

National Recovery Month

Prevention Works • Treatment is Effective • People Recover

SEPTEMBER 2014

25
YEARS

2014

Speak
up

REACH
OUT

REACH OUT

reach
out

SPEAK
UP

SPEAK
UP

REACH
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2014

SPEAK
UP

SPEAK
UP

reach
out

2014

JOIN THE
VOICES
FOR RECOVERY

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Executive Summary

Each year, millions of Americans are affected by mental and/or substance use disorders. In 2014, the Substance Abuse and Mental Health Services Administration (SAMHSA) sponsored the 25th **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 2014, **Recovery Month** continued to unite the recovery community and emphasized that millions of Americans have transformed their lives through recovery. The theme, “**Join the Voices for Recovery: Speak Up, Reach Out,**” 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 foster public understanding and acceptance of the benefits of prevention, treatment, and recovery from behavioral health conditions. **Recovery Month** spreads the positive message that behavioral health is essential to overall health, that prevention works, treatment is effective, and people can and do recover.

Events and Media Coverage

On September 4, 2014, the National Press Club in Washington, DC, hosted the **Recovery Month** press conference. The annual observance recognized individuals throughout the country who 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 Administrator Pamela S. Hyde, J.D., and Acting Director of the White House Office of National Drug Control Policy (ONDCP), Michael Botticelli, presented the *NSDUH* findings. Both Administrator Hyde and Acting Director Botticelli offered a reminder that additional progress is needed to reduce the incidence and alleviate the impact of mental and/or substance use disorders on individuals, families, and communities throughout the United States.

Following the press conference, **Recovery Month** launched its 2014 activities with a luncheon at the JW Marriott in Washington, DC, on September 4, 2014. The luncheon was streamed via webcast to Planning Partners across the country. This year, the Association for Addiction Professionals (NAADAC), Planning Partners, Young People in Recovery (YPR), and the Association of Recovery Schools (ARS) sponsored the event. The luncheon included a ceremony and presentation of the **Recovery Month** 2013 Community Event Awards.

In addition to the activities described, SAMHSA distributed two press releases for **Recovery Month**. The first, released on September 4, 2014, was titled, “Report reveals the scope of substance use and mental illness affecting the nation.” Since the *NSDUH* report was published in two parts, a second press release was distributed on November 19, 2014, titled “Nearly one in five adult Americans experienced mental illness in 2013.” Both releases discussed the 25th observance of **Recovery Month** and announced data from the annual *NSDUH Report*. The press releases garnered significant media coverage from trade and top-tier news outlets, including MedScape and *The Washington Post*.

Community events were again instrumental in delivering **Recovery Month**'s key messages to widespread audiences. In 2014, thousands of participants attended 1,022 **Recovery Month** events. A wide array of events—including community celebrations, dances, workshops and conferences, parades, rallies, walks and runs—raised awareness about prevention, treatment, and recovery. Examples of some of these events include [The Rally for Recovery](#) in Columbus, OH, and the [Annual Recovery Fest](#) that took place in Richmond, VA. The popular “Sober St. Patrick’s Day,” which provided a fun, alcohol-free alternative to expected St. Patrick’s Day activities was held in various cities across the country including [New York City, NY](#) and internationally in Belfast, Ireland.

Toolkit and Collateral Materials

As in previous years, in 2014 SAMHSA developed a toolkit to educate people about mental and/or substance use disorders, facilitate individuals organizing **Recovery Month** events in their communities, and encourage use of the provided resources to help those affected by behavioral health conditions. The 2014 toolkit featured the **Recovery Month** theme, “**Join the Voices for Recovery: Speak Up, Reach Out,**” and offered an overview of the landscape of behavioral health issues, provided information about common mental disorders and misused substances, highlighted treatment options, offered audience-specific outreach, and provided a wide variety of resources, including press materials and templates.

The toolkit contained four sections, including one section showcasing real-life examples of people in recovery.

SAMHSA also developed a series of banners, logos, and flyers that displayed the 2014 theme, logo, and branding. A promotional flyer and “slim jim” that featured details about **Recovery Month** and ways to get involved were made available in both English and Spanish. SAMHSA also developed Web banners and logos for Planning Partners and other **Recovery Month** supporters to post on their websites.

Television and Radio Public Service Announcements (PSAs)

In 2014, SAMHSA developed and produced two public service announcements (PSAs), which were titled “Façade” and “Treasures of Life.” The PSAs emphasized the various paths people can take to achieve and sustain 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 for television in :15, :20, and :30-second spots, and were offered in both English and Spanish. The radio PSAs, produced in :20- and :30-second spots in English and Spanish, aired in top media markets like New York, Los Angeles, and Washington, DC, as well as Spanish-format radio stations.

To reach as many individuals as possible with the message that treatment is effective and recovery works, the 2014 television PSAs were made available on the [Recovery Month website](#) and the [Recovery Month YouTube channel](#).

Television PSA Airtime, Ranking, and Markets

The 2014 **Recovery Month** television PSA campaign spots, “Façade” and “Treasures of Life,” earned strong metrics from initial distribution to stations in May through December. These metrics reflect the period from May 1, 2014, through December 28, 2014, and include:

- The 2014 television PSAs aired a total of 10,416 times with 4,784 of the airings taking place in top 50 markets.
- The Spanish versions of the PSAs aired 4,843 times on television with 1,383 of the airings taking place in top 50 markets.
- The PSAs garnered an estimated earned media value of \$5,873,300 with more than 194,019,500 viewer impressions.

The 2014 English and Spanish television PSAs aired in several top-tier media markets, many of which included Spanish-speaking audiences, helping position SAMHSA as a trusted resource on behavioral health within the Hispanic community.

The Road to Recovery Television and Radio Series

The 2014 *Road to Recovery* television and radio series aired seven television and radio episodes in a talk-show, roundtable format that included panels of nationwide experts from the behavioral health field. The series was distributed to 60 new PEG channels in 2014, and the seven monthly programs were broadcast in 50 states on 751 Public, Educational and Government (PEG) access television channels in 704 unique cable markets. The program

generated approximately \$21.6 million in free airtime (more than 106,000 hours), and was viewable in 32.8 million cable households in the United States and its territories, including American Samoa.

This represented an increase of more than 1.3 million cable households, up from 31.5 million households in 2013. Additionally, the series saw an increase of \$1.2 million in the value of the unpaid airtime, up from \$20.1 million in 2013.

The DISH Network Channel (through the University of Southern California), the California Channel, and the Excellence in Christian Broadcasting network also carried the *Road to Recovery* series. In total, the *Road to Recovery* television series generated more than \$35.8 million in free airtime (not including EICB), reaching 58 million households, or 58 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series aired on 101 radio stations across the country, including many Native American radio stations, and reached an estimated 21 million potential listeners.

Interactive Recovery Month Web-Based Activities and Information

The [Recovery Month website](#) continued to serve as a portal to extensive resources and materials to meet the needs of diverse audiences, promoted the **Recovery Month** initiative, and expanded opportunities to communicate the **Recovery Month** messages of prevention, treatment, and recovery. The **Recovery Month** website is updated every year to reflect the theme, as well as a visual refresh of colors and homepage layout. New features designed to promote the “**Join the Voices for Recovery: Speak Up, Reach Out**” theme were also added. These included animated graphics of the theme’s megaphone, thought bubbles, and interactive comment boxes.

The **Recovery Month** home page also included a welcome video by SAMHSA’s CSAT Director, Dr. H. Westley Clark; a rotating features section highlighting federal, Planning Partners, and other organizations’ resources and events; relevant news articles; and an interactive map to help visitors find events by state. Throughout the website, visitors had the opportunity to provide their feedback to **Recovery Month** in comment boxes to answer queries such as “How do you speak up about recovery?” or post comments about recovery. The comments were used by SAMHSA on its social media pages.

The Spanish portal provided access to an extensive array of Spanish-language **Recovery Month** and SAMHSA materials, including banners, logos, and flyers; PSAs; and the full 2014 toolkit.

From April 16, 2014, to December 10, 2014, there were 300,758 views of the **Recovery Month** website, with 30,579 sessions and 44,258 generated page views. Additionally, the website had 22,265 new visitors.

Users submitted entries to the site’s “Voices of Recovery,” which provided individuals the opportunity to share their text and video stories about recovery. The number of text and video stories posted in 2014 was more than double the total submitted in 2013.

- The number of text stories increased from 12 to 27.
- The number of video stories increased from 6 to 12.
- The number of total submissions increased from 18 to 39.

The **Recovery Month** mobile site had 1,854 sessions between April 16, 2014 and December 10, 2014 and 3,455 page views, with 1,498 new visitors and 1,957 returning visitors. The Spanish-language website page had 521 page views.

Social Media

In 2014, SAMHSA continued regular engagement on 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.

In its determination to increase interaction between the **Recovery Month** campaign and members of the online recovery community, SAMHSA conducted the following:

- **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** – Developed and published regular e-newsletters to provide Planning Partners recent case studies of online engagement.

Facebook

Since the **Recovery Month** Facebook page was launched in July 2009, it has served as a forum for people to speak openly about recovery and interact with their peers. The Facebook page is a social hub of recovery information where SAMHSA can share news, resources, and inspirational encouragement, and can activate the recovery community to participate in offline recovery events.

In 2014, the page garnered 14,214 “likes,” and had a 109 percent increase from 13,005 to 27,219 followers. The page’s growth began to increase rapidly at the end of March through September, when “likes” began to level off through the remainder of the year. However, engagement with posts on the page remained relatively steady throughout the year, with a noticeable increase in engagement from September to October.

Twitter

SAMHSA takes advantage of Twitter’s real-time, rapid response communication to discuss important topics affecting the online recovery community. The **Recovery Month** account posts updates to communicate with key audiences, including treatment providers, people in recovery, **Recovery Month** Planning Partners, and other government organizations focused on behavioral health issues.

The **Recovery Month** Twitter account helped position SAMHSA as an expert voice on the topic of recovery, and allowed SAMHSA to share inspirational quotes, congratulation e-cards, resources, and words of encouragement. In 2014, the **Recovery Month** account gained 2,152 new Twitter followers, an 18 percent increase from 12,000 in 2013, to a total of 14,152 followers. Regular interaction with these users has helped to raise awareness of **Recovery Month**, further promoted **Recovery Month** and SAMHSA’s messages, and has shown others that recovery is possible.

This year, SAMHSA live-tweeted events that were relevant to the recovery community, such as National Children’s Mental Health Awareness Day, where New York City Mayor Bill de Blasio introduced his daughter, Chiara de Blasio, as Honorary Chair. Tweets from this event on May 6, 2014, generated nearly 5,500 organic impressions.

Proclamations

Federal, state, and local officials helped to raise awareness of mental and substance use disorders by declaring September as National **Recovery Month**. Officials across the country released **Recovery Month** proclamations, demonstrating their commitment to behavioral health treatment and services and to celebrating those in recovery.

Since 2002, Presidential Administrations have declared September as **Recovery Month**, amplifying the message that prevention works, treatment is effective, and people recover. SAMHSA encourages local government officials to sign an official proclamation that designates September as **Recovery Month**. When officials sign such a statement, public attention is drawn to **Recovery Month** events, and the community as a whole recognizes that local governments are committed to helping members of the community and their loved ones with mental health and/or substance use disorders. Proclamations are typically issued starting in early summer and are submitted through the end of the calendar year. As of December 2014, 80 proclamations have been signed.

Introduction

Each year, millions of Americans are affected by mental and/or substance use disorders. In 2014, the Substance Abuse and Mental Health Services Administration (SAMHSA) sponsored the 25th **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.

One thousand twenty-two **Recovery Month** events were held in 2014 in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, the Bahamas, Canada, Ireland, and the United Kingdom. Examples of some of these events include [The Rally for Recovery](#) in Columbus, OH, and the [Annual Recovery Fest](#) that took place this year in Richmond, VA. The popular “Sober St. Patrick’s Day,” which provided a fun, alcohol-free alternative to St. Patrick’s Day activities, was held in various cities across the country, including [New York](#) and internationally in Belfast, Ireland.

The 2014 Theme – “*Join the Voices for Recovery: Speak Up, Reach Out*”

In 2014, **Recovery Month** continued to unite the recovery community and emphasized that millions of Americans have transformed their lives through recovery. The theme, “**Join the Voices for Recovery: Speak Up, Reach Out,**” 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 foster public understanding and acceptance of the benefits of prevention, treatment, and recovery from behavioral health conditions. **Recovery Month** spread the positive message that behavioral health is essential to overall health that prevention works, treatment is effective, and people can and do recover.

This report provides an overview of the materials, resources, events, media, social and new media outreach, and public service announcements (PSAs) commemorating the 25th **Recovery Month** observance.

Outreach Materials and Initiatives

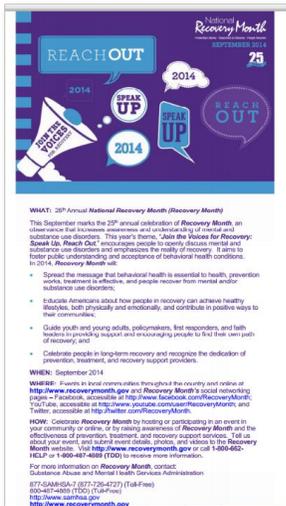
To assist individuals in planning **Recovery Month** events in their communities and promote resources to help those affected by behavioral health conditions, SAMHSA developed a comprehensive set of resources to help plan, promote, and raise awareness about prevention, treatment, and recovery from mental and/or substance use disorders. These resources highlighted the 2014 **Recovery Month** theme, “*Join the Voices for Recovery: Speak Up, Reach Out,*” and included a series of posters, banners, logos, and flyers for targeted and general audiences. All materials were developed in English and Spanish and were available exclusively on the [Recovery Month website](#).

In addition, SAMHSA developed web banners and logos for **Recovery Month** supporters to post on their websites. Some banners were developed specifically for the **Recovery Month** Planning Partners (organizations that in conjunction with the U.S. Department of Health and Human Services and SAMHSA help plan **Recovery Month**) and others featured the **Recovery Month** logo and the SAMHSA National Helpline for use by the general public. Images of the web banners are included below.

Banners, Logos, and Flyers

To raise awareness of **Recovery Month**, SAMHSA designed and produced the following:

- Promotional Flyer – Featured **Recovery Month** goals and activities for 2014.
- Promotional Slim Jim – Featured details about **Recovery Month**, available resources, and ways to get involved in 2014.
- Banner – Featured the 2014 **Recovery Month** branding.



Toolkit and Collateral Materials

As in previous years, in 2014 SAMHSA developed a toolkit to educate people about mental and/or substance use disorders, support individuals organizing **Recovery Month** events in their communities, and encourage use of resources to help those affected by behavioral health conditions. The 2014 toolkit featured the **Recovery Month** theme, “**Join the Voices for Recovery: Speak Up, Reach Out,**” and offered an overview of the landscape of behavioral health issues, provided information about common mental disorders and misused substances, highlighted treatment options, offered audience-specific information, and provided a wide variety of resources, including press materials and templates.

The toolkit contained four sections, including general information, media outreach, resources, and Join the Voices for Recovery. The toolkit included:

General Information

[Speak Up, Reach Out about Recovery: An Overview](#) – Summarized the current landscape of behavioral health issues and recovery in the United States.

[Common Mental Disorders and Misused Substances](#) – Contained key information and statistics about common mental disorders and misused substances.

[Treatment and Recovery Support](#) – 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.

Audience-specific Outreach

[Faith Leaders](#) – Addressed the ways faith leaders can raise awareness of behavioral health issues and provide support for those with mental and/or substance use disorders.

[Youth \(ages 12-17\) and Young Adults \(ages 18-25\)](#) – Highlighted the importance of supporting youth and young adults and speaking up on their behalf. It featured ways to identify risk factors, as well as the signs and symptoms of behavioral health conditions, and how to seek help or support others.

[First Responders](#) – Explained the ways first responders can address behavioral health conditions during an emergency and helped spread the word about prevention, treatment, and recovery options outside of emergency situations.

[Policymakers](#) – Assisted policymakers in understanding and confronting the widespread, adverse effects of untreated behavioral health conditions in their communities and how they can help.



“Speak Up, Reach Out” Graphic

Media Outreach

This section provided instructions on how to plan and promote **Recovery Month** activities and events, as well as templates to customize and send to local and online media outlets.

The [Media Outreach](#) section featured the following:

- [Promote **Recovery Month** With Events](#)
- [Recovery Month Public Service Announcements \(PSAs\)](#)
- [Issue **Recovery Month** Proclamations](#)
- [Press Materials For Your **Recovery Month** Event](#)
- [Share Your Voice Through Op-Eds And Online Articles](#)
- [Work With The Media](#)

Resources

SAMHSA also provided resources to help people plan and prepare for **Recovery Month** events, including tips to cultivate partnerships with other organizations.

The [Resources](#) section featured the following:

- [Build Community Coalitions](#)
- [Customer Satisfaction Form](#)
- [Develop Your Social Network](#)
- [New Media Glossary](#)
- [Planning Partners Directory](#)
- [Single-State Agency Directory](#)
- [Mental and Substance Use Disorders: Fast Facts](#)
- [Prevention, Treatment, and Recovery Resources](#)



Whether you are in Recovery, seeking immediate help, a family member, friend or ally, register for **IN THE ROOMS**® NOW! You'll get exclusive free access to Daily Meditations, Speaker Tapes, and over 100 LIVE, ONLINE, Recovery Support Video Meetings for AA, NA, Eating Disorders and more! There are over 325,912 members who are willing to share their experience, strength and hope with YOU.

Discussion board resource recommended to people in recovery to engage online, as part of the Resources section of the toolkit.

Join the Voices for Recovery

This section presented a snapshot of individuals on different recovery pathways who were speaking up and reaching out to openly discuss mental and/or substance use disorders.



Frances Miller

Winston Salem, NC

My story is a different type of addiction recovery, but not often figured into the addict's recovery. It is the addiction of enabling my addicted child. As a parent, the hardest thing in the world is to see your child struggling with life, no matter the reason. Before I could help her, I had to come to the realization that everything that I was doing to "help" her was actually prolonging her downward spiral. From intervening with her teachers and school officials to making excuses to family and friends, this only allowed her to become more enmeshed in her addiction.

The key was to realize that not only must she change her behavior, but I must also change mine. Once I began to ask her take responsibility for her actions, then a great weight was lifted from me. She did not immediately change her ways, but when she saw that I was changing, she became more willing to work at changing herself as well. The tenet that I did not cause it, I could not cure it, and I could not change it was the most important thing I learned.

Facing my daughter's addiction changed my life as well as hers. Realizing that she could be that homeless person on the street or the overdose victim has given me more compassion towards those I know nothing about. Nineteen months into our recovery, we both work towards personal change, and even though it is hard, there is plenty of hope. My ongoing personal challenge is to share my successes with other parents so that they can also have hope.

A sample narrative featured on the Recovery Month website

Planning Partners

Recovery Month was proud to continue partnerships with 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.

Fourteen new Planning Partner organizations joined **Recovery Month** in 2014, including:



New Planning Partners with logos not pictured include:

- Howie the Harp Advocacy Center
- Lindsey and Associates
- Zachary C. Talbott

Events and Media Coverage

On September 4, 2014, the National Press Club in Washington, D.C., hosted the 25th **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 Administrator Pamela S. Hyde, J.D., and the Acting Director of the White House Office of National Drug Control Policy (ONDCP), Michael Botticelli, presented the *NSDUH* findings. Both Administrator Hyde and Acting Director Botticelli offered a reminder that additional progress is needed to reduce the incidence and alleviate the impact of mental and/or substance use disorders on individuals, families, and communities throughout the United States.

Speakers at the 2014 press conference included:

- Pamela S. Hyde, J.D., Administrator, SAMHSA
- Michael Botticelli, Acting Director, White House Office of National Drug Control Policy (ONDCP)
- Dr. H. Westley Clark, Director, SAMHSA's Center for Substance Abuse Treatment (CSAT)
- Paolo del Vecchio, Director, SAMHSA's Center for Mental Health Services
- Tom Coderre, Senior Advisor, SAMHSA
- Robert Ashford, young person in recovery
- Bre Williams, young person in recovery

To reflect the **Recovery Month** theme of “*Join the Voices for Recovery: Speak Up, Reach Out,*” and commemorate **Recovery Month's** 25th anniversary, special banners and signs were created. The anniversary banners and signs were used at the press conference to showcase SAMHSA's longstanding dedication to helping those with mental and/or substance use disorders.



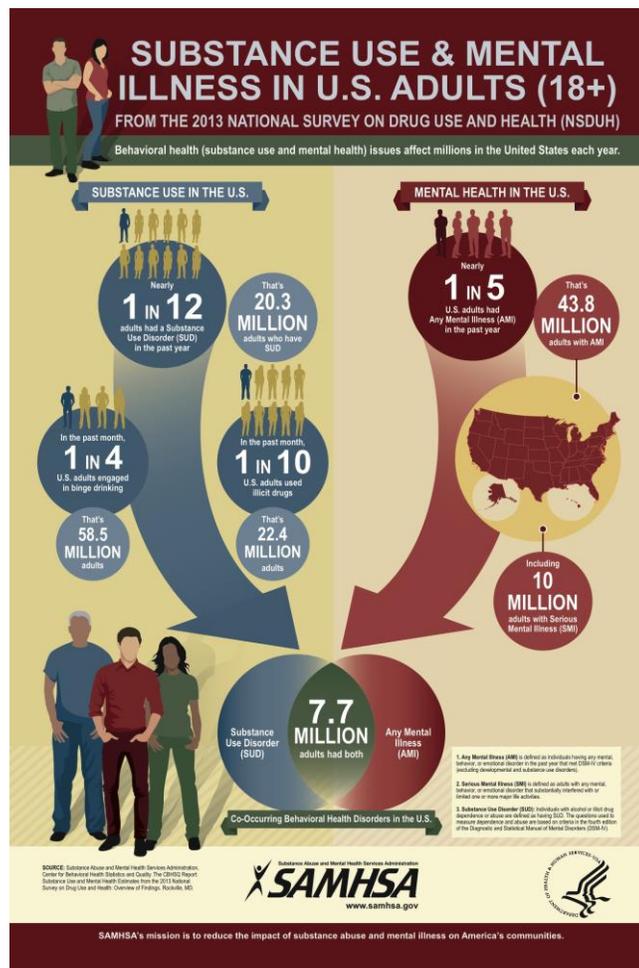
SAMHSA Administrator Pamela S. Hyde addressed media at the 25th **Recovery Month** press conference on September 4, 2014.



The 2014 **Recovery Month** press conference featured speakers from a range of backgrounds and perspectives who discussed the impact of mental and/or substance use disorders.



This 25th anniversary banner was placed as a backdrop during the 2014 Recovery Month press conference.



This infographic, displayed at the press conference, summarized key findings from the 2014 NSDUH report, which compiled data on substance use and mental health issues in the United States.

Planning Partners Luncheon

Following the press conference, **Recovery Month** launched its 2014 activities with a luncheon at the JW Marriott in Washington, D.C., on September 4, 2014. The luncheon was streamed via webcast to Planning Partners across the country. In 2014, the Association for Addiction Professionals (NAADAC), Planning Partners, Young People in Recovery (YPR), and the Association of Recovery Schools (ARS) sponsored the event. The luncheon included a ceremony and presentation of the **Recovery Month** 2013 Community Event Awards.



Attendees from the 2014 luncheon. From left: David Mineta, Deputy Director of Demand Reduction at ONDCP; Mike DeAgro, Young People in Recovery; Michael Botticelli, Acting Director, ONDCP; Brian Dyak, CEO of Entertainment Industries Council, Inc.; Pamela Hyde, Administrator, SAMHSA; Kristen Harper, Association of Recovery Schools; Cynthia Moreno Tuohy, NAADAC Executive Director; Dr. H. Westley Clark, Director, SAMHSA's Center for Substance Abuse Treatment (CSAT); Marie Dyak, Executive VP of Program Services and Government Relations at Entertainment Industries Council, Inc.



The 2014 luncheon featured the debut of "The History of NAADAC and the Addiction Profession," a video presented by SAMHSA and NAADAC.



*2013 Special Celebrations Award Winner:
The McShin Foundation 9th Annual Recovery
Fest/4th Annual BBQ Cook Off.*



*2013 Education Events Award Winner:
Xavier University of Louisiana Recovery Week.*



*2013 Rally/Walk Award Winner:
Odyssey House Run for Your Life.*

Community Events

Community events were instrumental in delivering **Recovery Month's** key messages to widespread audiences. In 2014, there were 1,536,037 participants that attended 1,022 local **Recovery Month** events. Individual events ranged from a small gathering of people to 100,000 participants. **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.

Community Events



Community and media events are the cornerstone of **National Recovery Month (Recovery Month)** and holding an event can be an exciting and important way to make a difference in your community. The impact your organization can have by spreading a lasting message of prevention, treatment, and recovery throughout your community can be beyond measure. **Recovery Month** provides several tools for promoting your event.

- **Community Events**
 - Post an Event
 - Find An Event
 - Events Widget
 - Community Event PSA
 - Order Community Event PSA
 - Community Event Award
 - Event Planning
 - Fundraising Tools and Tips
 - Promotional Events and Publicity

Find an Event

Use the search criteria, such as zip code, state, dates, or event title to get a listing of events that match the criteria.

Search for events near you.
There are currently 1030 events this year.

Post Your Event

Enter event information and post an event to **Recovery Month** so that people searching for events in specific areas can easily find an event. Post photos, logos, and flyers to event listings to further convey the spirit and flavor of an event.

Order and Customize the Community Event PSA



Order the customizable **Recovery Month** event PSA. A local cable access channel or other television station can help to customize the PSA.

Add an Event Widget to Your Website

Embed the **Recovery Month** events widget on your website. This interactive tool can display a selected event and allow visitors to

Enter the 2012 Community Event Award Contest

Enter your event in the 2012 **Recovery Month** community event contest. New in 2012, **Recovery Month** is pleased to announce the

Promotion and Publicity

Gather techniques for outreach and key messages to gain media attention for your **Recovery Month** event to encourage attendance and increase public interest.

Recovery Month community events

2014 Recovery Month community events included:

Recovery Rocks Celebration – LaPorte, Indiana:

The second annual Recovery Rocks Celebration was held on August 30, 2014. The celebration featured a 93-mile motorcycle trivia run with lectures from the LaPorte County Sheriff's Department and a local rehabilitation center. While admission was free, donations were accepted, and proceeds from the event benefited the Worthy Women Recovery Home, which provides re-entry programs to incarcerated women to prevent recurring criminal activity.

Worthy Women Recovery

RECOVERY ROCKS!
2014 CELEBRATION
FAMILY FUN EVENT
DRUG & ALCOHOL FREE
August 30, 2014
1:00 - 8:00 pm
LaPorte County Fairgrounds
Commercial Building 2

PREMIER SPONSORS
PARKSON & HINTON, CPA
UNITED WAY OF LA PORTE COUNTY
LA PORTE CO. DRUG FREE PARTNERSHIP
PHANTOM TECHNOLOGY SOLUTIONS
KABELIN ACE HARDWARE
IDEW 531

SECURITY ONSITE
NO ALCOHOL & DRUGS

EVENT SPONSORS
BUMP & JUMP
MERIDIAN TITLE
HARMON EXPERT AUTO
ARENA SPORTS NETWORK
LPHS GIRL RESERVES
CAPTAIN ED'S

DRUG FREE POSTER CONTEST
LPHS Girl Reserves

LIVE RADIO with ASN* Host Brian Snow, includes trivia 7:17 for Teens to win prizes 5-6pm

MISSION: We are a Christian home that provides recently incarcerated women with re-entry programs and the tools necessary to reduce recidivism rates, substance abuse and addiction, and to empower them to live as positive role models for their children and in their community. www.worthywomenrecovery.org 501(c)3 Charitable Organization

MORE INFO:
www.facebook.com/WorthyWomen
Text/Phone 219-485-7006

LOT'S of GAMES for Kids & Teens

LIVE MUSIC

DRUG AWARENESS PRESENTATION
Major John Boyd 3pm

PATH - A Positive Approach to Teen Health

PARENT TALK 4pm
"Moving Away from Addiction"
Thomas "Fuji" Stockstill 5pm

THANK YOU Presentations to Police, Sheriff, Fire Departments

STORIES/TESTIMONIES 3-7pm
LaPorte Co. Drug Free Partnership
Display & Drunken Goggles

BMX BIKE EXHIBIT 4-6 pm

DUNK TANK 2-7pm
Rep. Tom Germany
Rep. Scott Pollock
Mark Yopelish
Mayor John Boyd
Fire Chief Andy Snyder
Chief Adam Alencrast
John Wilcher
Al Ott
Marty Conley

MEET ANNA IN PERSON!!
Anna Grechishkina from Kiev, Ukraine riding around the world on her KTM motorcycle, while helping orphanages and women's causes raise money and awareness!

BRING \$\$\$\$ for BOUNCE HOUSE, 12' DRY SLIDE, LOT'S of GAMES, Food, Refreshments, Captain Ed's Candy

BRING your change jar, receive a Prize!

WORTHY WOMEN RECOVERY HOME

This flyer for the Recovery Rocks Celebration advertised the variety of events held throughout the day and highlighted the organization it supported, the Worthy Women Recovery Home.

PRO-ACT Recovery Walk – Philadelphia, Pennsylvania

The PRO-ACT Recovery Walk took place on September 20, 2014, and was sponsored by The Council of Southeast Pennsylvania, Inc. An estimated 23,000 people walked to raise awareness on substance use, reduce stigma attached to addiction, and honor those in recovery. The walk was led by 207 Honor Guard members who each had 10 or more years of continuous recovery.



The PRO-ACT Recovery Walk brought together more than 20,000 community members who supported recovery services.

The 4th Annual Face It TOGETHER Sioux Falls March Into the Light – Sioux Falls, South Dakota

The March Into the Light walk was held on September 6, 2014. It had 600 registered participants and raised a total of \$33,822 for local recovery support services.



This group represented Fairmount Team Hope and walked in solidarity as part of the PRO-ACT Recovery Walk



Community members participated in the March Into the Light walk to celebrate those in recovery from drug and alcohol misuse.



The SAMHSA Recovery Month banner led the crowds at the community walk.



Hundreds of Sioux Falls residents took part in the 4th annual Face it TOGETHER March Into The Light on September 6, 2014.

The 10th Annual Recovery Fest and 5th Annual BBQ Cook Off – Richmond, Virginia

The 10th Annual Recovery Fest and 5th Annual BBQ Cook Off featured live music, a BBQ cook off, guest speakers who discussed addiction, and booths set up by local non-profit professionals. The event was held on September 6, 2014, and was sponsored by The McShin Foundation and Hatcher Memorial Baptist Church.



Participants in the BBQ Cook Off helped raise awareness about addiction in local neighborhoods of Richmond, Virginia.



The 10th Annual Recovery Fest included live performances from local bands.



Recovery Fest welcomed community members, including representatives from local recovery service centers.

The New Jersey Statewide Recovery Rally – Piscataway, New Jersey

The New Jersey Statewide Recovery Rally, sponsored by the New Hope Foundation, encouraged community members to offer hope to those in recovery. While not designated as a fundraiser, the rally asked participants to donate to the New Hope Foundation to aid recovery services in the area. The event was held on September 20, 2014.



As part of the rally, recovery service organizations set up booths for guests to learn more about their services and recovery in general.

Public Service Announcement

The customizable community event PSA on the **Recovery Month** website allowed supporters to promote events on their local television stations. After updating the PSA with local event information, users could encourage local television stations to air it or upload it to their websites. The PSA itself, developed by Odyssey Networks in 2011, is evergreen and can be used year-round.

Media Coverage

To launch the 25th observance of **Recovery Month**, SAMHSA distributed two press releases. The first, released on September 4, 2014, was titled, “Report reveals the scope of substance use and mental illness affecting the nation.” Since the *NSDUH* report was published in two parts, a second press release was distributed on November 19, 2014, titled “Nearly one in five adult Americans experienced mental illness in 2013.” The press releases garnered significant media coverage from trade and top-tier news outlets, including *Medscape* and *The Washington Post*.

Due to a gap in contract timing, limited media monitoring was conducted for the 2014 **Recovery Month** observance.

Medscape Medical News > Psychiatry
Millions Use Illicit Drugs, Struggle With Mental Illness
Megan Brooks
September 04, 2014

8 comments

EDITORS' RECOMMENDATIONS

ED Visits for Drug-Related Suicide Attempts Double

Some Positive Trends in Americans' Behavioral Health

SAMHSA Report: Good and Bad News on Drug Use in America

Topic Alert
Receive an email from Medscape whenever new articles on this topic are available.
Add Addition to My Topic Alert

DRUG & REFERENCE INFORMATION

Alcohol and Substance Abuse Evaluation

Cocaine-Related Psychiatric Disorders

Fictitious Disorder Imposed on Another

Mental illness

In the past year, 10 million adults (4.2% of the adult population) had a serious mental illness, defined as mental illness that resulted in serious functional impairment that substantially interfered with or limited 1 or more major life activities.

As we celebrate the 25th anniversary of National Recovery Month, our nation can be proud of the strides made in successfully promoting the power of recovery from mental and substance use disorders. SAMHSA administrator Pamela S. Hyde said in a news release.

Millions of Americans continue to use illicit drugs and struggle with mental illness, according to a report released today by the Substance Abuse and Mental Health Services Administration (SAMHSA) in conjunction with the 25th annual observance of National Recovery Month.

As determined on the basis of 2013 national survey data, 24.6 million Americans aged 12 years or older were current (past month) illicit drug users — 9.4% of this age group, SAMHSA reports.

Marijuana is “by far” the most commonly used illicit drug, with roughly 19.8 million current users aged 12 and older.

In terms of other illicit drugs used by those 12 and older, there were 4.5 million current nonmedical users of prescription pain relievers (1.7%), 1.5 million current cocaine users (0.6%), 595,000 methamphetamine users (0.2%), and 289,000 current heroin users (0.1%).

Although an estimated 22.7 million persons aged 12 or older needed treatment for an illicit drug or alcohol use problem, only 2.5 million persons received treatment at a specialty facility, SAMHSA notes.

The report also shows that 34.6 million adults aged 18 or older received mental health treatment or counseling during the past 12 months — 14.6% of the population aged 18 or older.

Nearly 1 in 5 American adults (19.5%), or 43.8 million adults, had a mental illness in 2013.

Medscape published an article on September 4, 2014, that discussed the NSDUH findings on the use of illicit drugs and mental health statistics in the United States.

Wonkblog

Teen drug and alcohol use continues to fall, new federal data show

By Christopher Ingraham September 16

Teen substance use trending downward

Percent of adolescents aged 12 to 17 reporting use of each substance in the past month

Year	Alcohol	Any Illicit Use	Tobacco	Marijuana	Painkillers	Cocaine
2002	18.5	15.5	12.5	8.5	3.5	1.5
2003	18.0	15.0	12.0	8.0	3.5	1.5
2004	17.5	14.5	11.5	7.5	3.5	1.5
2005	17.0	14.0	11.0	7.5	3.5	1.5
2006	16.5	13.5	10.5	7.5	3.5	1.5
2007	16.0	13.0	10.0	7.5	3.5	1.5
2008	15.5	12.5	9.5	7.5	3.5	1.5
2009	15.0	12.0	9.0	7.5	3.5	1.5
2010	14.5	11.5	8.5	7.5	3.5	1.5
2011	14.0	11.0	8.0	7.5	3.5	1.5
2012	13.5	10.5	7.5	7.5	3.5	1.5
2013	13.0	10.0	7.0	7.5	3.5	1.5

WASHINGTONPOST.COM/WONKBLOG Source: NSDUH

Advertisement

INTRODUCING mixify

Supporting your family's efforts to balance what they eat, drink and do.

SEE HOW

The Washington Post included NSDUH statistics on teen drug and alcohol use in an article on September 16, 2014.

Public Service Announcements (PSAs)

SAMHSA's 2014 PSAs were titled "Façade" and "Treasures of Life." The PSAs emphasized the various paths people can take to achieve and sustain 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 for TV and radio outlets in 15-, 20-, and 30-second lengths, and were offered in both English and Spanish.

"Façade" targeted those with mental and/or substance use disorders who try to conceal it from themselves and others. It aimed to make people in recovery feel empowered to speak the truth and remove their façade. "Treasures of Life" discussed how recovery unlocks new opportunities for those in treatment. The PSAs reinforced the 2014 theme by suggesting that those in recovery "speak up" and "reach out" to ensure they do not miss out on such moments. The PSAs ended with a call to action encouraging viewers to contact SAMHSA's National Helpline (**1-800-662-HELP [4357]**), or visit the SAMHSA website for free and confidential information on prevention and treatment referrals.

To reach as many individuals as possible with the message that treatment is effective and recovery works, the 2014 PSAs were made available on the [Recovery Month website](#) and the [Recovery Month YouTube channel](#).

In addition to online access, the 2014 "Façade" and "Treasures of Life" television and radio spots were distributed to approximately 12,000 television and radio stations. The breakdown included:

- Television stations received 900 hard copies, and 1,737 stations received electronic copies.
- Radio stations received 2,400 hard copies, and 7,025 stations received electronic copies.

An open-ended format of the PSAs was also available 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. SAMHSA followed up with the stations that received the **Recovery Month** PSAs to encourage station directors to air them.

Television PSA Airtime, Ranking, and Markets

The "Façade" and "Treasures of Life" spots earned strong metrics during their initial distribution to stations. Between May 1 and December 28, 2014:

- The 2014 television PSAs aired a total of 10,416 times, with 4,784 of the airings taking place in top 50 markets.
- The Spanish versions of the PSAs were aired 4,843 times on television, with 1,383 of the airings taking place in top 50 markets.
- The PSAs garnered an estimated earned media value of \$5,873,300, with more than 194,019,500 viewer impressions.

The 2014 English and Spanish television PSAs aired in several top-tier media markets, many of which included Spanish-speaking audiences, helping to position SAMHSA as a trusted resource on behavioral health within the Hispanic community.



This still from the “Façade” 2014 PSA television spot shows actors expressing solidarity upon entering recovery.



The “Treasures of Life” PSA television spot portrayed opportunities that await a person once they enter recovery.

Radio PSA Distribution, Airtime, and Markets

The radio PSAs, produced in 20- and 30-second spots in English and Spanish, were aired in top media markets including New York, Los Angeles, and Washington. Following distribution in late July, the radio PSAs:

- Aired 3,700 times (equaling 23.36 broadcast hours) in 131 outlets, and reached 51 cities in 28 states and the District of Columbia.
- The radio PSAs resulted in an estimated media value of \$283,360 with more than 53,358,500 listener impressions.

The figures above reflect the period from May 1 through December 28, 2014.

The Spanish-language PSAs made up approximately 9.7 percent of total plays, helping SAMHSA reach the Hispanic community with critical prevention, treatment, and recovery messaging.

Sustainability

SAMHSA tracked all **Recovery Month** PSA spots that played throughout the country, including PSAs created in previous years. As reflected by the volume of impressions, previous years' PSAs continued to reach people who needed treatment or were already in recovery, as well as those who helped them along the way.

From 2012 through December 2014, television PSAs from the 2012 to 2014 **Recovery Month** campaigns yielded a total estimated earned media value of nearly \$33,128,400 and approximately 1,078,188,500 in estimated viewer impressions.

Recovery Month Website

The [Recovery Month website](#) continued to serve as a portal containing extensive resources and materials to meet the needs of diverse audiences. It promoted the **Recovery Month** initiative and expanded opportunities to communicate the **Recovery Month** messages of prevention, treatment, and recovery. The **Recovery Month** website is updated every year to reflect the initiative’s annual theme, with a visual refresh of colors and homepage layout. New features in 2014 designed to promote the **“Join the Voices for Recovery: Speak Up, Reach Out”** theme included animated graphics of the theme’s megaphone, thought bubbles, and interactive comment boxes.

The **Recovery Month** home page also included a welcome video by SAMHSA’s CSAT Director, Dr. H. Westley Clark; a rotating features section highlighting resources and events from federal agencies, Planning Partners, and other organizations; relevant news articles; and an interactive map to help visitors find events by state. Throughout the website, visitors had the opportunity to interact with **Recovery Month** via comment boxes asking them to answer queries such as “How do you speak up about recovery?” or to post comments about recovery. The comments were used by SAMHSA on its social media pages.

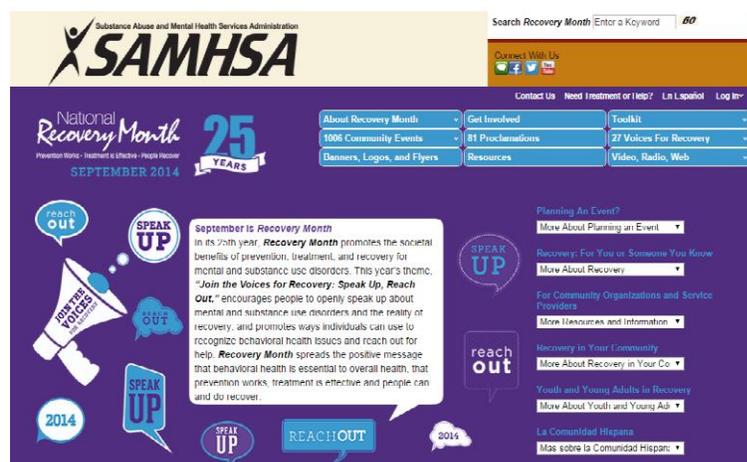
Website Analytics

From April 16, 2014, to December 10, 2014, there were 300,758 views of the **Recovery Month** website, with 30,579 sessions and 44,258 generated page views. Additionally, the website had 22,265 new visitors.

Users submitted entries to the site’s “Voices of Recovery,” which provided individuals the opportunity to share their text and video stories about recovery. The number of text and video stories posted in 2014 was more than double the total submitted in 2013.

- The number of text stories increased from 12 to 27.
- The number of video stories increased from 6 to 12.
- The number of total submissions increased from 18 to 39.

The **Recovery Month** mobile site had 1,854 sessions between April 16, 2014, and December 10, 2014. There were 3,455 page views with 1,498 new visitors and 1,957 returning visitors. The Spanish-language website had 521 page views.



Screenshot of the Recovery Month homepage.



Example of a comment box hosted on the Recovery Month website.

The 2014 *Road to Recovery* television and radio series aired seven television and radio episodes in a talk-show, roundtable format that included panels of nationwide experts from the behavioral health field. The television series aired on the first Wednesday of each month, from March through September (the program did not air in October). The following seven episodes aired from January 1 to September 1, 2014:

- **“Join the Voices for Recovery: Speak Up, Reach Out!”** – This episode highlighted the many accomplishments of the 2013 *Recovery Month* campaign and looked forward to a successful September 2014 *Recovery Month*.
- **“Understanding Diverse Cultures in Delivering Recovery Services”** – This episode centered on understanding the culture of specific communities as critical to success in providing recovery services. The episode identified principles and best practices for effectively reaching targeted communities: understanding the language, values, and norms of the community; enlisting the help of respected members of the community; and facilitating peer support among community members.
- **“Treatment and Recovery in the Juvenile and Adult Criminal Justice Systems”** – This episode discussed the need to directly address mental and/or substance use disorders among individuals involved in juvenile and adult criminal justice systems, and strategies such as drug courts and diversion programs. It also identified issues associated with different demographic groups at greater risk of justice system involvement, many of whom have mental and/or substance use disorders.
- **“Disasters and Behavioral Health—Helping Survivors Recover from Trauma”** – This episode brought awareness that victims of natural disasters and manmade events (such as mass shootings or other acts of violence) should receive immediate support to recover from the trauma. This episode explored how trauma can lead to post-traumatic stress disorder (PTSD) and other mental health issues, which can put victims at higher risk of substance abuse. It stressed the importance of providing support to disaster victims immediately after the disaster event.
- **“Growing Up With Addiction and/or Mental Health Disorders – Prevention by Targeting Troubled Families”** – This episode examined why targeting children in homes where addiction is present is an important substance use disorder prevention strategy. It talked about children in families where someone has a substance use disorder having a greater risk of developing substance use disorders and lifelong mental health issues. It also explained why targeting these families is not only a priority of treatment and recovery concern, but also an effective way to prevent mental and/or substance use disorders.
- **“Supporting Recovery With Safe, Sober, and Peer-Oriented Housing”** – This episode observed how recovery housing environments are becoming an increasingly critical component of recovery success for many individuals. It inspected the growing support for recovery housing in many states and communities, highlighting the many forms that these housing programs can take.
- **“Using New Technologies to Expand Treatment and Recovery Services”** – This episode identified and promoted the use of new technologies that facilitate and expand treatment and recovery services. These new technologies include social media (social networking and messaging systems—Facebook and Twitter), interactive text messaging platforms, and smartphone applications. In this episode, the benefits of using these technologies were highlighted, including the ability to build virtual recovery communities, facilitate peer support, and enable a person in recovery to participate anonymously.

Analytics

Highlights from the seven *Road to Recovery* episodes include:

- The series was broadcast in 50 states on 751 Public, Education, and Government (PEG) access television channels in 704 unique cable markets.
- The programs aired an average of 12 times per month, generating approximately \$21.6 million per year in free airtime (more than 106,000 hours of free airtime), and were viewed in 32.8 million cable households in the United States and its territories.
- Compared with 2013, the series saw a 5 percent increase in PEG channels, with 41 new channels in 2014. This represented an increase of more than 1.3 million cable households (up from 31.5 million households in 2013).
- The series saw an increase of \$1.2 million in the value of the free airtime (up from \$20.1 million in 2013).

In addition, the DISH Network, 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 2014. Throughout 2014, the California Channel carried the *Road to Recovery* series, reaching 5.5 million households (airing an average of 2 times per week on more than 300 cable channels statewide).

Overall, the *Road to Recovery* television series generated more than \$35.8 million in free airtime, reaching 58 million households, or 58 percent of all cable and satellite households in the United States.



A screenshot of the March 2014 *Road to Recovery* episode.

In 2014, SAMHSA continued regular engagement on 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. In its determination to increase interaction between the **Recovery Month** campaign and members of the online recovery community, SAMHSA conducted the following:

- **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** – Developed and published regular e-newsletters to provide Planning Partners recent case studies of online engagement.

Facebook

Since the [Recovery Month Facebook page](#) was launched in July 2009, it has served as a forum for people to speak openly about recovery and interact with their peers. The Facebook page is a social hub of recovery information where SAMHSA can share news, resources, and inspirational encouragement, and can activate the recovery community to participate in offline recovery events.

In 2014, the page garnered 14,214 “likes,” and had a 109 percent increase from 13,005 to 27,219 followers. The page’s growth increased rapidly from the end of March through September, after which “likes” began to level off through the remainder of the year. However, engagement with posts on the page remained relatively steady throughout the year, with a noticeable increase in engagement from September to October.

Recovery Month
July 2 · 🌐

Check out this great resource developed by Sober College and aimed at parents to help them identify and spot the first warning signs of potential drug abuse among young persons: <http://www.sobercollege.com/telltale-signs-of-drug-use/>

Telltale Signs of drug use

Could you spot the signs of drug or alcohol use? | Telltale Signs - Sober College

Are you concerned that your child is using drugs or alcohol? This tool can help you find out more about a range of symptoms associated with drug use.

SOBERCOLLEGE.COM

20,160 people reached **Boost Post**

Like · Comment · Share · 👍 81 · ➦ 146

👍 Sacred Heart Rehabilitation Center, Heather Hill, Chanin Tomlinson and 78 others like this.

➦ 146 shares

This top-performing Recovery Month post linking to a Sober College resource reached 20,000 people and was shared approximately 150 times.

Twitter

SAMHSA takes advantage of Twitter's real-time, rapid-response communication to discuss important topics affecting the online recovery community. The **Recovery Month** account posts updates to communicate with key audiences, including treatment providers, people in recovery, **Recovery Month** Planning Partners, and other government organizations focused on behavioral health issues.

In 2014, the [Recovery Month Twitter account](#) helped position SAMHSA as an expert voice on the topic of recovery, and allowed SAMHSA to share inspirational quotes, congratulatory e-cards, resources, and words of encouragement. In 2014, **Recovery Month** gained 2,152 new Twitter followers, an 18 percent increase from 12,000 in 2013, to reach a total of 14,152 followers. Regular interaction with these users has helped to raise awareness of **Recovery Month**, further promote **Recovery Month** and SAMHSA's messages, and has shown others that recovery is possible.

This year, SAMHSA live-tweeted events that were relevant to the recovery community, such as National Children's Mental Health Awareness Day, where New York City Mayor Bill de Blasio introduced his daughter, Chiara de Blasio, as Honorary Chair. Tweets from this event on May 6, 2014, generated nearly 5,500 organic impressions.



The above post from National Children's Mental Health Awareness Day illustrated the type of engaging, real-time content that performed well on the Recovery Month Twitter account in 2014.

YouTube

As of January 2015, the [Recovery Month YouTube channel](#) featured 133 videos, including the new 2014 PSAs, PSAs dating back to 2001, and trailers promoting the *Road to Recovery* series. SAMHSA gained 53 new subscribers, for a total of 1,382 subscribers to the *Recovery Month* YouTube channel. Subscribers included government agencies, recovery organizations, and individuals. In 2014, the channel garnered nearly 18,000 new video views. This represents a 2 percent increase in the total viewed videos, with nearly 750,000 video views since the YouTube channel's launch in 2009.

1,382 subscribers | 748,529 views | Video Manager | View as public

National Recovery Month | 25 YEARS | SEPTEMBER 2014

recoverymonth

Home | Videos | Playlists | Channels | Discussion | About

Road to Recovery May 2014: Treatment & Recovery in the Juvenile and Adult Criminal...
697 views 7 months ago

Persons involved in both the juvenile and adult justice systems commonly are struggling with mental disorders, substance use disorders, or both. This show will recognize and promote a trend to directly address mental and substance use disorders in these individuals through treatment and recovery support. Strategies for doing this, such as drug courts and diversion programs, will be highlighted. The show will identify issues associated with different demographic groups at greater risk of justice system involvement...
Read more

Channel tips

- Add a section
- Captivate your audience
- Your fans are missing you
- Drive fan engagement
- Organizing your videos

View all »

Featured Channels

Shuffle

The Recovery Month YouTube channel underwent a rebranding at the beginning of 2014 to feature design elements that align with the website and materials.

Blogger Engagement

In early 2014, SAMHSA identified opportunities to engage with new audiences and further develop existing blogger relationships to expand its blogger engagement program. SAMHSA sent 44 emails to bloggers and received 19 responses (a 43 percent response rate). The 2014 outreach resulted in blog or social media channel placements by a total of four bloggers, including *Last Chance Texaco* and *Alcoholic Outsider*. The posts shared a variety of *Recovery Month* resources, including the toolkit and *Voices for Recovery*.

Alcoholic Outsider Artist

My pictures are confused, abrupt, adamant, honest and entirely lacking in foresight. They are born from an argument between life's experiences, subconscious impulses and my own muddled aesthetic preferences; this dialogue is strained but ongoing. They are made possible only by the depth of my illness and the gift of my sobriety. I have accepted both graciously. They are, individually and as a group, an unwitting self-portrait.

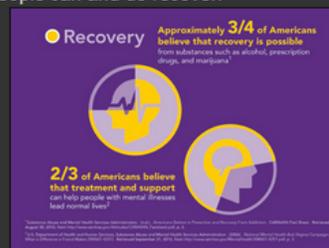
Wednesday, February 12, 2014

A friend of mine at SAMHSA asked me to share this information regarding Recovery Month. Please contact them directly for more information on how you can participate.

National Recovery Month (Recovery Month)

(<http://www.recoverymonth.gov>) is a national observance that educates Americans on the fact that addiction treatment and mental health services can enable those with a mental and/or substance use disorder to live a healthy and rewarding life. The observance's main focus is to laud the gains made by those in recovery from these conditions, just as we would those who are managing other health conditions such as hypertension, diabetes, asthma, and heart disease. **Recovery Month** spreads the positive message that behavioral health is essential to overall health, prevention works, treatment is effective, and people can and do recover.

Recovery Month, now in its 24th year, highlights individuals who have reclaimed their lives and are living happy and healthy lives in long-term recovery and also honors the prevention, treatment, and recovery service providers who make recovery possible.



Alcoholic Outsider Artist



Common Drunk

I am a recovering drunk. My program is old school, Big Book thumpin, 12 steppin, meeting goin, people helpin. Your program is yours, just get one when you are ready. With my art, I try to illustrate what it was like, what happened and what it is like now. Please let me know if any of it resonates with you. Leave a comment and I will see it.

The Big Book



A post from Alcoholic Outsider about Recovery Month.

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 2014, visitors to the **Recovery Month** website accessed a selection of four different types of e-cards: anniversary, congratulations, thank you, and thinking of you. Visitors could choose from three different text options and six different images. During 2014, approximately 200 e-cards were sent.

New Media E-Newsletter

For the first part of 2014, **Recovery Month's** new media e-newsletters about capitalizing on new media channels were sent to subscribers on a regular basis. These newsletters 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. The e-newsletter, sent to Planning Partners, **Recovery Month** event planners, and supporters, also provided tips on how to develop a personal voice for an organization and how to build an online community.

As of April 15, 2014, a total of 12,449 people had actively subscribed to the monthly e-newsletter, which can be found on the [Recovery Month website](#).



SAMHSA encouraged local government officials to sign an official proclamation that designates September as **Recovery Month**. This draws public attention to **Recovery Month** events and shows the community that local governments are committed to helping members of the community and their loved ones with mental health and/or substance use disorders. Proclamations are typically issued starting in early summer and are submitted through the end of the calendar year. As of December 2014, the following parties had signed 80 proclamations:

[Proclamation by the President of the United States of America](#)

Alaska: [State of Alaska](#)

Arizona: [State of Arizona](#)

Arkansas: [State of Arkansas - Hot Springs](#)

Colorado: [State of Colorado](#)

Connecticut: [State of Connecticut - Greenwich](#)

Delaware: [State of Delaware](#)

Florida: [State of Florida](#)

Georgia: [State of Georgia](#)

Illinois: [State of Illinois](#)

Indiana: [State of Indiana](#)

Kentucky: [State of Kentucky](#)

Maryland: [State of Maryland](#)

Massachusetts: [State of Massachusetts](#)

Michigan: [State of Michigan](#)

Minnesota:

- [State of Minnesota](#)

- [State of Minnesota - Brooklyn Center](#)

Nevada: [State of Nevada](#)

New Hampshire:

- [State of New Hampshire](#)

- [State of New Hampshire - Newton](#)

New Jersey:

- [State of New Jersey](#)

- [State of New Jersey - Gloucester City](#)

New Mexico: [State of New Mexico](#)

North Carolina: [State of North Carolina](#)

Ohio:

- [State of Ohio](#)

- [State of Ohio - Dayton](#)

Oklahoma: [State of Oklahoma](#)

Oregon: [State of Oregon](#)

Pennsylvania:

- [State of Pennsylvania](#)

- [State of Pennsylvania - Bucks County](#)

- [State of Pennsylvania - Chester County](#)

- [State of Pennsylvania - Montgomery County](#)

- [State of Pennsylvania - Northampton County](#)

- [State of Pennsylvania - Philadelphia](#)

Rhode Island: [State of Rhode Island](#)

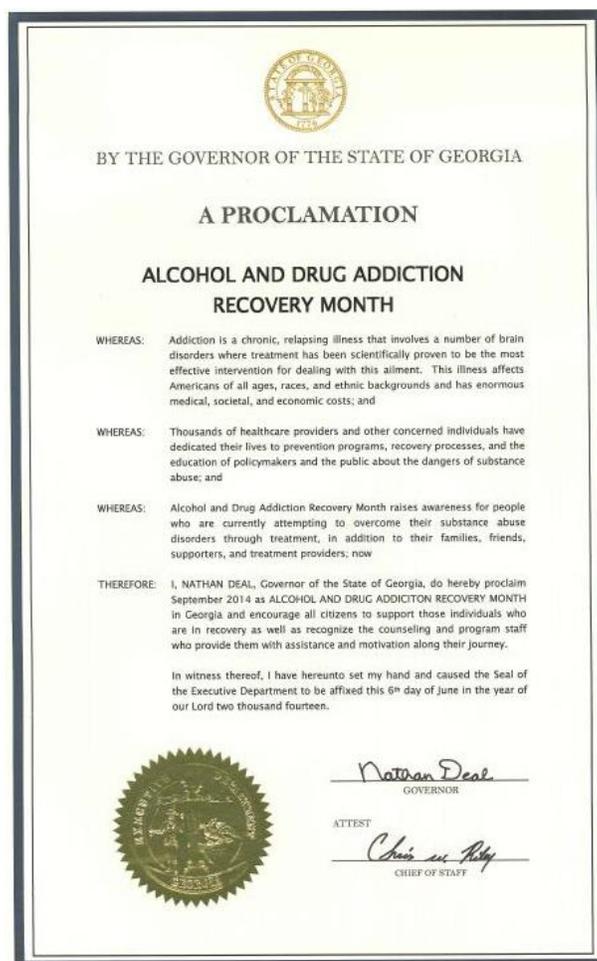
South Carolina: [State of South Carolina](#)

South Dakota: [State of South Dakota](#)

Tennessee:

- [State of Tennessee](#)

- [State of Tennessee - Davidson and Nashville Counties](#)



Sample proclamation from the state of Georgia.

Texas:

- [State of Texas](#)
- [State of Texas - Hot Springs](#)
- [State of Texas - UNT](#)

Utah: [State of Utah](#)

Vermont:

- [State of Vermont](#)
- [State of Vermont - Burlington](#)

Virginia:

- [Alcohol Screening Day](#)
- [State of Virginia](#)
- [Virginia - VAAP and SAARA of the Peninsula](#)

Washington D.C.:

- [District of Columbia](#)
- [District of Columbia - American Dental Association](#)

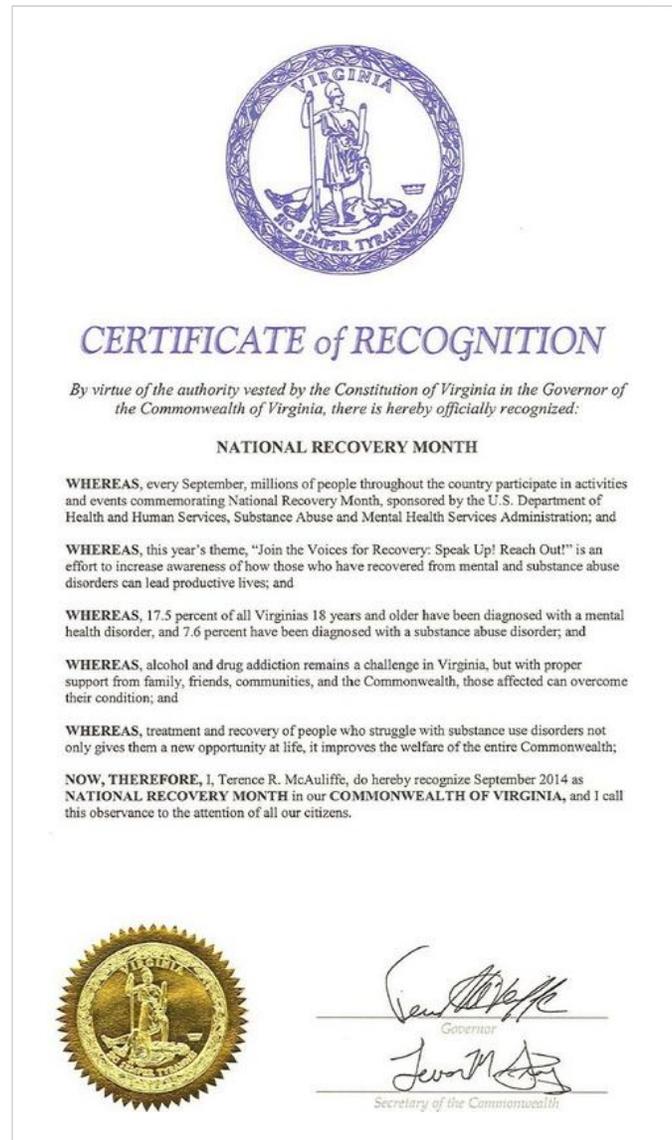
Washington:

- [State of Washington](#)
- [State of Washington - Auburn](#)
- [State of Washington - Bellevue](#)
- [State of Washington - Black Diamond](#)
- [State of Washington - Bothell](#)
- [State of Washington - Carnation](#)
- [State of Washington - Covington](#)
- [State of Washington - Des Moines](#)
- [State of Washington - Duvall](#)
- [State of Washington - Enumclaw](#)
- [State of Washington - Hunts Point](#)
- [State of Washington - Issaquah](#)
- [State of Washington - Kenmore](#)
- [State of Washington - Kent](#)
- [State of Washington - Kirkland*](#)
- [State of Washington - Lake Forest Park](#)
- [State of Washington - Maple Valley](#)
- [State of Washington - Medina](#)
- [State of Washington - Milton](#)
- [State of Washington - Newcastle](#)
- [State of Washington - North Bend](#)
- [State of Washington - Pacific](#)
- [State of Washington - Redmond](#)
- [State of Washington - Renton](#)
- [State of Washington - Sammamish](#)
- [State of Washington - SeaTac](#)
- [State of Washington - Shoreline](#)
- [State of Washington - Tukwila](#)
- [State of Washington - Woodinville](#)

West Virginia: [State of West Virginia](#)

Wyoming: [State of Wyoming](#)

*This hyperlink does not exist.



Sample proclamation from the state of Virginia.

Awards

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.

From January 1 through December 10, 2014, **Recovery Month** earned three awards for the 2013 campaign and PSAs. Specifically, **Recovery Month** won two Gold AVA Awards for the 2013 radio and television PSAs. The AVA Awards represent an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design, and production of communication.

Recovery Month also won Mercury Award Honors for the 2013 Campaign. The International Mercury Awards competition recognizes the best in public relations, public affairs, and corporate communications. The Mercury Awards are based on the principle of celebrating creative professionals whose determination, innovation, originality, and smart thinking make the industry work. This year, more than 680 entries were submitted.



Conclusion

Recovery Month continues to uphold the message that recovery in all forms is possible. Over the past year, **Recovery Month** has continued to spread the word that prevention works, treatment is effective, and people can and do recover. The following highlights show the impact of the **Recovery Month** observance in 2014:

- 1,022 **Recovery Month** events were held in all 50 states, in addition to Washington, D.C.; Puerto Rico; the U.S. Virgin Islands; the Bahamas; Canada; Ireland; and the United Kingdom.
- PSAs reached approximately 194,019,500 viewers and 3,638 listeners in 2014.
- There were 300,758 **Recovery Month** website visitors; of these, there were 22,265 new visitors to the website.
- The *Road to Recovery* television series generated more than \$35.8 million in free airtime, reaching 58 million households, or 58 percent of all cable and satellite households in the United States.

To learn more about the impact of **Recovery Month** and view current and past years' outreach materials, please visit the [Recovery Month website](#) or call SAMHSA's National Helpline at 1-800-662-HELP (4357).