

National Recovery Month

Prevention Works • Treatment is Effective • People Recover

JOIN THE VOICES FOR RECOVERY

visible, vocal, valuable!

2015 NATIONAL RECOVERY MONTH FINAL REPORT



National *Recovery Month*

Prevention Works • Treatment is Effective • People Recover



Join the Voices for Recovery: *visible, vocal, valuable!*



Each year, millions of Americans are affected by mental and/or substance use disorders. In 2015, the Substance Abuse and Mental Health Services Administration (SAMHSA) sponsored the 26th *National Recovery Month (Recovery Month)*, which celebrated people in recovery; showcased the contributions of treatment and service providers; promoted prevention, treatment, and recovery; and spread the message that recovery in all its forms is possible. *Recovery Month* offers resources to people with behavioral health conditions, as well as their loved ones, and builds awareness of these conditions among their communities.

In 2015, *Recovery Month* continued to bring Americans and the recovery community together to lead healthier lives. The theme, **Join the Voices for Recovery: Visible, Vocal, Valuable!**, encouraged people to speak openly about mental and/or substance use disorders and the reality of recovery, and promoted ways individuals can learn to identify behavioral health issues and reach out for help. It aimed to start conversations about the prevention, treatment, and recovery from behavioral health conditions at earlier stages of life and to depict the societal benefits of recovery.



Promoting the Message

To assist individuals in planning *Recovery Month* events in their communities and promote resources to help those affected by mental and/or substance use disorders, SAMHSA developed a comprehensive set of resources to help plan, promote, and raise awareness about prevention, treatment, and recovery. These resources highlighted the 2015 *Recovery Month* theme, and included an educational toolkit, posters, banners, logos, and flyers for targeted and general audiences. Materials were developed in English, and Spanish-language and were available exclusively on the *Recovery Month website*.

HIGH SCHOOL STUDENTS

COLLEGE STUDENTS

FAMILIES

RECOVERY PEERS

The 2015 toolkit contained information and resources for four specific audiences within the recovery community:

These audiences were highlighted in resources through 2015 materials including the toolkit design and public service announcements.

BEHAVIORAL HEALTH CONDITIONS IN THE UNITED STATES

SAMHSA
National Recovery Month
Prevention Works • Treatment is Effective • People Recover
SEPTEMBER 2015

MENTAL ILLNESS **SUBSTANCE USE**

1 2 3 4 5 6 7 7.7

IN 2013
an estimated 7.7 million adults aged 18 and older (3.2 percent) of adults had **CO-OCCURRING MENTAL ILLNESS AND SUBSTANCE USE DISORDERS** in the past year!

BY 2020
MENTAL AND SUBSTANCE USE DISORDERS will surpass all **PHYSICAL DISEASES** as a major cause of disability worldwide.²

1 Substance Abuse and Mental Health Services Administration, Results from the 2013 National Survey on Drug Use and Health: Mental Health Findings, NSDUH Series H-49, HHS Publication No. (SMA) 14-4887, Rockville, MD: Substance Abuse and Mental Health Services Administration, 2014, p. 52.
2 Substance Abuse and Mental Health Services Administration, Prevention of Substance Abuse and Mental Illness. Retrieved on February 12, 2015, from <http://www.samhsa.gov/prevention>.

SAMHSA developed three graphics that highlighted statistical data on behavioral health conditions, substance use, and prevention within the United States. To further promote the *Recovery Month* message and resources, SAMHSA created posters and web banners in multiple sizes for partners to post on their websites and in physical locations.

Collaborating with Partners for Change

Recovery Month was proud to continue partnerships with **173** leading organizations that recognize the importance of helping those in the recovery community. These Planning Partners were directly involved in many aspects of *Recovery Month*, including reviewing and editing the toolkit, providing feedback on the PSA concepts, planning events, and providing overarching support to community members.

Web banners and logos were created for Planning Partners to post on their websites to spread the message about *Recovery Month* with their audiences. Planning Partner resources and events were also featured on the *Recovery Month* [website](#).



It's inspiring to come together and be a part of the Planning Partners—with this level of partners and stakeholders—and to see SAMHSA step forward as one of the pioneer leaders of this movement.

– Joe Powell, *The Association of Persons Affected by Addiction (APAA)*

The Association for Addiction Professionals (NAADAC) is honored to be a *Recovery Month* Planning Partner and supports *Recovery Month* as the most effective means to communicate to the public that treatment works, recovery is possible, and that there is always hope for a new life and a new day! NAADAC is proud of its intimate history with *Recovery Month*, having led the effort to create Treatment Works! in 1989 and having seen the incredible work SAMHSA/CSAT has done since 1996 in growing the visibility and impact of this important national campaign.

– Cynthia Moreno Tuohy, *The Association for Addiction Professionals (NAADAC)*

Kicking Off *Recovery Month* in Washington, D.C.

On September 10, 2015, the National Press Club in Washington, D.C., hosted the 26th *Recovery Month* press conference. The annual observance recognized individuals throughout the country who have achieved long-term recovery, acknowledged the contributions of the broader recovery community, and unveiled an overview of findings from the 2014 National Survey on Drug Use and Health (NSDUH). SAMHSA Acting Administrator, Kana Enomoto, Director of the White House Office of National Drug Control Policy (ONDCP), Michael Botticelli, and the Director of the Center for Mental Health Services, Paolo del Vecchio, presented the NSDUH findings. Representatives from the Mental Health Association of San Francisco and Project Weber also gave keynote remarks.

The 2015 *Recovery Month* theme of **Join the Voices for Recovery: Visible, Vocal, Valuable!** was featured throughout the press conference on banners and signs.

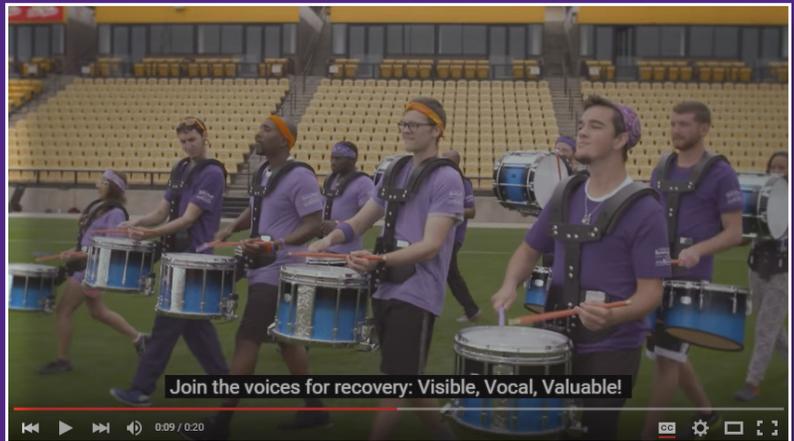
Following the press conference, *Recovery Month* launched its 2015 activities with a luncheon sponsored by The National Council for Behavioral Health at the JW Marriott in Washington, D.C. The luncheon was streamed to Planning Partners and featured a ceremony and presentation of awards by key SAMHSA and ONDCP executives.



Leveraging Public Service Announcements

In 2015, SAMHSA developed and produced two television and radio Public Service Announcements (PSAs) in English and Spanish to encourage people to seek help for their mental and/or substance use disorders by calling SAMHSA's National Helpline. The PSAs, "Drum Beats On" and "Garden," reinforced the 2015 theme by featuring students, men, women, and children in communities working together to demonstrate the importance of peer support and teamwork in recovery from mental and/or substance use disorders. SAMHSA's National Helpline provides treatment referrals and information services for individuals and families facing mental and/or substance use disorders.

To further expand the reach of these important messages, SAMHSA made the television PSAs available on the [Recovery Month website](#) and [YouTube channel](#).



PSAs Aired:

25,124

TIMES
(ENGLISH)

2,582

TIMES
(SPANISH)

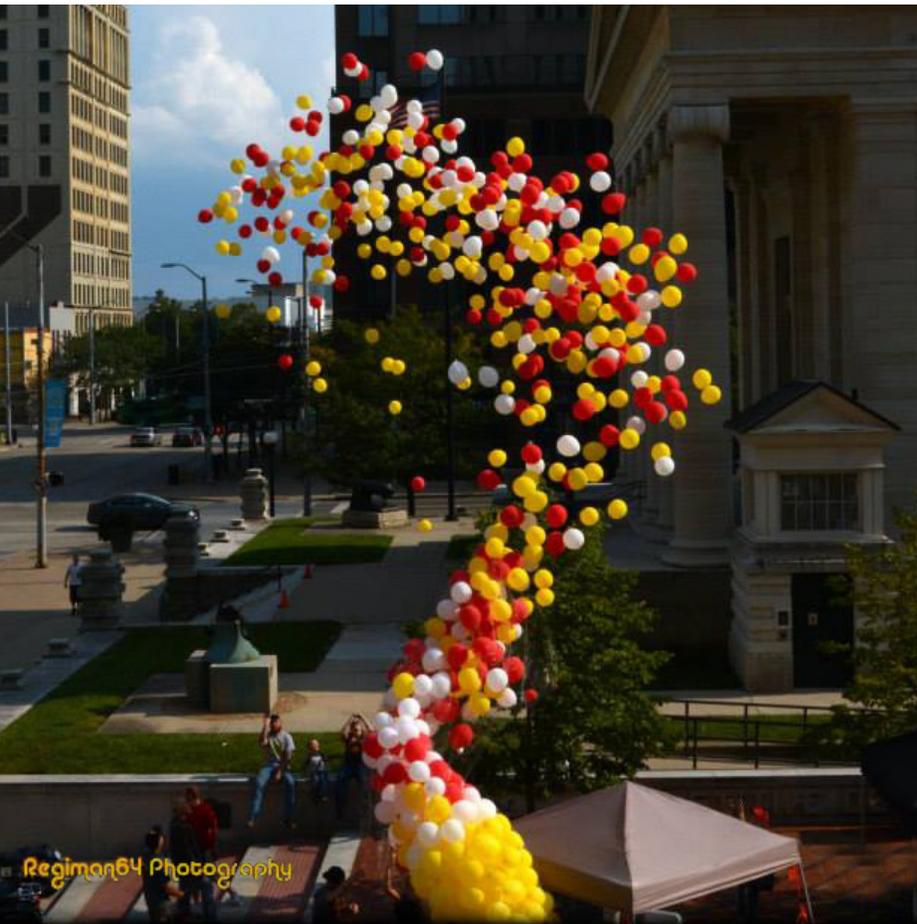
227,300,500

ESTIMATED
IMPRESSIONS



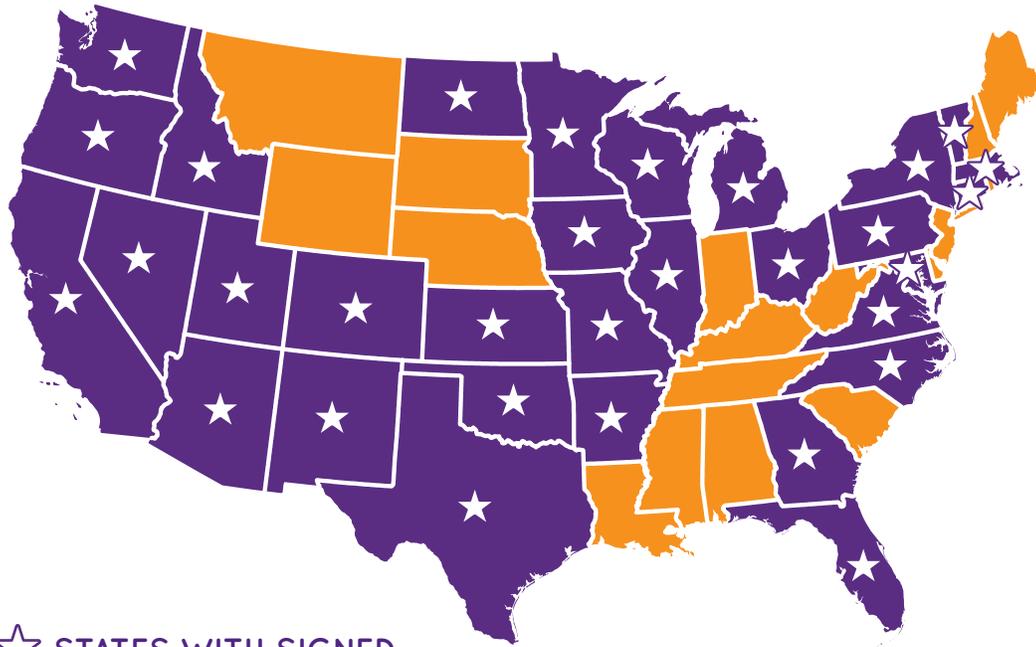
Celebrating *Recovery Month* Across the Country

Community events were instrumental in delivering *Recovery Month's* key messages to widespread audiences. *Recovery Month* events were held in all states and territories and included a wide array of activities—such as community celebrations, dances, workshops and conferences, parades, rallies, walks, and runs. The events are sponsored by local treatment, recovery, and community organizations.



Regiman64 Photography

Participating communities encouraged local government officials to sign an official proclamation to designate September as **Recovery Month**. This drew public attention to **Recovery Month** events and showed the community that local governments are committed to helping members of the community and their loved ones with mental and/or substance use disorders. As of December 2015, **82** proclamations had been signed.



★ STATES WITH SIGNED PROCLAMATIONS

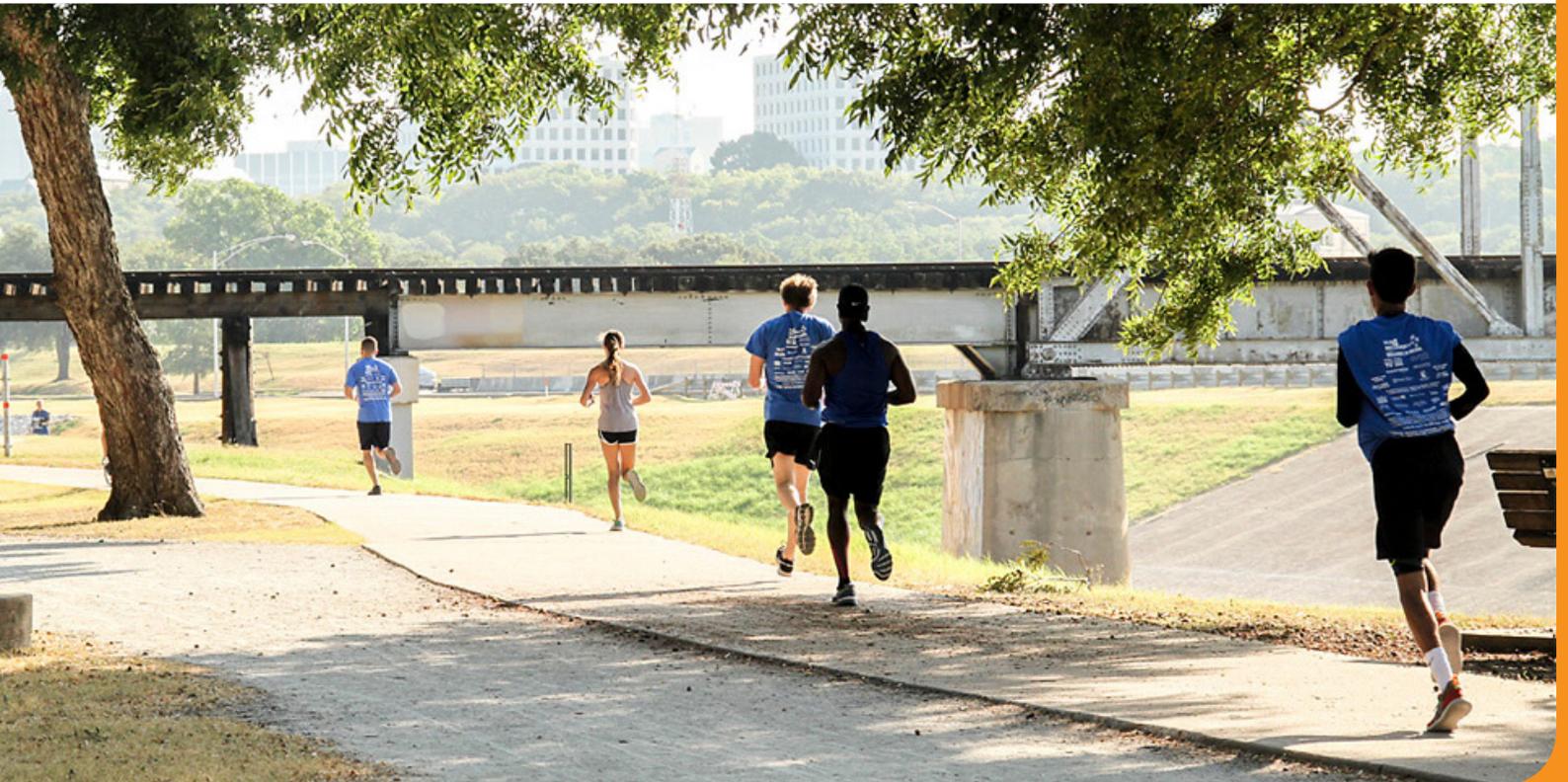
~1.8M



PARTICIPANTS IN
998
LOCAL RECOVERY
MONTH EVENTS



31
STATES SIGNED
PROCLAMATIONS
IN 2015



Promoting *Recovery Month* Online

The *Recovery Month* website served as the destination for all of the year's activities and resources. The site also featured a rotating carousel that updates with new resources from SAMHSA, Planning Partners, and other organizations.

In 2015, the website was updated to make it easier for visitors of the site to quickly access resources, events, social media platforms, the *Road to Recovery* series, and personal stories of recovery. Animated graphics were also added to **Join the Voices for Recovery: Visible, Vocal, Valuable!** There were 26 personal stories posted on the site.



121,885

NUMBER OF SESSIONS



357,078

PAGE VIEWS



97,732

NEW VISITORS



9,483

RETURNING VISITORS

On the Road to Recovery

The 2015 Road to Recovery television series aired television episodes in a talk-show, roundtable format that included panels of local and national experts from the behavioral health field. In 2015, Road to Recovery produced eight television episodes that were distributed to Public, Educational, and Government (PEG) channels in all 50 states.



- **Substance Use Among Youth and Young Adults: Pathways to Health and Lifelong Success.** Focused on the complex challenges high school and college students face, such as academic and emotional stress that can lead to substance misuse.
- **Healing and Empowerment: Families on the Road to Recovery.** Focused on the effects that mental and/or substance use disorders may have on families.
- **Overcoming Trauma and Violence: The Power of Resiliency.** Highlighted the effects of trauma on people, families, and communities and explored the three “E’s” of Trauma: Event(s), Experience of Event(s), and Effect.
- **Preventing and Addressing Homelessness among People with Mental and/or Substance Use Disorders.** Highlighted the difficulty of those who are experiencing homelessness to manage and overcome mental and substance use disorders.



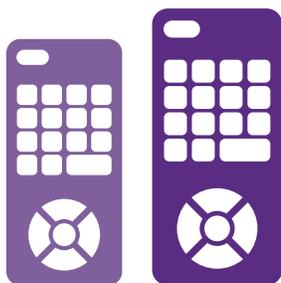
742
TELEVISION CHANNELS
AND UNIQUE
CABLE MARKETS



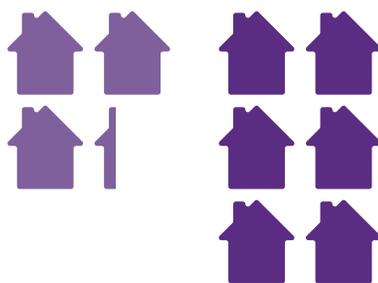
12x
AVERAGE NUMBER
OF TIMES PROGRAMS
AIRED PER MONTH



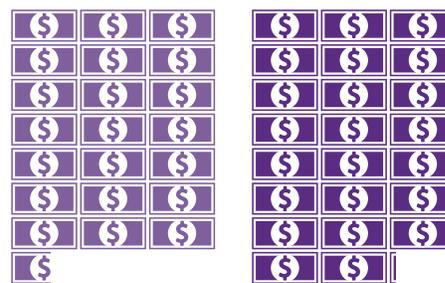
114,912
HOURS FREE
AIRTIME GENERATED



2014 2015
798
PEG CHANNELS
(751 IN 2014)



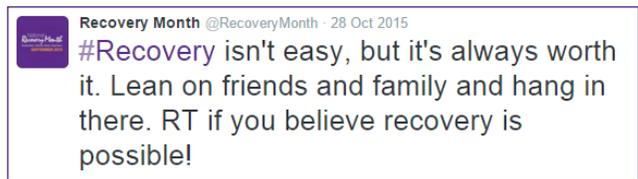
2014 2015
60M
CABLE HOUSEHOLDS
60% OF ALL CABLE/SATELLITE HOUSEHOLDS
(32.8M IN 2014)



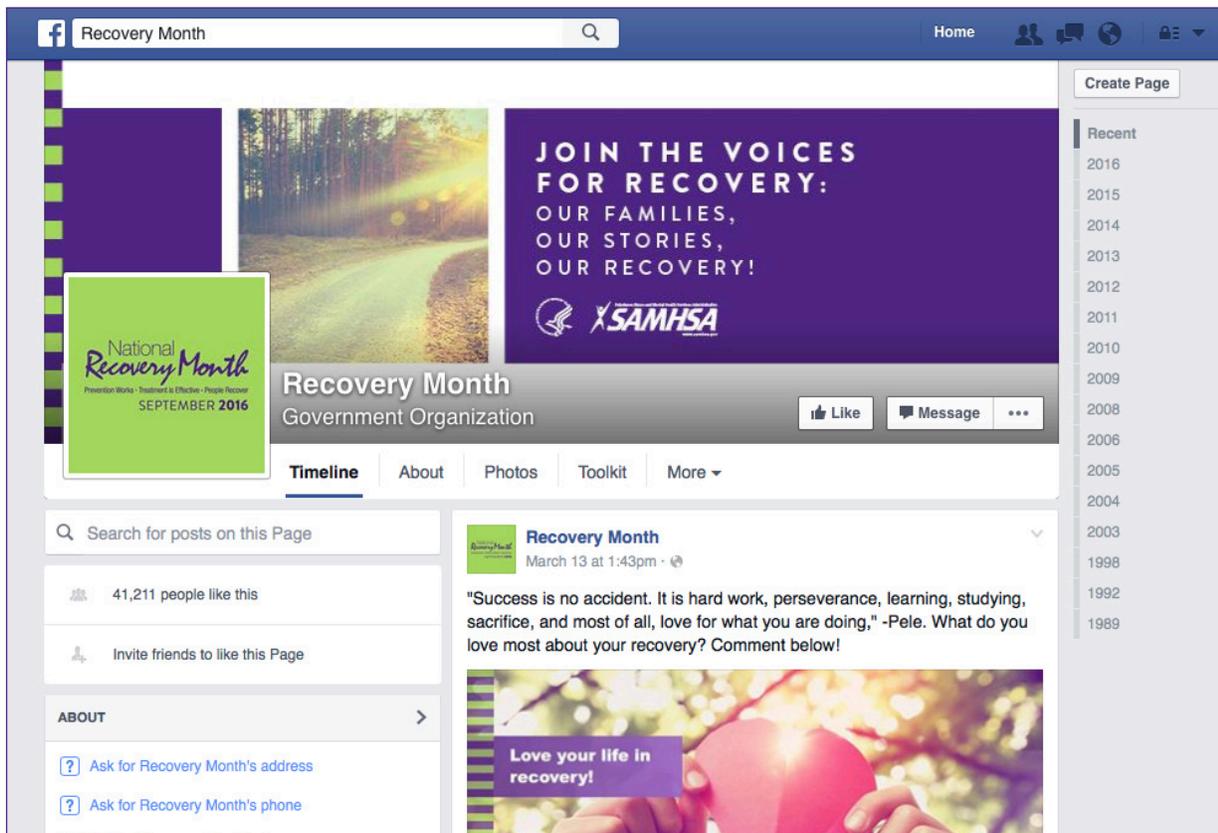
2014 2015
\$23.1M
VALUE OF FREE AIRTIME
(\$21.6M IN 2014)

Reaching the *Recovery Month* Community Online

In 2015, SAMHSA continued regular engagement on the social media platforms for its *Recovery Month* campaign. Fostering relationships through social media was crucial in giving the campaign a human feel and supporting those in recovery.



- **Social Media Engagement** — Engaged with members of the recovery community through the *Recovery Month* Facebook, Twitter, and YouTube accounts. SAMHSA monitored metrics regularly on these platforms to optimize content for maximum audience engagement.
- **Blogger Engagement** — Communicated with bloggers active in the recovery space to establish and maintain meaningful relationships.
- **E-newsletter Distribution** — Published regular e-newsletters to provide Planning Partners recent case studies of online engagement.



facebook



4,117

NEW LIKES DURING
RECOVERY MONTH



34.8%

INCREASE IN
PAGE LIKES
FROM 2014 TO 2015



44,630

TIMES USERS ENGAGED WITH
THE RECOVERY MONTH PAGE
DURING RECOVERY MONTH

twitter



2,422

NEW FOLLOWERS
DURING RECOVERY MONTH



17%

INCREASE IN FOLLOWERS
FROM 2014 TO 2015



118,064

ORGANIC IMPRESSIONS
DURING RECOVERY MONTH

You Tube



173

VIDEOS
(INCREASE OF 40
FROM 2014)



110

NEW
SUBSCRIBERS
IN 2015



18,289

NEW VIEWS
IN 2015



2.44%

INCREASE IN
VIEWS IN 2015

BLOGGERS



14

EMAILS SENT
TO BLOGGERS



5

RESPONSES



4

PLACEMENTS

Outreach conducted
March through July 2015

Carrying on the Tradition

Since 1999, SAMHSA's *Recovery Month* has been recognized with nearly 100 awards for its outstanding communications efforts, including the development of toolkit materials, PSAs, electronic and social media efforts, website, and the Road to Recovery series.

As *Recovery Month* enters its 27th year, SAMHSA looks forward to supporting the 2016 theme, **Join the Voices for Recovery: Our Families, Our Stories, Our Recovery!**

Recovery Month highlights the achievements of individuals who have reclaimed their lives in long-term recovery and honors the treatment and recovery service providers who make recovery possible. Prevention works, treatment is effective, and people recover.

The Association of Recovery Schools (ARS) is honored to have been a *Recovery Month* Planning Partner for the past six years. Having a national platform to share ideas, gain insight and inspire other recovery advocates every September has become a critical piece of ARS' advocacy campaign. Recovery high school leaders and students love hosting recovery events in their local areas and have secured additional community partners as a direct result from the events.

- Kristen Harper, The Association of Recovery Schools (ARS)

To learn more about *Recovery Month*, please visit recoverymonth.gov or call SAMHSA's National Helpline at 1-800-662-HELP (4357).

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Substance Abuse and Mental Health Services Administration

