
National Recovery Month Planning Partners Meeting

Department of Health and Human Services

Substance Abuse and Mental Health Services Administration

Thursday, January 22, 2015

**U.S. Department of Health and Human Services
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**Thursday, January 22, 2015
8:30 a.m.–3:30 p.m. EST
1 Choke Cherry Road, Rockville, MD 20857**

PARTICIPANTS

Robert Ashford
Daphne Baille
Pat Beauchemin
Susan Bergmann
William Caltrider, Jr.
Holly Cekala
Cindy Christy
Lisa Clark
RaMeicha Cooks
Sally Corbett
Andrew Corbin
Don Coyhis
John de Miranda
Sharon Dietsche
Dona Dmitrovic
Joseph Dmitrovic
Maryanne Frangules
G. Peter Gaumond
Walter Ginter
Leslie Glass
Scarlet Gleeson
Ivana Grahovac
Maria Hampton
Kristen Harper
Michelle Harter
Christopher Hindbaugh
Michelle Hodder
George Hoehmann
Jason Jarreau
Teresa Wren Johnston
Benjamin Jones

ORGANIZATIONS

Young People in Recovery–Texas
TASC, Inc.
Therapeutic Communities of America
The Association for Addiction Professionals (NAADAC)
Center for Alcohol and Drug Research and Education
Ricares
ATTC Network Coordinating Office–University of Missouri
AdCare
Health Resources and Services Administration
Stepping Stones
McShin Foundation
White Bison, Inc.
Peninsula Health Concepts
National Association of Social Workers
OptumHealth Behavioral Solutions
Malvern Institute
Massachusetts Organization for Addiction Recovery
Office of National Drug Control Policy
National Alliance for Medication Assisted Recovery
Reach Out Recovery/Rehab Productions
FED UP! Coalition
Transforming Youth Recovery
Oxford House
Association of Recovery Schools
Anchor Recovery Community Centers
Addiction Treatment Services
Providence Center
Rockland Independent Living Center
Oxford House
Center for Young Adult Addiction and Recovery
National Council on Alcoholism and Drug Dependence–Detroit

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PARTICIPANTS

Thomas Joyce
Misha Kessler
Cathy Khaledi
Laurie Krom
Joan Kub
Steve Landon
Roberta Garson Leis
Cortney Lovell
Henry Catano Lozano
John Magnuson
Maurice Mayo
Mimi Martinez McKay
Lureen McNeil
Patty McCarthy Metcalf
Charles Noerenberg
Diane Offett
Gary Parker
Reverend Snow Peabody
Joe Powell
Andrew Pucher
J. C. Ransom
Devin Reaves
Linda Reese-Smith
Claire Ricewasser
Justin Luke Riley
David Rook
Fredrick Sandoval
Susan Shaw
Ariell Spanvill
Lorinda Strang
Zachary Talbott
Cynthia Moreno Tuohy
Eduardo Vega
Tonya Voelker
Harvey Weiss
Sis Wenger
Daisy Wheeler
David Whitesock

ORGANIZATIONS

The Providence Center
The Campbell Center
Nar-Anon
ATTC Network Coordinating Office
International Nurses Society on Addictions
McShin Foundation
New England Association of Drug Court Professionals
Twin County Recovery Services, Inc.
Deep Still Water Institute
INFINITY Signature Solutions
Office of National Drug Control Policy
Recovery Resources Consulting
New York State Office of Alcoholism and Substance Abuse Services
Faces & Voices of Recovery
National Alliance for Drug Endangered Children
Administration for Children, Youth and Families
Kansas Consumer Advisory Council for Adult Mental Health, Inc.
Teen Challenge International USA
Association of Persons Affected by Addiction
National Council on Alcoholism and Drug Dependence, Inc.
Addiction Treatment Services
Dream Center for Recovery
Administration for Children and Families
Al-Anon Family Group Headquarters, Inc.
Young People in Recovery
McShin Foundation
National Latino Behavioral Health Association
AdCare Hospital/AdCare Outpatient Clinic
Utah Support Advocates for Recovery Awareness
Orchard Recovery
National Alliance for Medication Assisted (NAMA) Recovery
The Association for Addiction Professionals (NAADAC)
Mental Health Association of San Francisco
National Association of Drug Court Professionals
Synergies/National Inhalant Prevention Coalition
National Association for Children of Alcoholics
National Council for Behavioral Health
Face It TOGETHER

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SAMHSA Staff

Tom Coderre	SAMHSA/Center for Substance Abuse Treatment (CSAT)
Paolo del Vecchio	SAMHSA/Center for Mental Health Services
Tanya Gunn	SAMHSA/BRSS TACS
Jennifer Eveland	SAMHSA/CSAT
Wilmarie Hernandez	SAMHSA/CSAT
Daryl Kade	SAMHSA/CSAT
Michele Monroe	SAMHSA/Office of Communications
Abraham Ruiz	SAMHSA/CSAT
Amy Smith	SAMHSA/CSAT
Ivette Torres	SAMHSA/CSAT
Wilma Townsend	SAMHSA/CSAT

National Recovery Month Support Contractors

Jessica Freer	Synergy Enterprises, Inc.
Katia Delrahim Howlett	Synergy Enterprises, Inc.
Megan Humphries	Edelman
Pheniece Jones	Edelman
Barbara Kosogof	Synergy Enterprises, Inc.
Ximena Marquez-Dagan	Synergy Enterprises, Inc.
Roy Walker	Synergy Enterprises, Inc.

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I. Welcome and Introduction—Ivette Torres

Ivette Torres, Associate Director for Consumer Affairs, Center for Substance Abuse Treatment (CSAT), Substance Abuse and Mental Health Services Administration/ (SAMHSA), welcomed participants to the January *National Recovery Month* Planning Partners Meeting. The longevity of *National Recovery Month (Recovery Month)* is a great credit to the Planning Partners and everyone involved. She expressed special appreciation to staff members in the Office of Consumer Affairs at CSAT—Amy Smith, Abraham Ruiz, Wilmarie Hernandez, and Jennifer Eveland. Ms. Torres reviewed the meeting agenda. She introduced Daryl Kade, Acting Director, CSAT, to provide the welcome and greeting.

Ms. Kade thanked Ms. Torres and welcomed everyone to the meeting. She remarked that it is an honor to work with CSAT staff members and all involved with promoting recovery. She thanked everyone for their extraordinary efforts to support *Recovery Month* and their work to help people, families, and communities. The 2015 *Recovery Month* focus on young people highlights SAMHSA's emphasis on substance abuse prevention efforts during vulnerable developmental stages and treatment prior to serious illnesses. Activities under SAMHSA's strategic initiative on recovery reflect stakeholder input and provide additional opportunities for them to advise efforts at the state and local levels. Ms. Kade reviewed how SAMHSA's initiatives—including block grants, peer and network development grants, and the Bringing Recovery Supports to Scale Technical Assistance Center Strategy (BRSS TACS)—emphasize recovery-oriented services and models of care, involvement of the peer workforce, and ways to bring the recovery community together. All of these efforts include young people. In closing, Ms. Kade noted that we are the stewards of behavioral health during a time of health care transformation and growing recognition of the recovery movement. Ms. Kade introduced Tom Coderre, Senior Advisor, SAMHSA/CSAT, who joined the Agency in 2014 to help advance all aspects of its mission.

Mr. Coderre thanked Ms. Kade for her assistance and sharing of knowledge and experience since he joined SAMHSA. He also thanked everyone for their support of yesterday's (1/21/15) event on the Affordable Care Act and recovery at the White House. He provided handouts with QR codes, which allowed people with smartphones to access recovery resources. Mr. Coderre informed participants of the rally for recovery—Unite to Face Addiction—on the National Mall in Washington, DC, during October, and said more details would be forthcoming. He shared an encounter with the recently appointed U.S. Surgeon General, Dr. Vivek H. Murthy, who recognizes the importance of addiction and recovery. Dr. Murthy will conduct a series of listening tours around the country to identify health topics that people want the Surgeon General to talk about. Mr. Coderre suggested that people attend and highlight the

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importance of recovery. He encouraged participants to reach out to new people who might not be familiar with the recovery movement.

Ms. Torres introduced Paolo del Vecchio, Director, Center for Mental Health Services (CMHS), who also serves as the lead for SAMHSA's Recovery and Recovery Support Strategic Initiative (<http://www.samhsa.gov/recovery>). Mr. del Vecchio thanked all in attendance. He reviewed CMHS programs and initiatives that support recovery-oriented services and added that there are peer awards to promote education about and enrollment under the Affordable Care Act. Mr. del Vecchio also highlighted state consumer and family network grants, recovery and resilience grants for families, and an upcoming grant opportunity for national consumer technical support. SAMHSA is engaged in exciting work with partners at the Centers for Medicare & Medicaid Services to identify criteria to establish and certify community behavioral health clinics; these clinics will expand access to evidence-based practices and services and will be eligible for enhanced Medicaid revenues. The public should be able to comment on the draft criteria soon, providing an opportunity for the recovery community to be heard on the supports provided by these clinics. Mr. del Vecchio commented that crisis services are of great importance and need to be expanded; peer support and the peer workforce are critical in these efforts. He remarked that he looked forward to hearing about Planning Partners' activities and efforts to engage young people in recovery and thanked participants for their work.

II. Planning Partners' Introductions and Updates

- Mimi Martinez McKay is now a consultant on recovery resources for California and Texas.
- Daphne Baille, Director of Communications and Marketing at TASC, Inc., noted her organization's work to help those involved in the criminal justice system obtain access to health care and treatment support.
- Cindy Christy, project assistant at the ATTC Network Coordinating Office, remarked that she was pleased to participate and that Laurie Krom would provide an update.
- Peter Gaumont, Branch Chief (recovery), Office of Demand Reduction at the Office of National Drug Control Policy, is working to raise the profile of recovery and will organize events this year.

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- Laurie Krom, Director of the ATTC Network Coordinating Office, is working with people all over the country to promote the adoption and implementation of evidence-based and promising practices. The organization is developing a community of practice for those creating recovery-oriented systems of care at the state and local levels.
- Teresa Johnston, Director of the Center for Young Adult Addiction and Recovery at Kennesaw State University and President of the Association of Recovery in Higher Education, is working to coordinate efforts among colleges at the national level.
- David Whitesock, Addiction Informatics Officer at Face It TOGETHER, remarked that his organization partners with those in the private sector to provide free recovery supports. He is developing real-time measures of recovery.
- Robert Ashford serves as Program Director of the University of North Texas Collegiate Recovery Program and Chapter Lead for Young People in Recovery in Denton, Texas.
- Kristen Harper, Executive Director of the Association of Recovery Schools, remarked on the launch of its high school accreditation program for recovery schools.
- Ivana Grahovac, of Transforming Youth Recovery, noted that her organization is involved in the collegiate and high school recovery movements and will launch a community college program next year. The organization is working on a life-skills program for those who have graduated from high school, but are not ready for community college.
- Sally Corbett, Executive Director of Stepping Stones, commented that this is the anniversary of Bill Wilson's death, reminding us that the national conversation on alcohol and addiction continues.
- Lorinda Strang, Executive Director of Orchard Recovery in British Columbia, Canada, spoke about a meeting in Ottawa to try to establish the country's first **National Recovery Month**. She helped initiate Recovery Day in Canada.
- Cortney Lovell is a clinical counselor at Twin County Recovery Services, Inc., and she is also working with Friends of Recovery in New York.
- Bill Caltrider, President of the Center for Alcohol and Drug Research and Education, is interested in military families.

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- Daisy Wheeler, Director of Addiction of the National Council for Behavioral Health, is attending for Becky Vaughn. Their group is very excited to be part of the planning for 2016 *Recovery Month*.
- Eduardo Vega is Executive Director of the Mental Health Association of San Francisco.
- Ben Jones, President/Chief Executive Officer (CEO) of the National Council on Alcoholism and Drug Dependence in Detroit, will present survey results on the awareness and perceived value of *Recovery Month*.
- Claire Ricewasser, Communications Associate Director at Al-Anon Family Group Headquarters, is working on a membership survey to collect new information. The organization is involved with a training program for witnessing with anonymity and how to help people get past resistance to participating in Al-Anon Family meetings.
- Cathy Khaledi, Executive Director of Nar-Anon, directed the Planning Partners to her organization's website and is working with groups for *Recovery Month*.
- Maryanne Frangules, Executive Director of the Massachusetts Organization for Addiction Recovery, reported that her organization holds grants to promote resiliency and is involved in efforts to prevent overdoses.
- Roberta Garson Leis, Executive Director of the New England Association of Drug Court Professionals, remarked that her organization will convene a conference in September.
- John de Miranda, of Doors to Hope at Peninsula Health Concepts, a treatment program in California, highlighted the organization's focus on families and children.
- Susan Bergmann, Director of Operations at the Association for Addiction Professionals (NAADAC), noted her group's efforts on co-occurring disorders.
- Cynthia Moreno Tuohy, Executive Director of NAADAC, commented that her organization is accepting applications for the National Minority Fellowship Program for Addiction Professionals. NAADAC has an ongoing webinar series featuring 20 to 30 events annually. Its national conference is in October.
- Andrew Pucher, President of the National Council on Alcoholism and Drug Dependence, Inc., is looking forward to learning from the Planning Partners.

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- Charles Noerenberg, President of the National Alliance for Drug Endangered Children, reported that his organization offers technical assistance to providers that help children whose parent's abuse drugs. New publications are available free through its website.
- Sis Wenger, President/CEO of the National Association for Children of Alcoholics, said her organization continues to focus on children and families affected by addiction. The organization has distributed many copies of a program kit to help children whose parent's abuse drugs. The group is upgrading this kit.
- Leslie Glass, cofounder and President of Reach Out Recovery/Rehab Productions, works to bring information on recovery to the general public and to raise awareness about recovery and the necessary supports.
- John Magnuson, founder and Chief Solutionist at INFINITY Signature Solutions, expressed optimism that we will achieve cures for addiction and other diseases. He noted the importance of recovery among young people and recovery schools.
- Fredrick Sandoval, Executive Operations Manager at the National Latino Behavioral Health Association, noted that his organization holds webinars to help Latino community's access health care and quality services under the Affordable Care Act. It works with community-based organizations and offer services to enhance cultural competency.
- Harvey Weiss, Executive Director of Synergies/National Inhalant Prevention Coalition, is working with Mexico on prevention and treatment.
- Scarlet Gleason, Communications Director at FED UP! Coalition, remarked on her involvement with music as medicine for rapid healing as well as the full continuum of care. An area of focus is stopping overdoses and overdose deaths.
- Joe Powell, Executive Director of the Association of Persons Affected by Addiction, commented that his organization has a grant to train peer-recovery coaches to work with young people.
- Maria Hampton, an outreach worker for Oxford House, noted that Oxford House has established a worldwide network for recovery houses, with more than 1,700 facilities. Its world convention in Washington, DC, will mark the 40th anniversary of this network of recovery houses.

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- Jason Jarreau of Oxford House remarked that he has been involved in setting up recovery houses in Mississippi.
- Patty McCarthy Metcalf is the new Executive Director at Faces & Voices of Recovery, a group that promotes the visibility of people in recovery.
- Gary Parker, Executive Director of the Kansas Consumer Advisory Council for Adult Mental Health, Inc., remarked that his organization focuses on recovery as a vital aspect of people's overall wellness. The organization has been posting personal recovery stories on YouTube, which has brought the group special recognition.
- Reverend Snow Peabody, the national representative to Washington, DC, for Teen Challenge International USA, has organized more than 200 **Recovery Month** activities and events around the nation.
- Henry Catano Lozano, President of Deep Still Water Institute, is also involved in MODDHA International Foundation to campaign for international recovery services. He is working with the Office of the Governor in California to promote recovery services.
- Joan Kub from the International Nurses Society on Addiction noted that its conference is in October in North Carolina.
- Maurice Mayo is an intern at the Office of National Drug Control Policy and is working on a master's degree in social work.
- J. C. Ransom, Director of Operations at Addiction Treatment Services, is involved in national engagement and an anonymous people project. She is working with others to develop a gender-specific curriculum for national distribution.
- Tonya Voelker, Associate Director of Legislative Affairs at the National Association of Drug Court Professionals, reported that its national conference will be held at the end of July.
- Misha Kessler, Project Director at the Campbell Center, is interested in suicide and addiction recovery.

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- Walter Ginter, Director of Recovery Support at the National Alliance for Medication Assisted Recovery, promotes mental health empowerment and international activities (for example, peer-recovery services in Vietnam).
- Zachary Talbott, Director of the Tennessee Statewide and Northwestern Georgia Chapter of the National Alliance for Medication Assisted Recovery, is working to expand peer recovery related to medication-assisted treatment among rural patients.
- Steve Landon is with the McShin Foundation in Richmond, Virginia.
- Devin Reeves, a certified recovery specialist at Dream Center for Recovery, noted that his organization is a recovery house and works with young people.
- Justin Luke Riley is President and CEO of Young People in Recovery.
- Ariell Spanvill, Project Manager at the Utah Support Advocates for Recovery Awareness, works on a BRSS TACS project and spoke at yesterday's (1/21/2015) White House event ("Treatment, Recovery, and the ACA" [Affordable Care Act]).
- RaMeicha Cooks, public health analyst at the Health Resources and Services Administration, works on poison control outreach and education.
- Joe Dmitrovic, marketing representative at the Malvern Institute, promotes recovery in central Pennsylvania.
- Lureen McNeil, Program Manager for Recovery Policy and Peer Services at the New York State Office of Alcoholism and Substance Abuse Services, supports implementation of peer services and is helping providers sustain services through a time of transition in behavioral health.
- Andrew Corbin is with the McShin Foundation.
- David Rook, intake specialist at the McShin Foundation, noted that he brought new participants to the meeting.
- Dona Dmitrovic, Director of Consumer Affairs in the Substance Use Disorders section of OptumHealth Behavioral Solutions, is also a board member of Young People in Recovery.

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- Tom Joyce, of the Providence Center, remarked that its director could not attend the meeting, but sends his best wishes and regards.
- Holly Cekala, Executive Director of Rlcares, reported that her organization is matching recovery coaches with people who have recently experienced an overdose. She highlighted a campaign to raise awareness about overdose prevention in Rhode Island; the campaign features nine stories of people in recovery.
- Sue Shaw, community service representative at AdCare Hospital and AdCare Outpatient Clinic, remarked that her organization has seven outpatient clinics in Rhode Island and Massachusetts.
- George Hoehmann, Executive Director of Rockland Independent Living Center, commented that his group is a cross-disability peer-run consumer organization in New York. The organization promotes recovery events.
- Lisa Clark, Vice President of Marketing and Business Development/Community Services for AdCare, said that her organization promotes addiction and mental health recovery, along with education and criminal justice services.
- Michelle Hodder, of the Providence Center, focuses on community reentry for incarcerated women and noted that the center just hired a peer.
- Sharon Dietsche is senior practice associate at the National Association of Social Workers.

III. Status of 2015 Materials

2015 *Recovery Month* Toolkit and Print Materials: Abraham Ruiz

Mr. Ruiz remarked that the first draft of the *Recovery Month* toolkit is under review at SAMHSA. The target date for the toolkit is spring. SAMHSA will send only new content to the Planning Partners who serve as reviewers.

Storyboard Versions of 2015 *Recovery Month* Public Service Announcements: Abraham Ruiz

Mr. Ruiz explained that three *Recovery Month* public service announcement (PSA) concepts were tested in English and Spanish in the DC and Atlanta area. Two concepts selected for production through the process are—*Drum Beats On* and *Garden*. The PSAs are in the preproduction phase, which includes scouting for diverse actors and taping locations within the Atlanta area. The PSAs will be cast in February, filmed in March, and produced and distributed in April. Megan Humphries, Vice President at Edelman, remarked that focus groups of people involved in recovery provided feedback on the storyboard for each PSA concept tested. Each television PSA will be produced in both English and Spanish as 30 and 15- second segments and produced in English and Spanish for radio, also as 30 and 15- second segments. The ultimate goal of both PSAs is to encourage people to call SAMHSA's National Helpline at 1-800-662- HELP (4357). Ms. Torres added that the *Drum Beats On* is designed to reduce the negative perception that people with substance use and mental health disorders cannot get better and to convey the positive message that people can get back on track with the support of their friends, family, and community.

The Planning Partners discussed the *Drum Beats On*'s PSA storyboard. Overall, they had a positive response and liked the concept. They commented on the following:

Drum Beats On

- The visuals do not give the impression that the drum line includes family members.
- The person who stumbles should wear a plain T-shirt at the beginning and subsequently be shown wearing a *Recovery Month* T-shirt at the end.
- The PSA should show *Recovery Month* people coming in to support the person who stumbles.
- This PSA should be filmed in a stadium to convey the collegiate perspective.
- It is important for the final slide to provide information on joining the voices of recovery (link to the *Recovery Month* website).

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- The PSA should include actors who are diverse, including people of different ages to represent family members (for example, a child).
- To convey the concept of family, the PSA could cut to a mom and dad looking concerned after the person stumbles and then proud when the person gets back on track.
- The visuals should connect the drum line to the community; perhaps one of the drums could say “community.”
- For the end slide with information, the voiceover should say, “For confidential recovery information on mental health or substance abuse prevention and treatment referral for you or someone you know ...”
- Perhaps the PSA could show drums that are visually diverse (to convey the importance that drums have in various cultures).
- To be more direct, the voiceover should say, “being in recovery” rather than “staying on course.” However, not everyone may understand what “being in recovery” means.
- Add “confidential” to the last slide.
- The PSA should not convey that we all have to fall in line; it is all right to march to the beat of a different drummer.

Ms. Torres thanked the Planning Partners for their feedback on *Drum Beats On* and noted these suggestions were going to be taken back to internal preproduction meetings for consideration. This year’s PSAs focus on getting people to seek help; to ask them to join the recovery movement is a different spot. She suggested a show of hands for two spots for next year: (1) one that targets getting people to join the recovery community and (2) one that is a call to action for getting treatment. The Planning Partners voted for this option. Ms. Torres commented that adding the **Recovery Month** URL to the final slide would require going through the clearance process again. Michele Monroe added that SAMHSA is required to include the HHS logo, and SAMHSA logo on the final slate, as well as say in the voice over “Brought to you by the U. S. Department of Health and Human Services” which adds up to 2 to 3 seconds to the spots. Presenting two URLs and the SAMHSA National Helpline would lose viewers as it is too much for them to absorb in that short period of time.

Garden

Planning Partners discussed the *Garden* PSA’s storyboard. They commented on the following:

- Please cast someone with disability in the PSA.
- Ensure that entering “visible, vocal, valuable” into search engines results in a hit for the **Recovery Month** website.
- Children and young people should appear in the PSA.
- The plants shown must not look like marijuana (an issue that came up in focus groups).
- Add the word “recovery” to the slide at the end.
- The setting for the garden should look urban rather than suburban/rural.

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- Will rural communities understand this PSA?
- It is positive that the PSA shows that the recovery community is part of the overall community.
- Viewers may perceive that the PSA is about overall health rather than substance abuse and mental health recovery.
- Changing the sign from “community garden” to “healing garden” would clarify the setting and message.
- The PSA might also convey how urban communities rebuild and recover themselves. The spot could start with an abandoned lot and then show its recovery. Others wondered whether this would perpetuate stereotypes.

Note: Changes that can be considered during post production were noted and will be included in the final production notations of the spot.

2015 Road to Recovery Television and Radio Series: Wilmarie Hernandez

Ms. Hernandez noted that abstracts for the *Road to Recovery* Television and Radio series were included in the Planning Partners’ folders. She requested that the Planning Partners review the topics and recommend panelists for shows 3 through 6. She suggested that preference was given to potential panelists local to the Washington, DC, area. The recording dates are the following: shows 1 and 2, January 23; shows 3 and 4, March 24 or 26; and shows 5 and 6, May 27. The Planning Partners should send panelist suggestions and *minor* suggestions on content to her via e-mail.

Update of Project Evolve: Michele Monroe

Ms. Monroe updated the Planning Partners on Project Evolve, the revamping of the SAMHSA website, and redevelopment of the *Recovery Month* website (recoverymonth.gov). Focus group responses on the look and functionality of the *Recovery Month* website indicated the following that

- Their most visited area of the website is the Community Events section. This section is followed by, in descending order:
 - Toolkit—Especially the Media Outreach section;
 - Videos—Public Service Announcements, *Road to Recovery* series, and *Voices for Recovery*; and
 - Banners, Logos, and Flyers.
- Overall, participants wished for a more streamlined, web-friendly, and easy-to-share content in a better organized structure.

Ms. Monroe described the revamping of the SAMHSA and the *Recovery Month* websites:

- Additional changes to the site include the following:

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- Better search capability and improved search engine optimization;
- Homepage organization that follows web best practices and Section 508 requirements;
- The existing URL (recoverymonth.gov) will be maintained;
- The SAMHSA site will auto redirect within the site;
- **Recovery Month** will use the pallet of purple and a secondary color, which will change each year; and
- Functionality of the **Recovery Month** site is being built, and the site is using cross-site functionality where appropriate.

SAMHSA is working on the new site for a March 2 launch. In the meantime, people can continue to post events on the current site. Migration of content is being done based on metrics and user feedback. Content and pages that have high use rates or traffic will be migrated but information or areas that are not used or visited will be archived. No information will be lost or deleted. Content will be moved to the SAMHSA archive which is accessible from the SAMHSA site and a link will be available on the **Recovery Month** pages. The Federal Digital Strategy states that content should reside where it was originated. Therefore, instead of reposting a document or report, the web standard is to provide a brief summary about the document or report and provide the URL. It is not an acceptable practice to re-post material to the new site that did not originate at SAMHSA Regarding the Road to Recovery Series, webcasts and radio shows will be active for 2 years and then archived. Ms. Torres remarked that SAMHSA will consider including links to partner organizations on the new site.

IV. Recovery Month 2016: Brainstorming Session and Review of Messaging and Audiences

Review of Potential Concepts for Recovery Month 2016: Abraham Ruiz and Megan Humphries

Ms. Humphries reviewed recent **Recovery Month** messages and targeted audiences. She explained that some elements are universal and present every year but also that each year has a new concept. Ms. Humphries presented three proposed concepts (with their objectives and potential themes) for 2016 **Recovery Month**, and the Planning Partners participated in a straw poll to indicate support for each concept. The results were:

- Concept #1: Emphasizing the Importance of a Strong & Effective Behavioral Health Workforce—5 votes;
- Concept #2: Recovery Has No Boundaries—24 votes; and
- **Concept #3: The Power of Storytelling—27 votes (winning concept).**

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The group also voted for a supporting theme for the concept from 20 proposed options, which were eventually narrowed to 4 possibilities:

- **Join the Voices for Recovery: Our families, Our stories, Our recovery. (39 votes—winning theme);**
- Join the voices for recovery: To share the journey (3 votes);
- Join the voices for recovery: Share your story. (2 votes); and
- Your story matters. (10 votes).

V. Recovery Month Subcommittee Reports: Amy Smith

Public Relations & Marketing and Sustainability

Special Presentation by David Whitesock (of Face It TOGETHER)

Ms. Smith introduced Mr. Whitesock, Addiction Informatics Officer at Face It TOGETHER.

Mr. Whitesock highlighted the following:

- His group operates as a community addiction management organization that runs on private-sector funding; the group used to be a recovery community organization.
- Face It TOGETHER's operating budget for last year was covered 100 percent, and it had a profit.
- Organizations can raise money during **Recovery Month**. Face It TOGETHER receives a great deal of United Way funding.
- Organizations focused on recovery can use business principles to create a product and methods to deliver services that people value. Health care, criminal justice, insurance companies, and employers want to invest in recovery.
- Face It TOGETHER focuses on employers and takes an addiction management approach (it sees addiction as a chronic disease and works with primary managed care).
- Face It TOGETHER receives investments from companies and must show data on how many clients get better and how.
- Face It TOGETHER provides all recovery support services free of charge to all individuals who seek help and ongoing support at affiliates. Employers who support the organization know that this helps the broader community as well as their employees.
- Face It TOGETHER held a march during **Recovery Month**—with 750 registrants (at \$20 each) and raised \$50,000. It also partnered with other organizations in the community (including health systems) as part of an arts festival and other events.

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Report from Ms. Martinez-McKay

Ms. Martinez-McKay noted that the subcommittee chairs have met. They are working to form an advisory board made of committee chairs and three at-large members to work on sustainability. This board will give Planning Partners the opportunity to have a voice at meetings and possibly speak at conferences and coordinate strategic planning.

Evaluation: Dr. Ben Jones, Chair; Dr. Joan Kub; and Mr. Eduardo Vega

Dr. Jones described an online anonymous survey designed to determine perceptions of the value, effectiveness, and impact of *Recovery Month's* activities and resources. There were 196 responses, and 5 Planning Partners participated in key informant interviews. SAMHSA will distribute a copy of the survey results by e-mail. Key results were the following:

- Ninety-four percent were aware of SAMHSA's sponsored *Recovery Month* initiative;
- Ninety-five percent participated in a *Recovery Month* community event;
- **Ninety-one percent planned community event/s (with 37 percent planning five or more events); and**
- Ninety-one percent had seen *Recovery Month* messages and supportive materials.

Overall, the survey indicated that:

- Most activities organized by event planners involve celebrations and education and entertainment activities;
- The most useful resources are the *Recovery Month* website and the *Recovery Month* community planning toolkit;
- The majority of respondents believe that *Recovery Month* materials and activities have an impact on the recovery of individuals/families and helped with planning events;
- Only 19 percent of respondents did not believe that *Recovery Month* resulted in a change of the availability of treatment services in the communities; and
- The majority of the respondents, more than 75 percent, are planning on organizing future *Recovery Month* events.

Content Messaging and Multimedia: Laurie Krom, Chair

Ms. Krom commented that the 2015 toolkit was not ready for review. Planning Partners who wish to review the toolkit should e-mail her (kroml@umkc.edu). People working on this will develop ideas for target audiences and will then distribute suggestions for comment by the subcommittee, obtain a consensus, and distribute to the larger group for feedback. They hope to have the toolkit completed before May. The Planning Partners remarked that organizations

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looking for sponsors will need logos and artwork prior to May. Mr. Ruiz said that the logos should be ready in March, and SAMHSA can send them to partners. They may also be able to send a 1-page flyer description.

VI. Review of Planning Partners Meeting Dates for 2016 and Adjourn

Ms. Torres thanked all of the Planning Partners for participating in the meeting and for all of their hard work throughout the year. As approved by the Planning Partners, the 2016 *Recovery Month* Planning Partners Meetings will be on:

- Thursday, January 21, 2016, *Recovery Month* Planning Partners Meeting (in person);
- Thursday, March 24, 2016, *Recovery Month* Planning Partners Meeting (via teleconference);
- Thursday, June 23, 2016, *Recovery Month* Planning Partners Meeting (via teleconference);
- Wednesday, September 7, 2016, *Recovery Month* Planning Partners Meeting (in person; and
- Thursday, September 8, 2016, *Recovery Month* Planning Partners Meeting (Kickoff Luncheon)

Representatives from the National Council for Behavioral Health and Transforming Youth Recovery will convene a conference call to discuss cosponsoring the kickoff luncheon.

Ms. Torres thanked both organizations and suggested that they contact groups that have hosted the luncheon in the past to obtain advice.

Having no new business announcements, at 3:22 p.m., the meeting was adjourned.