statistics about mental and substance use disorders, prevention, treatment, and recovery.

- **New Media Glossary** – A glossary to help promote **Recovery Month**, as well as the effectiveness of prevention and treatment and the possibility of recovery, through online channels.
- **Planning Partners Directory** – A list of organizations that meet regularly throughout the year to plan **Recovery Month** celebrations.
- **Prevention, Treatment, and Recovery Resources** – An extensive list of mental and substance use disorder prevention, treatment, and recovery resources that cover a wide range of support services.
- **Single-State Agency (SSA) Directory** – Contact information for U.S. state and territory offices that can provide local information and guidance about mental and/or substance use disorders, prevention, treatment, and recovery in local communities.

List of Toolkit Materials

Following is a complete list of all the materials included in the 2012 toolkit:

Media Outreach

- Promote **Recovery Month** with Events
- Work with the Media
- Press Materials for Your **Recovery Month** Event
- Share Your Voice with Op-Eds and Online Articles
- Issue **Recovery Month** Proclamations
- **Recovery Month** Public Service Announcements

Targeted Outreach (Long and Short Versions, unless otherwise noted)

- Overview: It's Worth It
- Address Mental and/or Substance Use Disorders Among Active Military, Veterans, and Their Families
- Recovery Among People in the Justice System
- Families and Friends Can Make a Difference
- Partner with the Recovery Community
- Common Mental Health Conditions and Misused Substances (available only in long version)

- Treatment and Recovery: Why It's Worth It
- Join the Voices for Recovery (available only in long version)

Resources

- Mental and Substance Use Disorders: Fast Facts
- New Media Glossary
- Develop Your Social Network
- Building Community Coalitions
- Customer Satisfaction Form
- Single-State Agency (SSA) Directory: Prevention and Treatment of Substance Use and Mental Disorders
- **Recovery Month** Planning Partners Directory
- Prevention, Treatment, and Recovery Resources

Supplemental Online and Printed Materials

In addition to developing the **Recovery Month** toolkit available online, SAMHSA designed and produced:

- 10,000 printed 36" x 46" **Recovery Month** color posters
 - This promotional poster displayed the 2012 theme logo and branding.
- 15,000 printed **Recovery Month** 8.5" x 11" printed announcement flyers available in English and Spanish (10,000 English and 5,000 Spanish versions)
 - This promotional flyer listed the goals of **Recovery Month**, events, and materials that supported the 2012 observance.
- 15,000 printed 3.75" x 9" teaser brochures distributed via mailings and conference exhibits prior to the release of the toolkit available in English and Spanish (10,000 English and 5,000 Spanish versions)



The Recovery Month 2012 poster

National
Recovery Month
Prevention Works • Treatment is Effective • People Recover
september2012

JOIN THE VOICES FOR RECOVERY
It's
Worth it

Below are several of the 2012 web banners:

JOIN THE VOICES FOR RECOVERY
Worth It
It's Worth It
RECOVERY MONTH PLANNING PARTNER
National Recovery Month
Prevention Works • Treatment is Effective • People Recover
september2012

JOIN THE VOICES FOR RECOVERY
It's Worth It
National Recovery Month
Prevention Works • Treatment is Effective • People Recover
september2012

JOIN THE VOICES FOR RECOVERY
It's Worth It
National Recovery Month
Prevention Works • Treatment is Effective • People Recover
september2012
RECOVERY MONTH PLANNING PARTNER

SAMHSA
National Helpline
1-800-662-HELP (4357)
English and Spanish
samhsa.gov/treatment
National Recovery Month
Prevention Works • Treatment is Effective • People Recover
september2012

JOIN THE VOICES FOR RECOVERY
It's Worth It
National Recovery Month
Prevention Works • Treatment is Effective • People Recover
september2012

2012 Recovery Month Planning Partners

The **Recovery Month** Planning Partners are directly involved in planning many aspects of the **Recovery Month**, including reviewing and editing the annual toolkit, providing feedback on the PSA concepts, planning events, and providing overarching support to community members during **Recovery Month** activities.

The Planning Partners are considered experts in the behavioral health field and meet quarterly to discuss **Recovery Month** activities and goals. The Planning Partners are also instrumental in promoting **Recovery Month** materials, and working to spread the message that prevention works, treatment is effective, and people recover.

In 2012, the **Recovery Month** Planning Partners included 172 organizations. Twenty one new Planning Partner organizations in 2012 were:

- American Indian Community House, The
- American Public Human Services Administration (APHSA)
- Civic Entertainment Group, Marketing and Promotions Agency
- Collaborative Support Programs of New Jersey, Inc., Institute for Wellness and Recovery Initiatives
- Fundación Nuestramente
- Kansas Consumer Advisory Council for Adult Mental Health, Inc.
- Lions Clubs International
- Mental Health Association of San Francisco
- National Alliance on Mental Illness (NAMI) Star Center
- National Association of Addiction Treatment Providers
- National Association of Lesbian and Gay Addiction Professionals, UMDNJ-School of Public Health
- National Rural Alcohol and Drug Abuse
- New York City Department of Health and Mental Hygiene
- Prevention Partnership International, *Celebrating Families!*
- Reach Out Recovery/Rehab Productions

- Recovery North Carolina
- Restart, Inc.
- Suicide Prevention Resource Center, Education Development Center, Inc.
- U.S. Psychiatric Rehabilitation Association
- Voices of Recovery San Mateo County, Behavioral Health/Recovery Services Division, San Mateo County Health Department
- Wildlight Productions, Inc.

Below is a list of all 2012 Planning Partner organizations:

- A&E Network
- Addiction Survivors
- Addiction Technology Transfer Center (ATTC) Network Coordinating Office
- Adult Children of Alcoholics (ACA) World Service Organization (WSO)
- Advocates for Recovery Through Medicine (ARM)
- Alcoholism and Substance Abuse Providers of New York State (ASAPNY)
- Alliance for Children and Families
- American Association for Marriage and Family Therapy (AAMFT)
- American Association for the Treatment of Opioid Dependence (AATOD)
- American Association of Pastoral Counselors (AAPC)
- American Bar Association (ABA) Standing Committee on Substance Abuse
- American College of Mental Health Administration (ACMHA)
- American Council for Drug Education (ACDE)
- American Dental Association (ADA)
- American Indian Community House, The
- American Mental Health Counselors Association (AMHCA)
- American Psychological Association (APA)
- American Public Human Services Administration (APHSA)
- American Society of Addiction Medicine (ASAM)

- Arab and Middle East Resources Center (AMERC)
- Association of Lesbian and Gay Addiction Professionals and Their Allies, The (NALGAP)
- Association of Persons Affected by Addiction (APAA)
- Association of Recovery Schools (ARS)
- Beit T'Shuvah
- Behavioral Health Services (BHS)
- C4 Recovery Solutions, Inc.
- California Association of Addiction Recovery Resources (CAARR)
- Capitol Decisions, Inc.
- Caron Treatment Center
- Catholic Charities, USA
- Center for Alcohol and Drug Research and Education
- Chicanos Por La Causa, Inc.
- Civic Entertainment Group, Marketing and Promotions Agency
- Collaborative Support Programs of New Jersey, Inc., Institute for Wellness and Recovery Initiatives
- Communities of Tomorrow's Economic Development (CT)
- Community Anti-Drug Coalitions of America (CADCA)
- Connecticut Turning to Youth and Families (CTYF)
- Corporation for Supportive Housing (CSH)
- CRC Health Group
- DC Bar – Lawyers Assistance Program
- Easy Does It, Inc.
- Elks Drug Awareness Resource Center
- Employee Assistance Professionals Association, Inc. (EAPA)
- Employee Health Programs
- Entertainment Industries Council (EIC)

- Executive Office of the President (EOP), White House Office of Faith-Based and Neighborhood Partnerships
- Executive Office of the President (EOP), White House Office of National Drug Control Policy (ONDCP)
- Executive Office of the President (EOP), ONDCP, Information Clearinghouse
- Faces & Voices of Recovery
- Faith Partners
- Foundation for Recovery
- Foundations Associates
- Fundación Nuestramente
- Friends of SAMHSA
- Gaudenzia, Inc.
- Georgetown University, Health Policy Institute
- George Washington University, Ensuring Solutions to Alcohol Problems Initiative
- Health Matrix, Inc.
- International Nurses Society on Addictions
- Jewish Alcoholics, Chemically Dependent Persons and Significant Others (JACS)/A Program of the Jewish Board of Family and Children's Services (JBFCs)
- Join Together
- Kansas Consumer Advisory Council for Adult Mental Health, Inc.
- Legal Action Center (LAC), The
- Lions Clubs International
- LifeRing
- Massachusetts Organization for Addiction Recovery (MOAR)
- McShin Foundation, The
- Mental Health America (MHA)
- Mental Health Association of San Francisco
- Minnesota Recovery Connection (MRC)

- MusiCares
- NAADAC, The Association for Addiction Professionals
- Narconon
- Narconon of Oklahoma
- National Alliance for Medication Assisted Recovery (NAMA Recovery)
- National Alliance of Advocates for Buprenorphine Treatment (NAABT)
- National Alliance to End Homelessness
- National Alliance on Mental Illness (NAMI) Star Center
- National Asian Pacific American Families Against Substance Abuse, Inc. (NAPAFASA)
- National Association of Addiction Treatment Providers (NAATP)
- National Association for Children of Alcoholics (NACoA)
- National Association of County Behavioral Health and Developmental Disability Directors (NACBHD)
- National Association of Drug Court Professionals (NADCP)
- National Association of Lesbian and Gay Addiction Professionals, UMDNJ-School of Public Health
- National Association of Public Child Welfare Administrators (NAPCWA)
- National Association of Social Workers (NASW)
- National Association of State Alcohol and Drug Abuse Directors (NASADAD)
- National Association on Alcohol, Drugs, and Disability, Inc. (NAADD)
- National Center on Addiction and Substance Abuse at Columbia University (CASA)
- National Civic League (NCL)
- National Coalition for Mental Health Recovery (NCMHR)
- National Conference of State Legislatures (NCSL)
- National Council for Community Behavioral Healthcare
- National Council on Alcoholism and Drug Dependence, Inc. (NCADD)
- National Council on Alcoholism and Drug Dependence – Greater Detroit Area (NCADD-GDA)

- National Council on Patient Information and Education (NCPIE)
- National Drug Court Institute (NDCI)
- National Inhalant Prevention Coalition (NIPC)
- National Organization on Fetal Alcohol Syndrome (NOFAS)
- National Rural Alcohol and Drug Abuse Network, Inc. (NRADAN)
- National Safety Council (NSC)
- Network for the Improvement of Addiction Treatment (NIATx)
- Newport Academy
- New York City Department of Health and Mental Hygiene
- New York State Office of Alcoholism and Substance Abuse Services
- North Carolina Department of Health and Human Services, Division of Mental Health, Developmental Disabilities and Substance Abuse
- Northern Ohio Recovery Association (NORA)
- Odyssey Networks
- Oxford House, Inc.
- Partnership at Drugfree.org, The
- Partnership for Recovery (PFR)
- Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs
- Phoenix House
- Portland State University, Graduate School of Social Work
- Pennsylvania Recovery Organization - Achieving Community Together (PRO-ACT)
- Prevention Partnership International, *Celebrating Families!*
- Providence Center, The
- Psychology Today
- Reality House
- RASE Project, The
- Reach Out Recovery/Rehab Productions
- Reclaiming Futures

- Recovering Your Body
- Recovery Alliance of El Paso
- Recovery Connection
- Recovery Consultants of Atlanta, Inc. (RCA)
- Recovery Living Network
- Recovery Network Foundation (RNF)
- Recovery North Carolina
- ReStart, Inc.
- Rockstar Superstar Project (RSSS)
- Sagebrush
- Second Road, Inc., The
- SMART Recovery
- Sobriety Television
- State Associations of Addiction Services (SAAS)
- Steppin' Out Radio
- Stepping Stone of San Diego
- Substance Abuse and Addiction Recovery Alliance (SAARA)
- Suicide Prevention Resource Center (SPRC), Education Development Center, Inc.
- Support for Addictions Prevention and Treatment in Africa Foundation (SAPTAF)
- T.A. Libby Group, The
- Talk Therapy Television, Inc.
- TASC, Inc. of Illinois
- Teen Challenge International
- Texas Department of State Health Services, Community Mental Health and Substance Abuse Services
- Treatment Communities of America (TCA)
- Turning Point
- U.S. Agency for International Development (USAID)

- U.S. Department of Defense (DOD)
- U.S. Department of Health and Human Services (HHS)
- HHS, Food and Drug Administration (FDA)
- HHS, Health Resources and Services Administration (HRSA) Poison Control Program
- HHS, National Institutes of Health (NIH), National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- HHS, NIH, National Institute on Drug Abuse (NIDA)
- HHS, Substance Abuse and Mental Health Services Administration (SAMHSA)
- HHS, SAMHSA, Center for Mental Health Services (CMHS)
- HHS, SAMHSA, Center for Substance Abuse Prevention (CSAP)
- HHS, SAMHSA, Center for Substance Abuse Treatment (CSAT)
- U.S. Department Of Justice (DOJ), Drug Enforcement Administration (DEA)
- DOJ, DEA, Get Smart About Drugs
- DOJ, Community Capacity Development Office
- U.S. Department of Transportation (DOT), National Highway Traffic Safety Administration (NHTSA)
- U.S. Small Business Administration (SBA)
- U.S. Psychiatric Rehabilitation Association (USPRA)
- United for Recovery
- United Methodist Church – General Board of Church and Society of the United Methodist Church
- University of Baltimore, School of Law Center for Families, Children and the Courts
- Voices of Recovery San Mateo County, Behavioral Health/Recovery Services Division, San Mateo County Health Department
- Volunteers of America
- Wildlight Productions, Inc.
- White Bison, Inc.

Recovery Month 2012 Events

Recovery Month Press Conference

SAMHSA held a press conference at the National Press Club on September 24th in Washington, DC to commemorate the 2012 **Recovery Month** observance, as well as unveil the results from the 2011 *National Survey on Drug Use and Health (NSDUH)*. The annual survey is the largest of its kind and is the government's primary vehicle for determining how many persons are using illegal drugs, prescription drugs, alcohol, and tobacco.

The press conference celebrated the 23rd annual **Recovery Month** observance by recognizing individuals throughout the country who have achieved long-term recovery from mental and/or substance use disorders, as well as highlighted the contributions of the dedicated people who provide treatment and recovery services. The release of the *NSDUH* findings reminded the public that while significant strides have been made in the behavioral health field, mental and substance use disorders remain a public health problem.

While the survey showed a reduction in non-medical prescription drug use, binge drinking, and heavy drinking among young adults, it also continued to show a significant disparity between the number of people who need and receive substance use treatment. Statistics from the 2011 *NSDUH* survey included:

- The number of people aged 18 to 25 who used prescription drugs for non-medical purposes in the past month declined 14 percent – from 2.0 million in 2010 to 1.7 million in 2011.
- Past month alcohol use among 12 to 20 year olds declined from 28.8 percent in 2002 to 25.1 percent in 2011, while binge drinking (consuming 5 or more drinks on a single occasion on at least 1 day in the past 30 days) declined from 19.3 percent in 2002 to 15.8 percent in 2011, and heavy drinking declined from 6.2 percent in 2002 to 4.4 percent in 2011 among the same age group.
- In 2011, 7.0 percent of Americans were current users of marijuana – up from 5.8 percent in 2007.
- 21.6 million Americans needed treatment for an illicit drug or alcohol use problem in 2011 and only 2.3 million (or 10.8 percent of those in need) received it in a specialized treatment setting.

Speakers who addressed these findings and the importance of prevention, treatment, and recovery (in order of appearance) were:

- Pamela S. Hyde, J.D., Administrator, SAMHSA, HHS
- Gil Kerlikowske, M.A., Director, White House Office of National Drug Control Policy
- Peter Delany, Ph.D., LCSW-C, Acting Director, CSAT, SAMHSA, HHS
- Jared Hamre, a person in recovery
- Benjamin Chin, a person in recovery
- Stanice Anderson, Director of the Institute of Wellness and Recovery Initiatives at Collaborative Support Programs of New Jersey, a person in recovery
- Peggy Swarbrick, Ph.D., OTR, CPRP, National Wellness Week 2012 Honorary Chairperson

In November, SAMHSA released the *2011 NSDUH: Mental Health Findings* report, which indicated that 1 in 5 American adults aged 18 or older, or 45.6 million people, had any mental illness in the past year. Administrator Hyde remarked on the findings, noting that “Although mental illness remains a serious public health issue, increasingly we know that people who experience it can be successfully treated and can live full, productive lives.”

Community Recovery Month Events

Community events have consistently engaged diverse communities and spread the **Recovery Month** message that prevention works, treatment is effective, and people recover across communities nationwide. In 2012, there were 1,405 **Recovery Month** events (a 14-percent increase, or 176 more events than the 1,229 events held in 2011) in all 50 States, the District of Columbia, Puerto Rico, Guam and 5 countries outside of the U.S. More than 1.5 million people attended **Recovery Month** events, with individual events ranging from 1 attendee to 100,000 attendees. **Recovery Month** events encompassed a variety of activities, such as festivals, recovery worship services, recovery walks and 5K races, town-hall meetings, fundraisers, sporting events, and local rallies. Following are examples of successful 2012 community events.

The largest **Recovery Month** event held in 2012, with an attendance of 100,000, was the Entertainment Industry’s Council (EIC’s) PRISM Awards Showcase, which aired on September 16th on FX Network. For 16 years, the PRISM Awards have honored movies, television shows, and other entertainment for accurate and compelling depictions of mental and/or substance use disorders. At this year’s awards, hosted by addiction medicine specialist Dr. Drew Pinsky,

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PEACE COURAGE
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several productions were recognized in particular for accurately portraying the topic of suicide and suicide prevention. Productions honored at this year's awards were TV shows "Parenthood", "Glee", "Castle", "Southland", "Shameless", and films, "Warrior" and "Take Shelter".

In Richmond, Virginia on September 8th, the McShin Foundation hosted its 8th annual RecoveryFest and BBQ Cook-Off, which included live music, kids' activities, and also featured guest speaker Laurie Dhue, a former news anchor in long-term recovery. Ten thousand people



Recovery Month supporters gather for a "flash mob" dance in Maine.

attended to celebrate the power of recovery for individuals, families, and communities. There were booths for event attendees to register to vote in the 2012 election, as well as an opportunity for people in recovery from a substance abuse and convicted of a non-violent felony to petition Virginia's governor for restoration of their voting rights.

The State of Maine's Office of Adult Mental Health Opportunity Alliance capitalized on the year's flash mob trend, and hosted a Recovery Flash Mob on September 6th. Four hundred participants gathered in Monument

Square in Portland to dance to Katy Perry's "Firework". Event organizers used Facebook to promote the event and rally attendees.

In California, the California Association of Addiction Recovery Resources (CAARR) hosted Recovery Happens on September 5th on the steps of the California State Capitol in Sacramento. The event drew 6,000 people from across the state for a memorable day of celebration and fun. Many recovery support service providers staffed booths to help inform people about the positive effects that recovery and treatment programs bring to the community. The event included a pancake breakfast, a recovery rally, and live music by the band Rockstar Superstar Project.



The Tokyo Recovery Parade



Participants at the Rally for Recovery hub event in Detroit, MI

This year's Rally for Recovery hub event was held in Detroit, MI on September 15. More than 4,000 people joined members of congress, state and local elected officials, and other allies to speak out about the reality of recovery and call for policies to support prevention, treatment, and recovery support services. The event, which was also live streamed, featured speakers Pamela Hyde, Gil Kerlikowske, and former U.S. representative Patrick Kennedy.

International Recovery Month Events

Five countries outside of the United States also celebrated **Recovery Month** in 2012 – Canada, England, Indonesia, Japan, and Tanzania.

In Tokyo, 300 people gathered for a Recovery Parade through the city on September 23rd. Participants included people who have experienced a mental and/or substance use disorder, as well as their families, friends, and supporters. The group walked to celebrate the joy of recovery and share their stories with the public.

Another Recovery Parade took place in Brighton, England, where 5,000 people gathered on the Hove seafront to make recovery visible to the public, educate the community, and help others who are still struggling with a behavioral health condition. The parade was hosted by the U.K. Recovery Federation, and is now in its fourth year.



Thousands gather for a Recovery Parade in Brighton, England

Recovery Week was held in Tanzania from October 15-19, which consisted of five days filled with activities to build awareness about recovery in the community. Held in the city of Dar es

Salaam, activities included an awareness radio program, a soccer match, and a recovery art exhibition.

In Bali, the World Federation of Therapeutic Communities (WFTC) hosted the Federation's annual conference from November 6-10. At the conference, doctors, hospital representatives, social workers, educators, and students gathered to discuss how therapeutic communities are integral to individual growth and recovery, share best practices, and build a network of resources.

Interactive Tools

The [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) encouraged supporters to promote their events by posting detailed information about their event's location, time, and overall theme or goal. Event planners and attendees were encouraged to submit pictures and descriptions after the event. The event database portal also allowed users to easily search and find events, save and edit their events, and use their event report template for future years.

Also available on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) was a Community Event PSA, which allows supporters to promote their event with either a generic or customizable television public service announcement. The PSA, developed by Odyssey Networks in 2011, have an unlimited shelf life. After adapting the PSA with local event information, users can then encourage local television stations to air or upload it to a website.

Recovery Month Luncheon

To launch 2012 **Recovery Month** activities, a luncheon was held on Capitol Hill on September 6th featuring a host of esteemed speakers. Held by NAADAC, The Association for Addiction Professionals, the luncheon was a celebration of the 23rd annual **Recovery Month** and the 2012 theme: *Join the Voices for Recovery: It's Worth It*.

The luncheon was highlighted by keynote speaker and former NBA player Chris Herren, who shared his experiences with substance use and detailed a lifestyle that derailed his professional and personal life.

Mr. Herron, a native of Fall River, MA, played for the Denver Nuggets and Boston Celtics only to lose it all to addiction. Sober since August 1, 2008, Mr. Herren has refocused his life, launching [Hoop Dreams](http://www.ahoopdream.com) (<http://www.ahoopdream.com>), a basketball player development company that

offers training, clinics, and camps. Mr. Herren also works as a motivational author and speaker, and formed the Herron Project to educate at-risk populations about addiction.

Following the luncheon, Herron provided the audience with an autographed copy of his memoir, "Basketball Junkie."

Additional speakers at the luncheon included Pamela Hyde, J.D., SAMHSA Administrator; H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director SAMHSA's CSAT; and Gil Kerlikowske, M.A., Director of The White House Office of National Drug Control Policy. Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP, Executive Director of NAADAC, moderated the panel.

In addition to providing remarks, Mr. Kerlikowske presented NAADAC with a proclamation from President Obama declaring September as **National Alcohol and Drug Addiction Recovery Month**. The proclamation stated, "...let us rededicate ourselves to combatting prejudice surrounding addiction, removing barriers to recovery, and standing with all those seeking lives free from substance abuse."

SAMHSA recognized five 2011 Community Event Award winners at the luncheon for their outstanding effort planning and organizing **Recovery Month** events in 2011. Awards were given for the following four categories, and one event was awarded an honorable mention:

- Rally and walk/run events – included events such as, but not limited to, walks and/or runs, motorcycle/bicycle rides, and rallies.
 - Winner: PRO-ACT, Recovery Walks! (Philadelphia, PA)
- Special celebrations – included events such as, but not limited to, 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.
 - Winner: The McShin Foundation, Recovery Fest & BBQ Cook-Off (Richmond, VA)
- Educational events – included events such as, but not limited to, 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.
 - Winner: Xavier University, Xavier University Recovery Event (Cincinnati, OH)
- SAMHSA-sponsored events – included events for which recipients received SAMHSA-support for planning and conducting the event.

- Winner: AADACO (The Oregon Affiliate of NAADAC, The Association for Addiction Professionals), Recovery Rocks (Eugene, OR)
- Honorable mention in the Special Celebrations category: Drug Abuse Comprehensive Coordinating Office, Inc. (DACCO), Opening Doors for a Drug Free Community (Tampa, FL)

Photos below show Administrator Pamela Hyde congratulating the award winners (the Honorable Mention awardee did not attend the luncheon).



Shirley Labbe, accepting the award for the Xavier University Recovery Event



Noni West, accepting the award for the Recovery Walks! event, hosted by PRO-ACT



John Shinholser, accepting the award for the Recovery Fest & BBQ Cook-Off event, hosted by the McShin Foundation



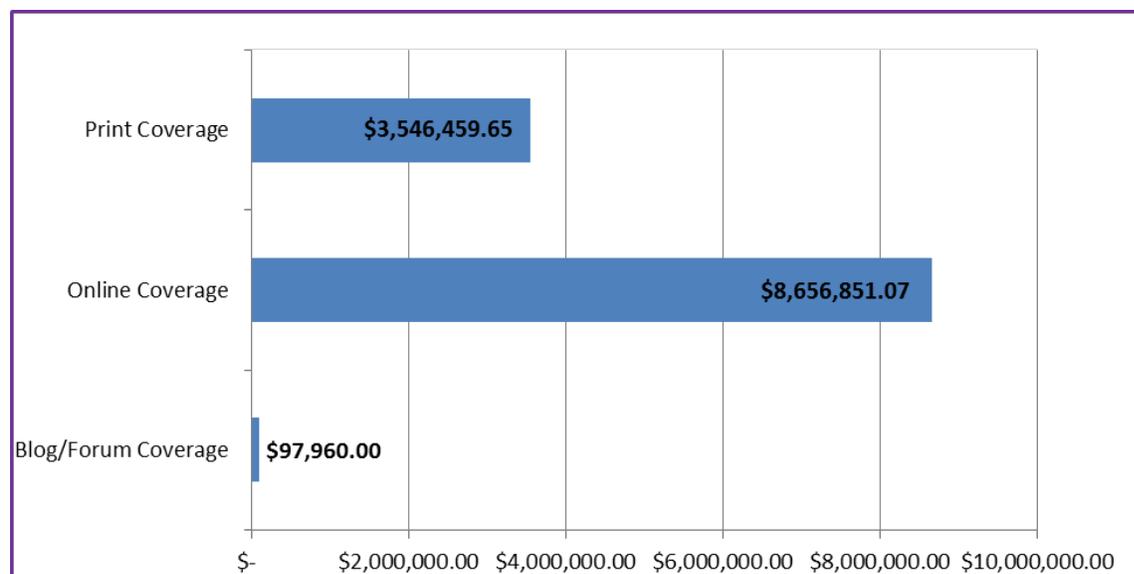
Christine Stole, accepting the award for the Recovery Rocks event, hosted by AADACO, the Oregon affiliate of NAADAC

Media Coverage

From August through November, SAMHSA monitored all national and local media coverage for **Recovery Month** news and events mentioned in print and online outlets. During this time, **Recovery Month** 2012 garnered mentions in 428 print and 1,618 web articles. With a total media value estimated at \$12,301,270.72, this coverage equaled 2,046 mentions in publications and online outlets, with collective impressions reaching 680,735,974 individuals.

Recovery Month's estimated media value for all media coverage substantially increased from 2011. For the articles monitored from August through November, the estimated media value was \$12,301,270.72, which represents a 59-percent increase when compared to the \$7,328,026 estimated media value over the same time period in 2011. The increase demonstrates that articles about **Recovery Month** were published in more influential outlets, with higher media values for each placed article, from the previous year.

The following chart shows estimated media value (by article type) from August through November.



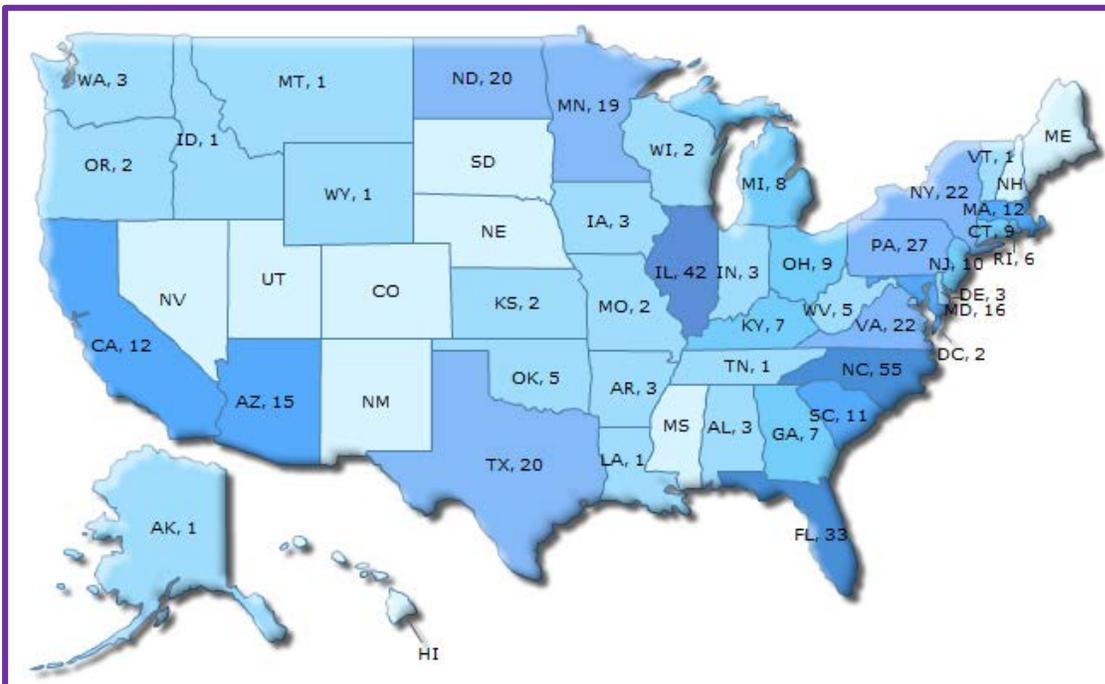
Estimated 2012 Media Value (by article type)

While estimated media value increased in 2012, there was an overall decrease in the total amount of coverage monitored from August through November from the same time period in 2011. The decrease in coverage can likely be attributed to several unique factors in 2012. The

Recovery Month press conference, which was held in conjunction with the release of the NSDUH survey results, occurred in the final week of **Recovery Month** – September 24 (versus earlier in the month which was commonplace in previous years). This was—to coincide with the **Recovery Month** press conference. Historically, the majority of media coverage was seen in early September; this year’s later announcement likely affected the amount of media coverage surrounding **Recovery Month**.

Additionally in 2012, SAMHSA’s **Recovery Month** media monitoring was streamlined to capture coverage that pertained directly to “**Recovery Month**” and the observance’s prior name “National Alcohol & Drug Addiction **Recovery Month**.” In past years, coverage captured broader search terms such as: “alcohol,” “recovery,” and “drug.”

Despite these factors, **Recovery Month** media coverage continued to appear in nearly all 50 states, with the majority of coverage from top media markets such as New York, Los Angeles, and Chicago. The map and table below outline the print coverage (by state) for August 2012 through November 2012.



Number of Print Mentions by State

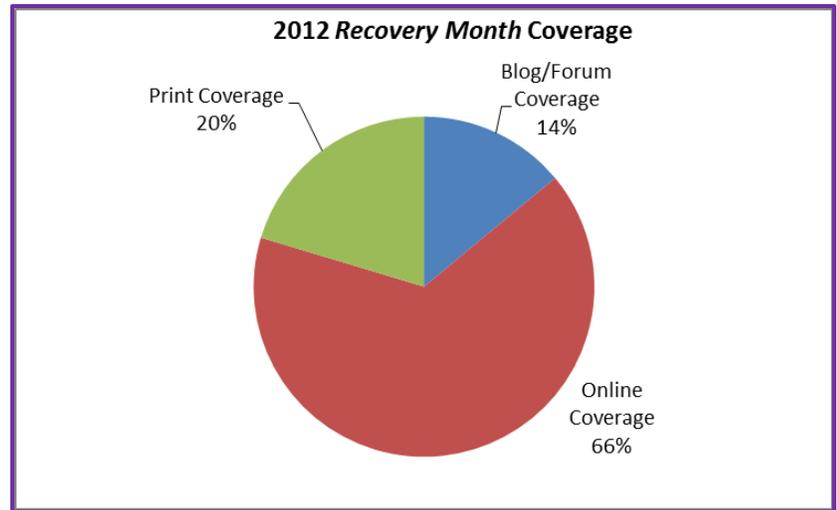
Alabama	3	Montana	1
Alaska	1	Nebraska	0
Arizona	15	Nevada	0
Arkansas	3	New Hampshire	0
California	12	New Jersey	10
Colorado	0	New Mexico	0
Connecticut	9	New York	22
Delaware	3	North Carolina	55
District of Columbia	2	North Dakota	20
Florida	33	Ohio	9
Georgia	7	Oklahoma	5
Hawaii	0	Oregon	2
Idaho	1	Pennsylvania	27
Illinois	42	Rhode Island	6
Indiana	3	South Carolina	11
Iowa	3	South Dakota	0
Kansas	2	Tennessee	1
Kentucky	7	Texas	20
Louisiana	1	Utah	0
Maine	0	Vermont	1
Maryland	16	Virginia	22
Massachusetts	12	Washington	3
Michigan	8	West Virginia	5
Minnesota	19	Wisconsin	2
Mississippi	0	Wyoming	1
Missouri	2		

In September, **Recovery Month** was mentioned in 380 print articles, 1,227 online articles and 261 blogs monitored throughout month. Collectively, these 1,868 articles garnered 642,269,501 media impressions and \$11,193,897 in estimated media value. The chart to the right shows the coverage by media type, indicating that most coverage (66 percent) came from daily newspapers, online outlets, and non-daily newspapers. **Recovery Month** received

noteworthy coverage in top-tier print (i.e., *The Boston Globe*, *Philadelphia Tribune* and *Richmond Times-Dispatch*) and relevant online media.

Media Outreach

To further promote the **Recovery Month** observance and the agency's extensive prevention, treatment, and recovery resources, SAMHSA conducted targeted online media outreach during the first two weeks of September 2012.



Based on recent trends in behavioral health and available resources, SAMHSA focused on two audiences which were highlighted in recent years' toolkits – the military community and older adults. Personalized outreach emails were sent to 64 contacts at outlets geared toward the military community and 37 contacts at outlets reaching older adults. These outlets, which previously covered behavioral health issues online, included:

Military Community:

- Air Force Times
- Fort Hood Sentinel
- Guard Times
- Marine Corps Times
- Navy Times
- Veteran's Voice

Older Adults:

- AARP
- Active Aging
- Aging Today
- Aging Well
- Caring Today
- Today's Senior

SAMHSA also followed up via phone with ten outlets that mentioned **Recovery Month** in previous years or demonstrated recent, high frequency coverage of mental and substance use disorders. Outreach resulted in coverage of **Recovery Month** in online versions in the following three outlets from both targeted audiences:

- Aging Today (40,428 weekly site visitors)
 - Taken directly from the outreach materials, this article included a list of 10 tips for caregivers to recognize mental and/or substance use disorders in elders, and for elders who are seeking help. Highlighted mentions noted that “SAMHSA this month is making a push for elders in need to seek treatment and others to support people in recovery with its **Recovery Month** initiative.”
- Armed Forces (site visitor number not available)
 - This article described **Recovery Month** as “sponsored by the SAMHSA, **Recovery Month** helps spread the positive message that behavioral health is essential to overall health; that prevention works; treatment is effective and people can, and do, recover.”
- Whiteman Air Force Base (20,063 weekly site visitors)
 - This article discussed the prevalence of behavioral health conditions and noted that “September is **National Recovery Month**, an observance designed to promote the societal benefits of prevention, treatment, and recovery for mental and substance use disorders.”

The screenshot shows the Aging Today website page for National Recovery Month. The page features the Aging Today logo at the top, followed by the article title 'Marking National Recovery Month'. Below the title, there are tags for 'Aging Today', 'Physical Health', 'Community-Based Programs', 'Caregiving', and 'Mental Health Education'. The article is by ASA Staff and dated September 2012. The main text discusses the prevalence of mental health issues in older adults and highlights the SAMHSA's Recovery Month initiative. A list of 10 tips for caregivers is provided, covering signs of mental health problems, substance use disorders, and ways to offer support. The page also includes a sidebar with social media links (Facebook, LinkedIn, Twitter), an 'Education' section with various topics, an 'Events' section with dates and descriptions, and a 'Resources' section with links to 'Aging in America 2013', 'Web Seminars', 'Publications', 'MindAlert', and 'New Ventures in Leadership'.

Recovery Month Public Service Announcements (PSAs)

In 2012, SAMHSA developed and produced two PSAs – titled “Own It” and “Pick up the Pieces.” The PSAs emphasized the importance of taking ownership of one’s recovery, as well as the value of strong support systems throughout the recovery journey. Created to educate the public on how to seek help, the PSAs were developed in 15-, 20-, and 30-second lengths and were offered in both English and Spanish.

“Own It” displayed a series of different hands and voices which each saying the phrase “I own.” The PSA evolved to reveal a group of individuals in a recovery meeting where each person made the commitment to “own” his or her recovery through positive reinforcement and help from family and friends.

“Pick Up the Pieces” portrayed individuals with a mental and/or substance use disorder overcoming their challenges with various support systems. The PSA began with an imperfect vase falling and shattering on the floor. Piece by piece, different hands were shown putting the vase back together to represent how a recovery support system can help restore a person in need.

Both PSAs ended with a call-to-action encouraging viewers to contact SAMHSA’s National Helpline, **1-800-662-HELP (4357)** or visit, www.samhsa.gov/treatment for free and confidential information on prevention and treatment referral.

The PSAs showcased a diverse cast that represented varying ethnicities and ages of people in recovery from mental and/or substance use disorders. SAMHSA incorporated feedback from focus group testing (in both English and Spanish) in four U.S. cities – Detroit, MI; Las Vegas, NV; San Antonio, TX; and Washington, DC - to ensure the concepts resonated with diverse audiences. Based on focus group feedback, the PSAs included a website in addition to a phone number to reach and engage a larger audience.

SAMHSA also sought feedback from the Planning Partners to ensure that the PSAs reflected the challenges faced by the recovery community. The partners’ feedback was incorporated into the final spots, including the suggestion that the vase in the “Pick Up the Pieces” begin with visible cracks or existing chips, to convey that no one is perfect.

To expose as many individuals as possible to the effectiveness of treatment and the hope of recovery, the 2012 PSAs, as well as past years’ PSAs, were available on

<http://www.recoverymonth.gov> and the **Recovery Month** YouTube channel. The 2012 PSAs were also available through the National Association of Broadcasters' online "[PSA Center](https://psa.nab.org/default.aspx)" (<https://psa.nab.org/default.aspx>) for download by NAB's 8,000 members, which includes television and radio producers and journalists. Additionally, the 2012 "Own It" and "Pick Up the Pieces," radio spots were distributed to approximately 1,000 television stations and 3,500 radio stations nationwide. SAMHSA also followed up with each of the all television station that received the **Recovery Month** PSAs to ensure the PSAs were received and to encourage the station directors to air them.

In addition to the traditional, closed-format PSAs, the PSA package also included an open-ended format to allow local broadcast stations and community groups to personalize the spots with their logo, slogan, or telephone number. Consistent with previous years, the PSAs had no airing end date and could be used throughout the year.

Television PSA Airtime, Ranking, and Markets

The 2012 television PSAs, "Own It" and "Pick Up the Pieces," were produced in 15-, 20-, and 30-second spots in both English and Spanish. The 2012 television PSAs aired a total of 7,133 times equaling 49.35 broadcast hours, on 149 outlets in 77 markets. The PSAs garnered an estimated earned media value of \$581,100, with approximately 80,398,777 viewer impressions. At the end of December, the 2012 **Recovery Month** TV PSA campaign ranked 54 out of 1,481 campaigns Nielsen monitored in December 2012, placing the **Recovery Month** campaign in the top 3.6 percent. Nearly half (48 percent) of the plays were in the 50 largest television markets.

While airings of the 2012 television PSAs continued to steadily increase through the end of 2012, there was a slow start in airings when the PSAs were released in August. This was attributed to the 2012 Presidential election and the competition for around-the-clock television airtime. Since the end of the election, the television airings quickly increased to nearly 2,000 new airings each month – showing a strong interest from television outlets.

The 2012 television PSAs aired in several top-tier media markets, many of which included Spanish-speaking audiences. Forty-one percent of television airing were in top-50 markets including:

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Philadelphia, PA
- San Francisco, CA
- Boston, MA

- Washington, DC
- Atlanta, GA

Radio PSA Distribution, Airtime, and Markets

The radio PSAs received immediate airings upon distribution in August and continued to accumulate airings in top media markets like New York, Los Angeles, and Washington, DC, as well as Spanish-format radio stations. At the end of the year, the radio PSAs aired 15,781 times (equaling 15.66 broadcast hours) in 121 outlets, reaching 67 cities in 27 states. The radio PSAs resulted in an estimated media value of \$808,915 with more than 111,410,375 million listener impressions. In addition, 7 percent of stations that received PSAs were Spanish-language networks (81 Spanish stations out of 1,119 total stations) and these networks made up 10 percent of airplays, helping to position SAMHSA as a trusted resource on behavioral health within the Hispanic community.

The 2012 radio PSAs also aired in several top-tier media markets, including markets with a significant Spanish-speaking audience. These markets included:

- Los Angeles, CA
- Tampa-St. Petersburg, FL
- Dallas-Ft. Worth, TX
- Minneapolis-St. Paul, MN
- Seattle-Tacoma, WA
- Denver, CO

Sustainability

SAMHSA continued to track **Recovery Month** PSA spots playing throughout the country. As reflected by the volume of impressions, previous years' PSAs continued to reach people who need treatment or are already in recovery, and those who help them along the way.

From 2007 through December 2012, television PSAs from 2007-2012 **Recovery Month** campaigns yielded a total estimated earned media value of \$23,038,734 and approximately 2,306,513,542 viewer impressions. Similarly, from 2007 through December 2012, radio PSAs from 2007-2012 **Recovery Month** campaigns yielded an estimated earned media value of \$6,012,320 and approximately 853,847,480 listener impressions. Note that in 2012, tracking of the 2008 and 2009 television and radio PSAs was discontinued in October and September, respectively. While the campaigns are no longer tracked, airings of the PSAs still continue in markets throughout the nation.

The following charts represent the exposure of each year's campaign over time. The **Recovery Month** PSAs have been recognized with multiple awards, which are detailed in the Awards section.

Television Impressions, 2007 – 2012 (Cumulative Totals)

Year (Title)	Airings	Broadcast Hours	Outlets	Markets	Media Value	Viewer Impressions
2007 (Celebrate/Cost) <i>(August 2007-July 2010)</i>	22,432	166.39	390	174	\$2,325,300	303,709,627
2008 (Butterfly/Lock & Key) <i>(August 2008-October 2012)</i>	53,027	384.60	918	200	\$3,714,958	399,672,858
2009 (Making Sense/Black and White in Color) <i>(August 2009-September 2012)</i>	58,377	398.43	359	119	\$4,954,774	513,341,290
2010 (Mother/Hard Work) <i>(August 2010-December 2012)</i>	51,880	388.80	246	90	\$5,650,648	515,908,340
2011 (Steps/Milestones) <i>(August 2011-Decemeber 2012)</i>	44,275	319.23	239	92	\$5,811,954	493,482,650
2012 (Own It/Pick Up the Pieces) <i>(August 2012-December 2012)</i>	7,133	49.35	149	77	\$581,100	80,398,777
TOTAL	237,124	1,706.8	2,301	752	\$23,038,734	2,306,513,542

Radio Impressions, 2007 – 2012 (Cumulative Totals)

Year (Title)	Airings	Broadcast Hours	Outlets	Cities/ States	Media Value	Listener Impressions
2007 (Celebrate/Cost) <i>(August 2007- January 2010)</i>	25,075	190	161	140/41	\$1,311,539	189,000,000
2008 (Butterfly/Lock & Key) <i>(August 2008- October 2012)</i>	25,119	191	177	158/46	\$1,300,000	173,000,000
2009 (Making Sense/Black and White in Color) <i>(August 2009- September 2012)</i>	20,554	162	247	142/45	\$1,000,000	162,000,000
2010 (Mother/Hard Work) <i>(August 2010-December 2012)</i>	16,523	126.99	165	106/41	\$870,157	116,813,340
2011 (Steps/Milestones) <i>(August 2011- December 2012)</i>	13,087	104.64	109	78/36	\$721,709	101,623,765
2012 (Own It/Pick Up the Pieces) <i>(August 2012-December 2012)</i>	15,701	115.66	121	67/27	\$808,915	111,410,375
TOTAL	116,059	890.29	980	691/239	\$6,012,320	853,847,480

Interactive Recovery Month Web-Based Activities and Information

Throughout 2012, individuals seeking information on **Recovery Month**, as well as on prevention, treatment, and recovery of mental and/or substance use disorders, accessed the **Recovery Month** website found at <http://www.recoverymonth.gov>. Following is a screen shot of the 2012 website:



The [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) implemented several enhancements in 2012 to meet the needs of its diverse audiences, promote the initiative, and increase use of and access to **Recovery Month** resources. These included the development and utilization of six dedicated user-specific sections based on the user types that emerged from a 2011 usability study, additional Spanish content, and YouTube-integrated versions of the *Road to Recovery* program trailers, **Recovery Month** PSAs, and *Voices for Recovery*.

The six user types are the main audiences for **Recovery Month** resources and the dedicated sections provide links to content that is most relevant to each of the specific audiences:

1. *Community Organizations and Service Providers* – prevention, treatment, and recovery resources and information pertinent to organizations and behavioral health services providers
2. *Communities* – information for communities that are interested in prevention, treatment, and recovery
3. *La Comunidad Hispana* – Spanish content and resources most applicable to the Spanish community
4. *Planning an Event* – resources and materials for event planners and people working on events
5. *Recovery for You or Someone You Know* – materials and resources for people in recovery or people seeking more information about prevention, treatment, and recovery
6. *Youth and Young Adults* – content that is most appropriate to young people, such as young adults' personal stories of recovery and targeted materials and resources

Planning An Event?



Find Tools and Information for Planning a Event

In the Community Events section, you can post or find an event, find fundraising tools and tips, get event-planning information and information on how to work with the media, and find other tools to assist you with promoting your event.

- ▶ Promotional Events and Publicity – A How-to Guide
- ▶ Promoting Recovery Month with Events
- ▶ Media Outreach – A How-to Guide
- ▶ Fundraising Tools and Tips

Get Your Community Involved with a Proclamation

Proclamations are a good way to raise awareness about recovery and your event and to get your community involved in **Recovery Month**. The Proclamations section provides direction on how to get a proclamation issued, as well as a sample proclamation, and all the proclamations issued for **Recovery Month**.

Brand Your Event

Brand your event with the **Recovery Month** logo and theme! Use the **Recovery Month** banners and logos on your website and promotional materials.



Help, Inspire, and Raise Awareness about Recovery

In the **Video, Radio, Web** section:

- How to distribute **PSAs** to local TV or radio stations to raise awareness about recovery
- Download **TV** and radio programs
- Post an **Events Widget** or **Inspirational Quotes Widget** on your website

Recovery Month continued to expand the availability of content for Spanish users. New content in 2012 included an Inspirational Quotes widget with quotes in Spanish, recovery eCards, the 2012 toolkit and resources, and a Spanish **Recovery Month** logo. The Spanish site was viewed 21,568 times, the Spanish eCards were sent 11 times, and the Spanish Inspirational Quotes widget was posted to other websites 10 times.

The integration of video content was optimized to be more engaging and user-friendly for users. Throughout the year, video content was converted to YouTube-integrated versions of the *Road to Recovery* program trailers, **Recovery Month** PSAs, and *Voices for Recovery*. Presenting the content in YouTube format increased the accessibility of the videos to a larger audience through sharing via social media and websites.

Use Statistics

Starting in 2012, website visitor and usage data tracking was moved from older software to a more accurate and commonplace software also used by the SAMHSA website, Google Analytics. Google Analytics is a software and service offered by Google, which provides detailed metrics on website traffic, goal conversions, referral sites, among many others. In 2012, there were 220,082 visits and 548,799 page views, with an average of 595 daily views. The website had 174,787 unique visitors and 56,916 repeat unique visitors. In September, the website saw its highest monthly traffic for the year with 52,742 unique visitors, 64,660 visits, and 141,916 page views. Since an updated tracking system was implemented, it does not allow for cross-year comparisons.

The table below details the page views, unique page views, and percentage of overall views for the top six pages viewed on <http://www.recoverymonth.gov>. The most frequently viewed pages reflect users top goals in visiting the website, which include looking for Spanish content, accessing the banners, logos and flyers, and viewing the **Recovery Month** toolkit.

Top Pages Visited

Rank	Page	Page Views	Percentage of Total Page Views (N=548,79)	Bounce rate
1	Homepage	106,368	19%	60%
2	Spanish User Type Landing Page	21,568	4%	88%
3	Banners, Logos, and Flyers	21,341	4%	51%
4	Recovery Month Toolkit	13,224	2%	25%
5	Resources	10,920	2%	54%
6	<i>Voices of Recovery</i> Stories	10,300	2%	58%

Source: Google Analytics, January 1 – December 31, 2012

Recovery Month established four website usage goals that corresponded to the campaign goals. For example, a goal might be to get a subscriber to download a document, complete an event form, or post a voice. These website goals were:

- Find treatment or help for problems related to mental and/or substance use disorders
- Get involved with the **Recovery Month** movement
- Find local **Recovery Month** events
- Plan a **Recovery Month** event

Website pages were matched to the website goals, and some pages were matched to more than one goal. Each goal had between eight and ten webpages associated with it, and analytic tracking was created to track visits to multiple pages related to each goal (refer to the table below).

Event Goals Page Views

Goal	Page Views	Percentage of Total Page Views (N=548,799)
Find Treatment or Help	27,794	5%
Get Involved	23,105	4%
Find an Event	18,130	3%
Plan an Event	15,665	3%

Source: Google Analytics, January 1 – December 31, 2012; the data is underreported since page views for July and August is inconsistent due to Google changing the code without any acknowledgement by Google to users.

Across the country, people in recovery are celebrating their successes and sharing them with others in an effort to educate the public about treatment, how it works, for whom, and why. Because these successes often go unnoticed by the broader population, *Voices for Recovery* provides a vehicle for people to share their recovery stories. Of the 73 *Voices of Recovery* (personal text and video stories about individual recovery journeys) submitted to the 2012 website, 48 of these were posted – 36 text stories and 12 video stories by youth and young adults. This was a 15-percent increase over the 42 voices posted in 2011.

The mobile website provides **Recovery Month** content that is optimized for smartphones, including **Recovery Month** PSAs, *Road to Recovery* program trailers, resources, and contact information for finding treatment or help. When a user visits **Recovery Month** via their

smartphone, mobile network, or tablet, the user will be automatically sent to the mobile website, with the option of accessing the full website. In 2012, the [Recovery Month mobile site](http://m.recoverymonth.gov) (<http://m.recoverymonth.gov>) had 23,277 visits, 51,541 page views, and 19,904 unique visitors.

Google Advertising

SAMHSA ran two campaigns on the Google Advertising Network to raise awareness of mental and substance use disorders and of the **Recovery Month** observance by using innovative and targeted campaign tactics. The two-part online promotion focused on the following objectives and delivered the subsequent results:

1. Increase promotion of SAMHSA and **Recovery Month** Spanish-language content and tools. The tactics used to meet this objective included 1) keyword search advertising, which were text-based keyword searches; and 2) display advertising that ran banner advertisements on Spanish language sites or sites that allowed users to select “Spanish” as a setting. During the 6-week campaign, which ran from August 16 – September 30, 2012, more than 17 million advertising impressions were generated, promoting the message of recovery and availability of relevant resources, and over 30,000 clicks and almost 21,000 unique page views to **Recovery Month’s** [Spanish user type landing page](http://recoverymonth.gov/UT-Spanish.aspx?sc_lang=es-US) (http://recoverymonth.gov/UT-Spanish.aspx?sc_lang=es-US) were produced.
2. Raise awareness of recovery from mental and substance use disorders using a targeted YouTube campaign. The tactics used to meet this objective included 1) true view in-search which placed **Recovery Month** videos in front of the YouTube audiences alongside search results related to mental and substance use disorders; and 2) true view in-stream ads that appeared as a pre-roll to user-initiated videos. Four videos were selected to contribute to the campaign:
 - 2012 **Recovery Month** PSA: “Own It”
 - 2012 **Recovery Month** PSA: “Pick Up the Pieces”
 - Young adult in recovery video vignette: Vinnie Golden
 - 2011 Web PSA: “Why Recovery?”

Over the 3-month campaign, which ran July 1 – September 30, 2012, the campaign’s 4 videos were actively viewed more than 500,000 times, drove 47,067 clicks back to the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>), and increased views on the [Recovery Month YouTube channel](http://www.youtube.com/recoverymonth) (<http://www.youtube.com/recoverymonth>).

Social Media

In 2012, SAMHSA bolstered its **Recovery Month** online program by adding new tools and implementing various social media platform enhancements to support those in recovery and increase awareness of **Recovery Month**. SAMHSA's outreach was informed by two conversation snapshots – one on young people and recovery, and another on mental health – which helped determine preferred channels of communication, topics of greatest interest, the nature of conversations, key influencers, resources, and information gaps. Additionally, a newly created editorial calendar helped to ensure conversations evenly touched on mental and substance use disorders across prevention, treatment, and recovery topics.

To garner support and expand interaction between the **Recovery Month** campaign and members of the online recovery community, SAMHSA employed the following tactics:

- Continued to engage daily with the recovery community on **Recovery Month's** Facebook, Twitter, and YouTube accounts.
- Refreshed the *2 for Me, 2 for You Pledge 4 Recovery* on Facebook.
- Produced the **Recovery Month** toolkit tab directly on Facebook.
- Hosted Twitter Chats to offer various segments of the recovery community the opportunity to connect with each other directly and in real-time.
- Created a customized YouTube channel background with embedded links to the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>).
- Implemented social advertising on Facebook and Twitter.
- Personalized outreach on Meetup.com to engage new audiences.
- Continued interacting with bloggers to establish meaningful relationships.
- Developed Spanish-language tools (e.g., daily inspirational quotes widget, recovery e-cards).
- Published monthly new media e-newsletters.

Facebook

Since the [Recovery Month Facebook page](http://www.facebook.com/RecoveryMonth) (<http://www.facebook.com/RecoveryMonth>) was launched in July 2009, it has served as a place where people can speak openly about recovery and interact with their peers. The Facebook page is also a social hub of prevention, treatment,

and recovery information where SAMHSA can share news, resources, articles, and inspirational encouragement.

In 2012, the page garnered 3,252 additional likes, for a total of 10,373 likes. This represents a 46-percent increase in number of likes (3,252 in 2012; 2,223 in 2011). The page's growth remained steady throughout the year, averaging 100-200 new likes per month, with

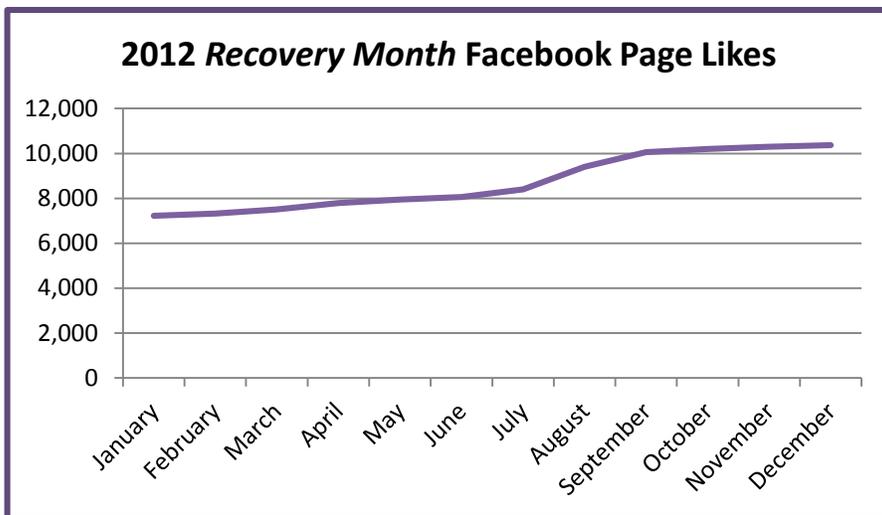
the exception of a significant increase of 660 new likes between August and September as a result of the **Recovery Month** observance and social advertising (discussed below).

Throughout 2012, **Recovery Month** implemented several enhancements to its Facebook pages, including:

- In March, SAMHSA updated the **Recovery Month** Facebook page to the timeline format as part of Facebook's mission to emphasize stories and engagement.
- In October, SAMHSA added the **Recovery Month** YouTube channel as a tab on its page.

Pledge for Recovery

In August 2012, **Recovery Month** updated the Facebook pledge developed in mid-2011, creating the interactive [2 for Me, 2 for You Pledge 4 Recovery application](https://www.facebook.com/RecoveryMonth/app_139696196169235?ref=ts) (https://www.facebook.com/RecoveryMonth/app_139696196169235?ref=ts). Housed on the **Recovery Month** and [SAMHSA Facebook](http://www.facebook.com/samhsa) (http://www.facebook.com/samhsa) pages, the updated pledge encourages members of the recovery community to spread the word about recovery by pledging to take at least two small actions, either now, during **Recovery**



JOIN THE VOICES FOR RECOVERY **It's Worth it**

National **Recovery Month**
Prevention Works • Treatment is Effective • People Recover
september2012

Take the **2 for Me, 2 for You** Pledge 4 Recovery Challenge.

Pledge any two (or more) of the following actions and challenge your friends, family, and loved ones to pledge two as well. With so many ways to get involved to support your community and spread the word about recovery, there is something for everyone. See what actions you can take right now, during **Recovery Month** in September, and throughout the year.

PLEDGE 4 RECOVERY
2 for Me, 2 for You

Right Now During Recovery Month Throughout The Year

Get Social ▾

Speak Up ▾

Know the Signs ▾

After you have selected the actions you want to pledge, fill out your name, zip code, and the reason why you support recovery, and click the "Take the Pledge" button to submit.

First Name (Optional)

Zip Code (Required)

Why I Support Recovery (optional)

TAKE THE PLEDGE

Month, or in the future, and then share the pledge with friends and family. People choose a variety of actions, such as connecting with **Recovery Month** through social channels, hosting a recovery event in their community, or learning more about the signs of mental and/or substance use disorders. Since its development in 2011, 1,446 people have taken the pledge. In 2012, 767 people took the pledge, 626 of whom took the updated pledge.

Know the Facts
Learn about the prevalence and impact of mental and/or substance use disorders.

Impact Your Community
Learn about the benefits of prevention, recovery, effectiveness of treatment, and tips to overcome challenges through the recovery process for different people in your community.

Build Community Partnerships
Find groups and individuals to build community coalitions.

Host or Attend an Event
Learn how to plan and promote Recovery Month activities and events.

Join the Voices for Recovery
Read unique and inspirational stories about the positive impact of recovery. Share these or share your own.

Download the full 2012 Recovery Month toolkit.

Toolkit Tab

In August, SAMHSA created a [2012 toolkit tab](https://www.facebook.com/RecoveryMonth/app_136415433166416?ref=ts) (https://www.facebook.com/RecoveryMonth/app_136415433166416?ref=ts) on the **Recovery Month** Facebook page to further drive engagement and awareness. The page's interactive app allows visitors to easily navigate through the online-only toolkit, isolating content relevant to them while still being able to engage with the toolkit as a whole.

2012 Toolkit

Mental and Substance Use Disorders: Fast Facts

Download PDF version of "Mental and Substance Use Disorders: Fast Facts" (2188 KB)

This is the 2012 **Recovery Month** Toolkit, the 2013 toolkit will be available in early summer.

- Mental Health Problems...
- Substance Use Disorders...
- People Affected...
- Prevention Works...Treatment is Effective...People Recover...It's Worth It!
- Sources

Each September during the **National Recovery Month (Recovery Month)** observance, the Substance Abuse and Mental Health Services Administration (SAMHSA), within the U.S. Department of Health and Human Services (HHS), releases the **National Survey on Drug Use and Health**. The survey is a prime source of information on the prevalence and impact of mental and/or substance use disorders across the country, as well as how many people seek treatment each year. The facts below from the survey and other relevant reports shed light on mental and/or substance use disorders and illustrate that prevention works, treatment is effective, and people recover from these conditions.

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LOVE WELLBEING CHANGING FUTURE HOPE
GAININGS HEALTH FULFILLMENT
PEACE COURAGE
SUPPORT

Twitter

Twitter fosters real-time, rapid response communication with key audiences, including treatment providers, those in recovery, and **Recovery Month** Planning Partners. The [Recovery Month Twitter account](http://twitter.com/recoverymonth) (<http://twitter.com/recoverymonth>) has allowed SAMHSA to increase interactions with the community by sharing inspirational quotes, congratulations, resources, and words of encouragement. It has also helped position SAMHSA as an expert voice on the topic of recovery.



Since its launch in January 2010, the **Recovery Month** Twitter account has gained more than 7,188 followers with 3,676 new followers in 2012, compared with 2,390 new followers in 2011. Regular interaction with these users has helped to raise awareness of **Recovery Month** and has shown others that recovery is possible. When Twitter enhanced its platform and launched a new cover image feature in October, **Recovery Month** pioneered the way as one of the first SAMHSA handles to update its page for this new visually impactful layout.

Twitter Chats

In 2012, SAMHSA hosted three Twitter chats, which offered a real-time forum for the recovery community to engage with experts, educate participants, and promote recovery resources. The following Twitter chats further shared the expertise of **Recovery Month** and its Planning Partners:

- The March Twitter chat, “Recovery Support: Prevention, Collaboration, and Recovery Management,” was co-hosted by CSAT’s Linda Kaplan, Senior Public Health Advisor, and Marsha Baker, Public Health Advisor. The chat focused on how society can proactively promote behavioral health, as well as how it can coordinate treatment and



Q1: What types of behavioral health-related issues do military families face? #RecoveryChat



Q1: Family members of military veterans face unique challenges. Family-specific education, counseling, peer support is needed. #RecoveryChat



Q1: Many of our members (family therapists) are seeking additional training to help these families. There is a big need. #RecoveryChat

Q1: Substance abuse symptoms may increase as a means to manage depression and anxiety. #RecoveryChat

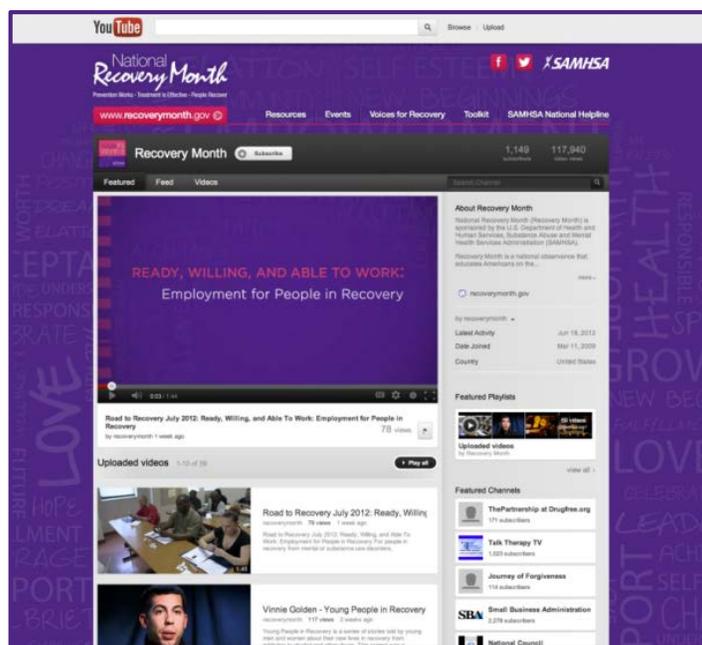
recovery support services with mental health, prevention, and intervention strategies.

- The May Twitter chat, “Partnerships and Collaboration: Recovery Services, Systems, and Support,” was co-hosted by Paolo del Vecchio, then Acting Director of SAMHSA’s CMHS and Catherine Nugent, Senior Public Health Analyst, CMHS. The chat discussed recovery-oriented services, support for people in or seeking recovery, and addressed how people in recovery and their families can work together to guide the behavioral health system across the United States.
- The July Twitter chat, “Access to Behavioral Health Care for Military Service Members, Veterans, and Their Families,” was co-hosted by Navy Reserve Captain Kathryn Power, SAMHSA’s Strategic Initiative Lead for Military Families and Regional Administrator from Region 1, and MSG Stephanie Weaver, National Guard Liaison to SAMHSA. The chat focused on military families, especially those service members recently returning home, their navigation of the behavioral health system, and any current efforts to improve the system to better meet the needs of military service members, veterans, and their families.

The Twitter chats were successful in driving traffic to the **Recovery Month** Twitter platform, and allowed supporters of **Recovery Month** to engage with one another in real time. More than 120 Twitter users participated in the 3 chats, with content yielding more than 1,046,798 impressions. Participants included recovery organizations, treatment facilities, counselors, and individuals in recovery.

YouTube

The [Recovery Month-branded YouTube channel](http://www.youtube.com/user/recoverymonth) (<http://www.youtube.com/user/recoverymonth>) was launched in August 2009. In 2012, the channel garnered 605,316 new video views, representing a sharp increase of 495-percent from the 101,706 new video views the channel received in 2011. The channel also gained 49 new subscribers, for a total of 1,223 subscribers that included government agencies, recovery organizations, and individuals.



SAMHSA uploaded 24 videos, including the 2012 PSAs and trailers promoting the *Road to Recovery* series. SAMHSA organized videos into descriptive playlists on the **Recovery Month** YouTube channel in October for users to easily navigate through content. Additionally, in July, SAMHSA developed and launched a customizable YouTube background to cross-promote **Recovery Month's** toolkit, resources, and social channels.

Social Advertising

During the summer of 2012, SAMHSA launched online advertisements through the **Recovery Month** Facebook and Twitter accounts to reach new audiences who were likely interested in behavioral health. The ads invited users to join **Recovery Month** conversations through activities including the July #RecoveryChat on Twitter and the *2 for Me, 2 for You Pledge 4 Recovery* on Facebook.



Facebook advertising resulted in a 27-percent increase in users sharing **Recovery Month** content during the advertising period and led to 368 pledge submissions for the new *2 for Me, 2 for You Pledge 4 Recovery*. Through a combination of promoted tweets and promoted account ads, SAMHSA garnered 1,500 new Twitter followers and saw a 25-percent increase in users who helped to promote and/or participate in the July #RecoveryChat, in comparison to the May chat.

Community Outreach and Engagement

Meetup

In September, SAMHSA conducted a pilot program of outreach through Meetup.com. Meetup is an online network that allows users to organize or join local groups and meet face-to-face with the goal of improving themselves



or their communities.

The effort was conducted to increase awareness of **Recovery Month**, encourage community members to attend or host local recovery events, and to cultivate relationships with key influencers in local communities who identified themselves with recovery-related initiatives. Within a 9-day period, SAMHSA identified and conducted outreach to 59 Meetup groups who identified themselves with topics such as substance use disorder recovery, depression support, mental health, the LGBT community, and substance use disorders. As a result, two groups agreed to attend a **Recovery Month** event and one group agreed to host an event. The positive responses from the Meetup effort reached more than 14,700 people through Facebook and Twitter posts.

Blogger Engagement

In 2012, SAMHSA continued to identify new opportunities to engage with online audiences and targeted existing relationships to further develop through its blogger engagement program. SAMHSA reached out to 136 bloggers via email and received 15 responses. One example of successful blogger engagement is a resulting placement on [Drinking Diaries](http://www.drinkingdiaries.com)

(<http://www.drinkingdiaries.com/2012/12/14/samhsa-a-great-resource-for-those-struggling-with-addiction-issues-their-own-or-others>) that shared information about **Recovery Month**, the toolkit, SAMHSA's social channels, and also encouraged readers to share their personal stories through **Recovery Month's** Voices for Recovery.

In September, SAMHSA contacted bloggers and featured an event on Facebook encouraging vignette submissions for the 2013 toolkit, which resulted in five people submitting their personal story of recovery.



Digital Tools and Resources

Recovery e-Cards

SAMHSA developed recovery-specific e-cards in 2011 to encourage members of the online recovery community to support one another, express gratitude for loved ones, and congratulate those in recovery on their accomplishments and milestones.

In 2012, visitors to the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) were again able to access a selection of four different types of e-cards: anniversary, congratulations, thank you, and thinking of you. Visitors can also choose from three different text options and six different images. The English version of SAMHSA's recovery e-cards have been shared 940 times since the launch in October 2011, with 451 e-cards sent in 2012 alone.

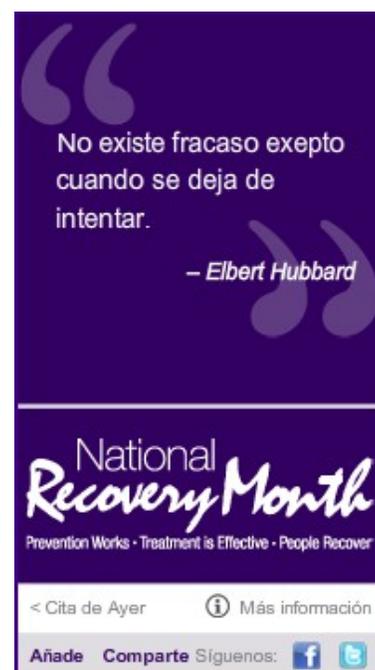
In March, SAMHSA developed and launched Spanish versions of recovery e-cards to further empower the Spanish-speaking recovery community. Between the launch of the cards in March and the end of 2012, the Spanish e-cards were shared 10 times.



Inspirational Quotes Widget

SAMHSA's daily inspirational quotes widget, which can be added to any website, provides daily inspirational quotes that resonate with the recovery community. The widget generates a new quote each day, and also links to **Recovery Month's** Facebook, YouTube, and Twitter platforms. Visitors can add the widget to their website or blog, as well as share with others, to help inspire others, provide support, and promote awareness of **Recovery Month**. Launched in July 2011, it has been added or shared a total of 673 times, with 181 embeds on blogs, Facebook, and Twitter in 2012.

In March 2012, SAMHSA developed and launched the Spanish daily inspirational quote widget to empower the Spanish-speaking recovery



community. Since its launch through December 2012, the Spanish inspirational quotes widget was shared 11 times on blogs, Facebook, and Twitter.

Community Events Widget

The community events widget available in tall and wide formats, which allows people to find **Recovery Month** events based on location, saw continued growth in 2012 with users embedding the searchable online tool to their own websites. In 2012, the tall version of the widget was embedded on 70 websites; totaling 265 embeds since launch, while the wide widget was embedded on 96 websites, totaling 400 websites embeds.

Organizations and individuals that installed the widget to their sites included: 12stepmusicfest.com

(<http://www.12stepmusicfest.com/general/master.php>),

iamrecovery.com (<http://www.iamrecovery.com>),

whitebison.org (<http://www.whitebison.org/index.php>), and

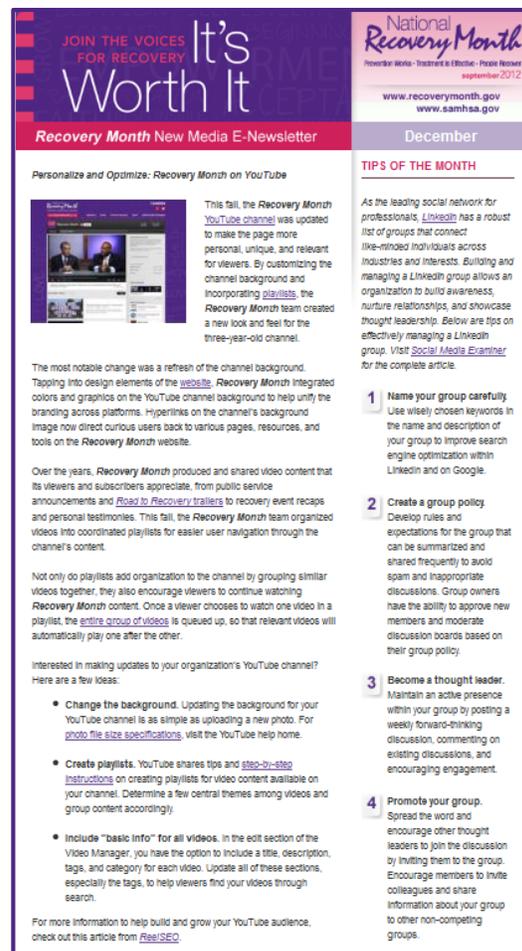
naadac.org (<http://www.naadac.org>).

New Media E-Newsletter

Each month, SAMHSA sent a new media e-newsletter to Planning Partners, **Recovery Month** event planners, and supporters. The valuable resource featured social media case studies, highlighted **Recovery Month** and Planning Partner online tools, and provided tips and resources for leveraging new media to raise awareness of an event, cause, or organization. Featured case study topics included the use of Pinterest, Google+ Hangouts, and CSAP's Prevention Pledge, among others. The 2012 "Tips of the Month" focused on topics such as photo sharing, growing engagement on social channels, and how to build a high-quality blog.

To date, 12,449 people actively subscribe to the e-newsletter to receive a monthly electronic copy. The e-newsletter can also be found on the [Recovery Month website](http://www.recoverymonth.gov)

(<http://www.recoverymonth.gov>). The image to the right displays the e-newsletter from December 2012.



Road to Recovery Television and Radio Series

The 2012 *Road to Recovery* television and radio series aired eight television and radio episodes in a talk show, roundtable format that included panels of nationwide experts from the behavioral health field. The series was promoted in **Recovery Month** e-blasts, such as the one pictured to the right.

The television series premiered on the first Wednesday of the month from March through November (it did not air in October). The 2012 *Road to Recovery* series topics included:

- **Join the Voices for Recovery: It's Worth It (aired 3/7/12)** – this episode highlighted the many accomplishments of the 2011 **Recovery Month** campaign and looked forward to a successful September 2012 **Recovery Month**.
- **Research to Practice: How Advancements in Science Are Helping People With Mental and Substance Use Disorders (aired 4/3/12)** – this episode discussed examples of research findings that impact practice across diverse topics such as stage-wise treatment, motivational interventions, cognitive behavioral techniques, brain science, recovery-oriented treatment and services, self-directed care, peer support, and the strong impact of trauma in people's lives.
- **Partnering With Youth and Young Adults in Behavioral Health To Live Happy, Healthy and Productive Lives (aired 5/1/12)** – this episode highlighted innovative and evidence-based approaches to prevention of mental and substance use disorders in youth and young adults, as well as presented age-appropriate approaches in treatment and recovery such as recovery schools, recovery homes, and student assistance programs .
- **Families Are the Frontline: Preventing, Treating, and Recovering from Substance Use and Mental Disorders (aired 6/4/12)** – this episode discussed a range of family-

September Is Recovery Month—Join Us!

Across the Nation, thousands of people are observing **Recovery Month** by hosting or attending [events](#), getting [proclamations](#) issued in their community, or working with local media to air [public service announcements](#) and raise awareness. They are also helping others [find treatment or help](#) for substance use or mental disorders, and showing support for those already in recovery.

Be sure to [post your recovery event](#) now so others will attend your event.

[Get Involved With Recovery Month](#)

Watch the September Road to Recovery Program: *Building Communities of Recovery: How Community-Based Partnerships and Recovery Support Organizations Make Recovery Work*

The goal of recovery is for individuals to lead successful, satisfying, and healthy lives integrated in the community. This requires the availability of prevention, health care, treatment, and recovery support services. Community-based organizations play a vital role in addressing the diverse needs of people in recovery from mental and/or substance use disorders. Partnerships and networks within communities serve to leverage the particular contribution that individual community-based organizations have to offer. Recovery support organizations, those that focus on the recovery needs of individuals, are becoming an increasingly important part of the solution. Housing, employment, education, and socialization are all pieces of the puzzle that fit together to achieve overall behavioral health objectives. This show will describe how communities are organizing and networking to provide recovery support. The show also will highlight efforts to change the culture of communities to accept and embrace people in recovery.

[View the September Road to Recovery Program](#)

Recovery Updates

View contributions made to **Recovery Month**.

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Voices for Recovery

Do you know someone who is celebrating recovery? Let that person know he or she has a voice! Share stories with others about treatment.

[Share Your Stories](#)

Connect With Us

Help support and spread the message of recovery.

[Twitter](#) [Facebook](#) [YouTube](#)

About Recovery Month

National Recovery Month is a national observance that educates Americans on the fact that addiction treatment and mental health services can enable people to live a healthy and rewarding life.

based approaches and programs that demonstrate the importance of families being on the frontline of behavioral health for all family members.

- **Ready, Willing, and Able To Work: Employment for People in Recovery (aired 7/3/12)** – this episode discussed the barriers and challenges faced by some people in recovery—those without a high school or college degree, those with a criminal history, and those who have been out of the workforce for a long time.
- **Coming Home: Supporting Military Service Members, Veterans, and Their Families (aired 8/1/12)** – this episode discussed the challenges facing those who have served and their families, the support available from both the U.S. Department of Veterans Affairs (VA) and civilian behavioral health systems, and the need to expand family-centered services.
- **Building Communities of Recovery: How Community-Based Partnerships and Recovery Support Organizations Make Recovery Work (aired 9/4/12)** – this episode discussed how communities are organizing and networking to provide recovery support, and highlighted efforts to change the culture of communities to accept and embrace people in recovery.
- **The Road to Recovery 2012: A Showcase of Events (aired 11/5/12)** – this episode featured footage, photos, and interviews of participants from events held around the country as individuals, families, and entire communities unite in celebration of *Recovery Month*.



Tami Bahr, LCSW, CSAC, ICS, Assistant Director, Connections Counseling LLC and Jonathan Katz, LCSW, Director, Rita J. Kaplan Jewish Community Services – Jewish Board of Family and Children’s Services are featured on the May *Road to Recovery* episode, which focused on the specialized needs of youth and young adults with a behavioral health condition.

The 8 monthly programs were broadcast in 50 states on 641 Public, Educational and Government (PEG) access television channels in 605 unique cable markets. The program aired an average of 12 times per month, generated approximately \$18.4 million per year in free airtime (92,000 hours of free airtime), and was viewed in 29.6 million cable households in the United States and its Territories (including American Samoa). Compared with 2011, the series saw a 10-percent increase in channels, with 60 new channels in 2012. This represented an

increase of over 2.2 million cable households (up from 27.4 million households in 2011). Additionally, the series saw an increase of \$1.7 million in the value of the free airtime (up from \$16.7 million in 2011).

In addition, the DISH Network, Channel 9412 through the University of Southern California, aired the *Road to Recovery* television series via satellite, reaching 20 million households and generating approximately \$288,000 in free airtime in 2012. Throughout 2012, the California Channel carried the *Road to Recovery* series, reaching 5.5 million households. In total, the *Road to Recovery* television series generated more than \$18.7 million in free airtime, reaching 49.6 million households or almost 50 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series aired on 95 radio stations across the country, with many of the stations being Native American radio stations. These stations are Low Power FM, full power FM, and full power AM stations. The radio show reached an estimated 20 million potential listeners. Compared with 2011, the series had 6.4 million more potential listeners (a 47-percent increase from 2011) and aired on 24 new radio stations.

“Ask the Expert” Series

Each month from April through September 2012, **Recovery Month** featured an expert in the “Ask the Expert” series, who answered questions regarding topics covered in the latest 2012 *Road to Recovery* program. Listeners submitted their questions using an anonymous online system on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) and had their questions answered by that month’s expert.

The 2012 “Ask the Expert” forums included:

- **Research to Practice: How Advancements in Science Are Helping People With Mental and Substance Use Disorders** – Featured A. Thomas McLellan, Ph.D., CEO and founder of the Treatment Research Institute (TRI), a Philadelphia-based research and development organization dedicated to science-driven reform of treatment and policy in substance use.
- **Partnering with Youth and Young Adults in Behavioral Health to Live Happy, Healthy and Productive Lives** – Featured Justin Luke Riley, then Director of Development and Public Relations for a national nonprofit consulting firm, The C4 Group.

- **Families Are the Frontline: Preventing, Treating, and Recovering From Substance Use and Mental Disorders** – Featured Dr. Nancy K. Young, Director of the Center for Children and Family Futures, a California-based research and policy institute whose purpose is to improve outcomes for children and families affected by substance use disorders.
- **Ready, Willing, and Able to Work: Employment for People in Recovery** – Featured Gary R. Bond, Ph.D., Professor of Psychiatry at Dartmouth Medical School and senior researcher at the Dartmouth Psychiatric Research Center.
- **Coming Home: Supporting Military Service Members, Veterans, and Their Families** – Featured J. Michael Haynie, Ph.D., Executive Director of Syracuse University's Institute for Veterans and Military Families and Barnes Professor of Entrepreneurship at Syracuse University's Martin J. Whitman School of Management.
- **Building Communities of Recovery: How Community-Based Partnerships and Recovery Support Organizations Make Recovery Work** – Featured Cynthia Moreno Tuohy, NCAC II, CCDC II, SAP, Executive Director of NAADAC, the Association of Addiction Professionals.

Proclamations

Federal, state, and local officials helped to raise awareness of mental and substance use disorders by declaring September as **National Recovery Month**. As outlined below, many officials throughout the U.S. and Canada, including President Barack Obama, released **Recovery Month** proclamations. By issuing proclamations, these public officials demonstrated a commitment to increasing access to behavioral health treatment and services, and to celebrating those in recovery.

Presidential Proclamation

Alabama

City of Birmingham

City of Chelsea

City of Mobile

City of Mountain Brook

City of Selma

City of Vestavia Hills

Mobile County

State of Alabama

Alaska

North Slope Borough

Arizona

City of Bullhead City

Kingman

Town of Prescott Valley

Arkansas

State of Arkansas

British Columbia

City of Vancouver

District of Columbia

Washington

Florida

City of Cape Coral

Lee County

Pinellas County

State of Florida

Town of Fort Myers Beach

Georgia

Union County

Illinois

City of Rockford

Indiana

State of Indiana

Kentucky

Boyle County

City of Salyersville

Great Onyx Job Corps,

Civilian Conservation

Center

Mercer County

Maryland

Cecil County

Harford County

Massachusetts

City of Somerville

State of Massachusetts

Town of Greenfield



Michigan

- City of Charlotte
- City of Olivet
- City of Owosso
- City of Roseville
- City of Saline
- City of Williamston
- City of Ypsilanti
- Eaton County
- Eaton County 2
- State of Michigan
- State of Michigan 2
- State of Michigan 3
- Village of Dimondale

Minnesota

- State of Minnesota

Montana

- Mineral County

Nebraska

- State of Nebraska

Nevada

- Clark County

New Hampshire

- State of New Hampshire

New Jersey

- Township of Hamilton

New Mexico

- Socorro County

New York

- Chemung County
- Putnam County
- State of New York

North Carolina

- Durham County
- Moore County
- State of North Carolina

Ohio

- City of Logan
- Hocking County

Oklahoma

- State of Oklahoma

Oregon

- State of Oregon

Pennsylvania

- City of Pittsburgh

- Borough of Kennett Square

- State of Pennsylvania

- Westmoreland County

South Carolina

- City of Myrtle Beach

Tennessee

- Roane County
- Shelby County

Texas

- City of Kerrville

Virginia

- Dickenson County

Washington

- Black Diamond
- City of Auburn
- City of Bellevue
- City of Bothell
- City of Carnation
- City of Covington
- City of Des Moines



City of Duvall

City of Federal Way

City of Issaquah

City of Kenmore

City of Kent

City of Kirkland

City of Lake Forest Park

City of Maple Valley

City of Medina

City of Mercer Island

City of Newcastle

City of Pacific

City of Redmond

City of Renton

City of SeaTac

City of Seattle

City of Shoreline

City of Snoqualmie

City of Woodinville

Enumclaw

Grant County

King County

City of North Bend

State of Washington

Town of Hunts Point

Town of Yarrow Point

West Virginia

Mineral County

Presidential Proclamation

**NATIONAL ALCOHOL AND DRUG ADDICTION RECOVERY MONTH. 2012
BY THE PRESIDENT OF THE UNITED STATES OF AMERICA
A PROCLAMATION**

Every day, millions of Americans with substance use disorders commit to managing their health by maintaining their recovery from drug or alcohol addiction. People in recovery are not strangers: they are our family members, friends, colleagues, and neighbors. During National Alcohol and Drug Addiction Recovery Month, we recognize their strength and resilience. In partnership with Americans in recovery, let us rededicate ourselves to combatting prejudice surrounding addiction, removing barriers to recovery, and standing with all those seeking lives free from substance use.

My Administration is committed to advancing evidence based recovery solutions. Over the past 3 years, we have worked to strengthen substance abuse prevention and treatment programs, and to support Americans in recovery. We have taken steps to identify and remove laws, policies, and practices that impede recovery. And as part of our 2012 National Drug Control Strategy, we are promoting early intervention and taking action to break the cycle of drug abuse and incarceration.

Drug and alcohol abuse continue to take a tragic toll on millions of lives across our country. Yet while more remains to be done, men and women across our country are making great strides. This month let us encourage their progress, celebrate the transformative power of recovery, and thank the many Americans who, often strengthened by their own experiences, are working to improve the health and safety of our communities.

NOW, THEREFORE, I, BARACK OBAMA President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim September 2012 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty first day of August in the year of our Lord two thousand twelve, and of the Independence of the United States of America the two hundred and thirty-seventh.

BARACK OBAMA

Awards

Since 1999, SAMHSA has been recognized by numerous award organizations for its outstanding **Recovery Month** communications efforts. The campaign has received awards for toolkit materials, PSAs, electronic and social media, the website, and the *Road to Recovery* series. In 2012, **Recovery Month** continued to collect award wins.

While most awards announced in 2012 were reflective of the 2011 **Recovery Month** campaign, the 2012 Facebook Toolkit Tab was awarded a Silver Web Health Award in the “Social Media: Facebook” category within the government division. Additionally, **Recovery Month** won a Bronze Web Health Award for its YouTube Channel in the “Social Media: YouTube” category within the government division.



The 2011 **Recovery Month** campaign was honored with several accolades. The 2011 **Recovery Month** toolkit received a 2012 Bronze Anvil in the publications category. A prestigious industry recognition, the Bronze Anvil Awards recognize superior public relations tactics — the individual items or components that contribute to the success of an overall program or campaign.

Additional highlights for 2011 **Recovery Month** included a Platinum Hermes Award for its public relations campaign, a Gold Award for video/television PSAs, and an honorable mention for audio/radio PSAs. The campaign also won three 2012 MarCom Awards: a 2012 Platinum MarCom Award in the marketing/promotion campaign category, a 2012 Gold MarCom Award in the TV PSAs category, and a Honorable Mention in the radio PSAs category.



In addition, the 2011 **Recovery Month** Campaign won a silver award for its “Total Health Information Program” in the health promotion/disease and injury prevention information class within the government division. The award was given by the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials.



The campaign’s online presence was also recognized. The [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>) won a 2012 Interactive Media Award (IMA) in the government category and was also awarded a Silver Web Health Award for its 2011 *Pledge4Recovery* in the “Social Media: Facebook” category within the government division.



Conclusion

For 23 years, **Recovery Month** has recognized individuals in long-term recovery from mental and/or substance use disorders and honored the prevention, treatment, and recovery service providers who make recovery possible. **Recovery Month** promotes the message that prevention works, treatment is effective, and people recover. After more than two decades, the initiative continues to unite people nationwide in support of increased accessibility to prevention, treatment, and recovery support services, as well as to encourage public understanding of people with a current or past behavioral health condition.

The number of events held, proclamations issued, materials referenced, website visitors, and social media outreach highlights the reach and impact of the **Recovery Month** observance, which is poised to continue to grow through the support of communities in the United States and around the world.

In 2012, 1,405 **Recovery Month** events were held in all 50 States, the District of Columbia, Puerto Rico, Guam, and 5 countries outside of the U.S. (Canada, England, Indonesia, Japan, and Tanzania), with a projected attendance of more than 1.5 million individuals. The toolkit was made available to all visitors to the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>), and the PSAs reached 80,398,777 viewers and 111,410,375 listeners. With 220,082 visits and 548,799 page views to the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>), hundreds of thousands accessed **Recovery Month** tools and resources.

Recovery Month's social media campaign continued to grow over the past year. **Recovery Month's** Facebook page added 3,252 new likes, for a total of 10,373 likes since the page's launch in 2009. The YouTube channel garnered 605,316 new video views in 2012, an increase of 495 percent from the 101,706 new channel views in 2011. The number of **Recovery Month** Twitter followers increased by nearly 105 percent to 7,188 followers.

This year's outreach materials, as well as materials from previous observances, are available on the [Recovery Month website](http://www.recoverymonth.gov) (<http://www.recoverymonth.gov>), and by calling SAMHSA's National Helpline at **1-800-662-HELP (4357)**.

The **Recovery Month** initiative continues to educate people about mental and substance use disorders, prevention, treatment, and recovery, and provide resources to as many people as possible. SAMHSA is proud of **Recovery Month's** achievements and remains dedicated to helping individuals affected by these disorders and their loved ones.