



**U.S. Department of Health and Human Services  
Substance Abuse and Mental Health Services Administration  
National Recovery Month Planning Partners Meeting**

**Thursday, January 23, 2014**

**8:30 a.m. – 3:00 p.m.**

SAMHSA, Sugarloaf and Seneca Conference Rooms

1 Choke Cherry Road, Rockville, MD 20857

Via Conference Call and Webinar

**Participants**

Robert Ashford  
Daphne Baille  
Kate Buchanan  
William Caltrider  
Candy Cargill-Fuller  
Mayra Chacón  
Page Chiapella  
King Davis  
Melanie Deal  
Dona Dmitrovic  
Diane Fabiyi-King  
Maryanne Frangules  
G. Peter Gaumond  
Jim Gillen  
Vickie Griffiths  
  
Tabitha Hairston  
Maria Hampton  
Kristen Harper  
George Hoehmann  
Sharon Issurdatt  
Benjamin Jones  
  
Lacy Kendrick-Burk  
Cathy Khaledi  
Joan Kub  
Maria LaFriniere  
Laurie Krom  
Leah Lample

**Organization**

Young People in Recovery – Texas  
TASC, Inc.  
Alliance for Children and Families/DC  
Center for Alcohol and Drug Research and Education  
Behavioral Health Services, Inc.  
Chicago School of Professional Psychology  
National Institute on Alcohol Abuse and Alcoholism/NIH  
The University of Texas at Austin  
Health Resources and Services Administration (HRSA)  
OptumHealth Behavioral Solutions  
Health Resources and Services Administration (HRSA)  
Massachusetts Organization for Addiction Recovery (MOAR)  
Office of National Drug Control Policy  
The Providence Center  
Jewish Alcoholics, Chemically Dependent Persons and Significant Others (JACS)  
Health Resources and Services Administration (HRSA)  
Oxford House, Inc  
Association of Recovery Schools  
Rockland Independent Living Center (RILC)  
National Association of Social Workers  
National Council on Alcoholism and Drug Dependence - Detroit (NCADD)  
Youth M.O.V.E. National  
Nar-Anon  
International Nurses Society on Addictions  
White Bison  
ATTC Network Coordinating Office  
Health Resources and Services Administration (HRSA)

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**Participants**

Cortney Lovell  
 Nataki MacMurrary  
 Mimi Martinez McKay  
 Cynthia Moreno-Tuohy  
 Tanya Naranjo  
 Charles Noerenberg  
 Stephanie Older  
 Donna Pagan  
 Gary Parker  
 Reverend Snow Peabody  
 Anthony Perez  
 Jerrel Peterson  
 Joe Powell  
 J.C. Ransom  
 Bill Reilly  
 Claire Ricewasser  
 Justin Luke Riley  
 Tricia Sapp  
 Ester Sciammaerlla  
 Peggy Swarbrick  
 Pat Taylor  
 Kathleen Trotta  
 Eduardo Vega  
 Juan Velez Court  
 Leah Walten  
 Harvey Weiss  
 Sis Wenger

**Organization**

Twin County Recovery Services, Inc.  
 Office of National Drug Control Policy (ONDCP)  
 Texas Department of State Health Services  
 The Association of Addiction Professionals (NAADAC)  
 NAMI Star Center  
 National Alliance for Drug Endangered Children  
 National Institute on Drug Abuse  
 The Resource Training Center, Inc.  
 Kansas Consumer Advisory Council for Adult Mental Health, Inc.  
 Teen Challenge International USA  
 Entertainment Industries Council, Inc. (EIC)  
 Office of National Drug Control Policy (ONDCP)  
 Association of Persons Affected by Addiction  
 Addiction Treatment Services  
 Sober St. Patrick's Day  
 Al-Anon Family Group Headquarters, Inc., World Service Office  
 Young People in Recovery – Texas  
 Texas Recovers!  
 Chicago Hispanic Health Coalition (CHHC)  
 Collaborative Support Programs of New Jersey, Inc.  
 Faces & Voices of Recovery  
 The Association of Addiction Professionals (NAADAC)  
 Mental Health Association of San Francisco  
 Fundación Nuestra Mente  
 National Highway and Safety Administration (NHTSA)  
 Synergies: National Inhalant Prevention Coalition (NIPC)  
 National Association for Children of Alcoholics (NACoA)

**SAMHSA Staff**

Tracy Farmer	SAMHSA/CSAP
Wilmarie Hernandez	SAMHSA/CSAT
Michele Monroe	SAMHSA/OC
Abraham Ruiz	SAMHSA/CSAT
Ivette Torres	SAMHSA/CSAT
Wilma Townsend	SAMHSA/CSAT

**Contractor Staff**

Sarah Findley	Abt Associates Inc.
Diane Fraser	Abt Associates Inc.
Tracy Major Sarria	Edelman
Kate McLain	Edelman
Mark Mendez	ICF International

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Bunnie Riedel	Riedel Communications
Lauren Rosner	Edelman
Cori Sheedy	Abt Associates Inc.

## **I. Welcome & Introduction – Ivette Torres, SAMHSA/CSAT**

Ms. Torres, Associate Director for Consumer Affairs, SAMHSA/CSAT, welcomed everyone to the January *Recovery Month* Planning Partners meeting and reviewed the meeting agenda. Ms. Torres noted that some Partners were participating via the teleconference and webinar and others were in the meeting room. She thanked everyone for their attendance.

Ms. Torres shared her experience of her 9-month detail at the Pan American Health Organization with the Planning Partners. Among many projects she worked on she highlighted the coordination of a PAHO June 26<sup>th</sup> Observance of the International Day Against Drug Use and Trafficking, among other efforts involving SAMHSA staff. She noted that her time at PAHO vividly demonstrated how fortunate we are in the United States when it comes to access to healthcare, overall, in relationship to other parts of our Hemisphere.

### ***Planning Partner Updates***

Planning Partners provided updates on their organizations' activities, which included:

- Peter Gaumont said ONDCP is excited to take part in *Recovery Month's* 25<sup>th</sup> anniversary and to continue involvement as a Planning Partner.
- Stephanie Older said NIDA is happy to support *Recovery Month* on its 25<sup>th</sup> anniversary. NIDA's National Drug Facts week begins Monday, January 27, 2014, and for the second time, all 50 states are registered for events. There are almost 1,000 events scheduled across the nation.
- Maria LaFriniere told the Partners that White Bison held a Hands Across the Bridge event in Lincoln County and will be planning to host the same event this September.
- Jim Gillen said The Providence Center had 12,000 people at last year's *Recovery Month* event and is preparing for this year's event, which will be held on Saturday, September 6, 2014.
- Kristin Harper said the Association of Recovery Schools supports recovery high schools across the country and is looking to increase their visibility. She asked any Partners who are interested in the organization to connect with her.
- Justin Luke Riley told the Partners that Young People in Recovery has 11 current chapters open and recently received 11 additional applications for new chapters.
- Tricia Sapp said the Big Texas Rally for Recovery will be held on September 20, 2014.
- Lacy Kendrick-Burk said Youth M.O.V.E. National focuses on recovery of mental health and works to engage and support young people in recovery.
- Robert Ashford said the collegiate recovery program at the University of North Texas has a threefold initiative which includes a three day film festival in North Texas, holding a recovery event at every collegiate recovery program in Texas, and participating in the Texas Recovery Rally.
- Cathy Khaledi told Partners that Nar-Anon supports family and friends affected by drug addiction. Nar-Anon has 650 meetings in the United States and 2,500 meetings worldwide. Nar-

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Anon will be celebrating their 50<sup>th</sup> anniversary at the ***Recovery Month*** kick-off in September and will host various kick-off events.

- Claire Ricewasser said Al-Anon World Headquarters is working to get the Canadian ***Recovery Month*** members to support and be involved in Canada's ***Recovery Month*** Day. Al-Anon also has a new Spanish Facebook page, which recently went global. They continue to be successful with their English and Spanish PSAs and recently wrapped up their Treatment Center Outreach project. Additionally, the *Al-Anon Faces Alcoholism* magazine will be released in August 2014. They are currently working with the Department of Defense to organize meetings at military bases for soldiers with substance use disorders, PTSD, and IED.
- Leah Walten told Partners that this is NHTSA's first meeting and that she wants to see how NHTSA can support SAMHSA for ***Recovery Month***.
- Harvey Weiss said that last year, NIPC held a successful ***Recovery Month*** event at a local mall in Tennessee where several thousand people attended. NIPC had their first planning meeting today in Chattanooga for this year's events, and have already received a proclamation from the Mayor. NIPC will also be celebrating the 25<sup>th</sup> anniversary of National Housing Awareness Week.
- J.C. Ransom said Addiction Treatment Services in Trevor City, Michigan, was a past SAMHSA awardee for a ***Recovery Month*** event. Their organization is engaged in increasing community resources and resources in general at the local, state, and national level.
- Laurie Krom told Partners that ATTC Network Coordinating Office, in partnership with Faces & Voices of Recovery, Harm Reduction Coalition, Hepatitis C Association, and Help4Hep held their 6th annual "In My Own Words..." essay contest, focusing on individuals in recovery from substance use and/or mental health disorders who are also coping with or have overcome Hepatitis C. The ATTC Network Coordinating Office will begin to plan the 2014 contest in early summer, and invited the Partners to work with them or provide suggestions on Target Audiences. The essay contest will open at the beginning of ***Recovery Month*** in September.
- Pat Taylor commended the Rhode Island Kick-Off event last year and recommended the Partners to visit the Rally4Recovery website (<http://rally4recovery.com>) to view a video on the event. This year's hub event will be in Louisville, Kentucky on September 20 and will feature a walk across the bridge between Indiana and Kentucky. Additionally, Faces & Voices of Recovery organized a new campaign, Many Faces One Voice, which was built off of the *Anonymous People* video. She encouraged the Partners to visit the website, [www.manyfaces1voice.org](http://www.manyfaces1voice.org).
- Tracy Farmer shared with the Partners that CSAP posted the report to Congress about the Stop Act grants and sober truth on prevention of underage drinking (<https://www.stopalcoholabuse.gov>). The CSAP website has profiles of each state and a listing of the town hall meetings on underage drinking, which start January 27, 2014. Monday, February 3 is SAMHSA's 10<sup>th</sup> Community Prevention Day, which will be held at the National Harbor Hotel. The event registration is free. SAMHSA will also celebrate the third National Prevention week May 18-24, which will focus on specific topics such as prescription drug misuse. Last year, SAMHSA successfully launched the underage drinking campaign, *Talk They Hear You*, and its 15-second PSA aired on the CBS jumbo screen in Times Square, NY during the months June to January.

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- Candy Cargill-Fuller said Behavioral Health Services, Inc. will host the Dodgers Celebrate Recovery Game again this year. Last year's game had an attendance of 850 people.
- Cynthia Moreno-Tuohy said NAADAC will be holding a webinar series again this year and had a flyer with more information on it for Partners who were interested. NAADAC's Advocacy in Action conference will be held March 2-4 and will focus on issues in the workforce. She said NAADAC is working with their affiliates to help coordinate ***Recovery Month*** events across the United States. Ms. Moreno-Tuohy also told Partners that she has a book being released in May about changing your brain in recovery.
- Tabitha Hairston introduced herself and colleagues from HRSA and told the Partners that they are looking to collaborate with ***Recovery Month***. HRSA is also planning their 4<sup>th</sup> Core Community Day and are here to learn some best practices from the ***Recovery Month*** campaign.
- Daphne Baille applauded ***Recovery Month's*** work on helping to reduce stigma around addiction and recovery, provide resources, and celebrate lives in recovery. TASC, Inc. released a report on diversion programs to help divert people out of the justice system, which is available for viewing at [www.centerforhealthandjustice.org](http://www.centerforhealthandjustice.org).
- Eduardo Vega said the Mental Health Association of San Francisco works with harm reduction treatment centers to bridge the mental health consumer community with the recovery community. They are interested in helping connect people and provide resources to those who have survived and lived through suicide. Mr. Vega asked for any Partners who have experience or can relate to suicide and substance use disorders to talk with him.
- Mimi Martinez McKay said the Texas Department of State Health Services had an RFP released for increasing the offering and utilization of recovery support services, with a focus on self-determination and peer culture. This is the third year for the Texas state rally.
- Gary Parker told Partners that Kansas' behavioral health and substance use disorder treatment centers have merged together and they are waiting to see what their contracts will look for like fiscal year 2015. The consumer groups on the mental health side are beginning to write their own contracts and will now be incorporating substance use disorders into them. Kansas Consumer Advisory Council for Adult Mental Health, Inc. will soon be discussing ***Recovery Month*** in upcoming meetings and adding it to their agenda. Additionally, they are currently in the process of accepting workshop applications for their annual recovery conference to promote various stages of recovery.
- Cortney Lovell said Twin County Recovery Services, Inc. will be participating in New York's annual advocacy day in Albany on February 4 where they will march to the capital and lobby for recovery related bills to pass. They will also have a rally in September.
- Sis Wenger told Partners that NACoA supports and fights for children and families of people affected by addiction. They have three new chapters located in Slovenia, Poland, and New Zealand. During the week of February 10, NACoA will participate in Children of Alcoholics week. Additionally, they will be releasing a seminary curriculum in print and online, and encouraged Partners to help circulate the resource. The resource was created with the help of various professors and academic deans of North American seminaries. Printed copies will be distributed to every North Americans affiliate. NACoA also held a webinar series aimed at helping clergy set up recovery teams in their congregations.

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- Chuck Noerenberg said National Alliance for Drug Endangered Children has a twofold mission: to raise awareness of the risk of substance use disorders among children and family members, and to train practitioners of children and family members exposed to substance use disorders. They continue to hold trainings across the country and have 25 state affiliates. They will hold their national annual conference again this year, provide more training, and promote **Recovery Month** through their monthly newsletters.
- Mayra Chacón said the Chicago School of Professional Psychology is working to provide capacity training to their students to ensure they have cultural competence to work with Latino communities. Ms. Chacón is excited to see how they can participate in **Recovery Month**.
- Tanya Naranjo said NAMI Star Center’s goal is to better engage and meet the needs of underserved communities. They are in the process of creating a website, Facebook, and Twitter pages. Ms. Naranjo asked for feedback from Partners on how to better identify and engage underserved communities.
- Juan Velez Court told Partners that Fundación NuestraMente provides community outreach, social media outreach, and speaking and motivational outreach. They held a social media week during **Recovery Month** where they dedicated and highlighted various resources in English and Spanish. They are continuing to focus on helping families seek treatment for recovery and collaborate with the community while reducing the stigmas of behavioral health and substance use disorders through community events.
- Joe Powell said Association of Persons Affected by Addiction will have their 4<sup>th</sup> Recovery Rally this year and are honored to have the *Anonymous People* be a part of it. Association of Persons Affected by Addiction recently signed a contract with a nursing program that will train 700 nurses per semester to integrate mental and substance use disorders into primary care.
- Benjamin Jones said NCADD will manage the statewide recovery events this year in partnership with the Betty Ford Center.
- Joan Kub said in addition to providing monthly webinars, International Nurses Society on Addictions will have a conference October 15-18 in Washington, D.C. and are accepting abstracts through March 15.
- Maryanne Frangules told Partners that MOAR will be educating the public about the value of recovery with events like the 9th motorcycle ride and 23rd recovery celebration.

## **II. Welcome Video – Dr. H. Westley Clark, Director, CSAT**

A welcome video from Dr. Clark was shown to the Planning Partners.

Ms. Torres said that Dr. Clark mentioned a lot of themes and issues that are important in the recovery area and advised the Partners to consider addressing some of them for the 2015 campaign. She also thanked Dr. Clark for always supporting **Recovery Month** throughout the years.

## **III. Status of 2014 Materials – Ivette Torres and Abraham Ruiz**

Ms. Torres provided a brief summary of the 2013 **Recovery Month** accomplishments, which included:

- 1, 230 community events held in all 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, the Bahamas, Canada, and the United Kingdom.

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- Ms. Torres encouraged all Planning Partners to hold more events and post them to the website. She said the events don't have to be big and could be something as simple as a dinner. She said it is a priority to work on increasing event numbers and told Partners that they can contact SAMHSA for help with uploading events to the website.
- 114 proclamations issues across the U.S. and Canada.
- Toolkit launched in June 2013, with over 14,450 page views and a 0.11% bounce rate – lower than the site average site bounce rate of 32%.
- The *Road to Recovery* television and radio series aired eight television and radio episodes. The series was broadcast in:
  - 701 PEG access television channels in 651 unique cable markets, and viewable in 31.5 million cable households.
  - 101 radio stations, including many Native American radio stations, and reached an estimated 21 million potential listeners.
- Two PSAs created: “Rock Climbing” and “Stepping Stones.”
  - The PSAs were distributed nationwide to approximately 1,200 television stations and 4,900 radio stations, including stations offering Spanish-speaking formats.
  - TV PSAs aired a total of 25,484 times equaling 176.71 broadcast hours, on 205 outlets in 75 markets and garnered an estimated earned media value of \$3,950,287, with more than 250 million viewer impressions.
  - Radio PSAs were broadcast 24,983 times, equaling 187.73 broadcast hours, in 176 outlets, reaching 118 cities in 38 states and garnered an estimated media value of \$1,300,395 with more than 160 million listener impressions.
- SAMHSA conducted online partnership outreach, ran two Google advertising campaigns to engage new audiences, and expanded its blogger engagement program.
- The *Recovery Month* website had 214,802 visits and 509,888 page views, with an average of 1,397 daily views.
- *Recovery Month* gained:
  - 3,801 new Twitter followers, a 53-percent increase
  - 2,632 new “likes” on the Facebook page, a 25-percent increase
  - 18,635 new video views on the YouTube Channel, a 3-percent increase

Ms. Torres encouraged the Partners to put the *Recovery Month* banners on a visible part of their website's home page, to boost outreach numbers (<http://recoverymonth.gov/Banners-Logos-and-Flyers.aspx>).

**2014 *Recovery Month* Toolkit and Print Material Review – Abraham Ruiz**

Mr. Ruiz told the Partners that due to contract timing, the 2014 Toolkit and materials had a tight timeline in which SAMHSA had to complete as much work as possible before February 10. The 2014 toolkit and PSAs are being worked on and SAMHSA hopes to have the toolkit posted to the website by May. They are currently waiting for final clearance from HHS.

Ms. Torres added that some members of the *Recovery Month* Toolkit subcommittee have already reviewed the kit prior to the materials being submitted for final clearance. She also thanked the CSAT Consumer Affairs team and the contractors for their gargantuan efforts to get the materials for the 2014

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Recovery Month observance completed in just 4 months including the kit and the PSAs. She noted that given the complexity of the Federal bureaucracy—their effort was miraculous!

**2014 Recovery Month PSA Review – Ivette Torres**

The two PSAs for 2014, “*Façade*” and “*Treasures of Life*” were shown to the Partners.

Feedback from the Planning Partners on the PSAs included the following:

- Ms. Griffiths, who attended over the phone, was only able to hear the audio but said she liked both PSAs a lot.
- Mr. Gaumont also said he liked both PSAs but preferred *Façade* due to its cleaner and simpler structure. He suggested tightening up *Treasures of Life* by reducing time on the room and focusing more on the people.
- Mr. Vega said he liked the themes of both PSAs but felt that *Façade*'s message that recovery only begins when we face ourselves creates an implication to the victim. He added that he would like to hear that recovery is also about reaching out for support and that it's not just a personal acceptance. He said that the PSA could be more balanced because one of the struggles of recovery is handling public perception, stigma, fear of disclosure, and discrimination. The implication could be that if you don't come out to others then that is a reflection on your character rather than the fact that society has its own views on mental and substance use disorders.
  - Mr. Gaumont said his reaction to *Façade* was that it would be safe to take off your mask if you wanted to and that people would be there to accept you, some of whom may have had masks on too.
- Ms. Ricewasser commented that although *Treasures of Life* did not mention in words about the involvement of family and children in the recovery process, the PSA still gave you a sense of it visually.
- Mr. Ashford said that *Façade*'s idea of taking off your masks to raise your voice and unite with others is a very powerful message. He also said that *Treasures of Life* compartmentalizes long term recovery, but noted that it's more important to young people what life in recovery looks like after the beginning of recovery.
- Ms. Martinez McKay was concerned about the vignette in *Treasures of Life*. She said showing an empty crib is not a positive image and should be removed if possible.
- Ms. Baille noted that though *Façade* is a very tight and succinct PSA, she understood what Mr. Vega expressed. Regarding *Treasures of Life*, she said it was not as easy to follow because of the various life events being shown and timing of the words. She felt that it did not flow as well as *Façade*.
- Ms. Cargill-Fuller also agreed with Ms. Baille in that there was no flow in *Treasures of Life*.
- Ms. Harper commented that she did not connect with either PSA spot. She said the masks in *Façade* were eerie and reminded her of a horror movie, but that she did understand the message. She agreed that a strong message does grab the audience's attention, but wished that we could be more careful about the demographics.
  - Mr. Powell noted that a majority of the **Recovery Month** rallies are filmed and suggested featuring a rally in the background of a PSA. This would show people something real and

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what is happening across the country in terms of recovery. Mr. Powell also added that what does reaching out and speak out look like would be a good future PSA theme.

- Mr. Parker addressed *Façade* and said that one of the mottos his organization has is to not identify with the labels of mental and substance use disorders because you are a human being. He really liked that once the masks were removed in the PSA, they were normal people and were not labeled. Regarding *Treasures of Life*, Mr. Parker also felt that there was no flow to it. He suggested placing the diploma scene at the end of the PSA to show an accomplishment.
- Ms. Naranjo seconded Mr. Parker's comment about *Façade*'s excellent job on not labeling a person. She liked the message that by taking off your mask, you're ripping off the label, which is an important message. She also appreciated the ethnic and age variations and that the people physically reached out to one another. For *Treasures of Life*, Ms. Naranjo liked the feeling it evoked, and said that she feels both PSAs will accomplish the creation of a dialogue.
- Ms. Moreno-Tuohy said when **Recovery Month** first began, there were no PSAs, posters, or banners available, which made it hard to get the message out. She said that no PSA will ever be perfect because everyone has their opinions. The PSAs will evoke an emotional response and the reaction is what is important. The reaction will cause someone to speak about it and think about it.

Ms. Torres thanked all of the Partners for their feedback. She said they will try to accommodate the suggestions and ideas into future **Recovery Month** work.

**2014 Recovery Month Website and Social Marketing Outreach – Cori Sheedy and Lauren Rosner**

Ms. Sheedy and Ms. Rosner presented the new **Recovery Month** website released on January 2, 2014 ([www.recoverymonth.gov](http://www.recoverymonth.gov)) and a recap of 2013. Outcomes and activities for the website, social media, and campaigns were shared with the Partners (not including those already highlighted by Ms. Torres) and included:

- The website had: 184,949 unique visitors; 20% visitors visited more than once; 214,802 visits; and 509,888 page views, with an average of 1,397 daily views.
- 11,000 Twitter followers (53% increase from 7,188 followers in 2012).
- More than 150 Twitter users participated in or promoted **Recovery Month**'s Twitter chats (#RecoveryChat), generating nearly 175,000 impressions.
- 13,005 Facebook fans (25% increase from 10,373 fans in 2012).
- 730,704 YouTube video views (3% increase from 712,069 in 2012).
- Spanish translation and coding of the 2013 Toolkit.
- Two Google media network campaigns.
- Partnered with AOL Impact.
- Produced HHS' first Vine video in celebration of Children's Mental Health Day in May 2013.

Ms. Sheedy also encouraged Partners to get involved and spread the word about **Recovery Month** through their own social media resources and to engage with **Recovery Month**'s social media accounts.

Mr. Ashford suggested that before SAMHSA promotes a big event or news item through social media, they should directly email all Partners and ask that everyone shares it on the same day to create bigger numbers and impressions.

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**IV. 2015 Recovery Month Observance Brainstorming – Ivette Torres**

Ms. Monroe, SAMHSA OC, gave the Partners an update on the status of the *Recovery Month* website. SAMHSA is working to consolidate all SAMHSA-sponsored websites into one SAMHSA.gov. *Recovery Month.gov*, due to its size and functionality requirements has not yet moved. The website will most likely move to SAMHSA.gov in the future, but in doing so, there is a chance that some of the functions may not transfer over, such as posting events and the URL. Ms. Monroe said SAMHSA is trying to figure out the best approach for the transfer that will keep the functionality of the site. Michele will keep the Partners updated on any changes.

**2015 Concept and Theme**

In preparation for brainstorming the 2015 theme and concept, Ms. Torres reviewed the previous years' concepts with the Planning Partners.

The themes and target audiences from 2011-2014's "*Join the Voices for Recovery...*" were:

*Join the Voices for Recovery:...*

*Recovery Benefits Everyone! (2011)*

- A Policymaker's Guide for Addressing Substance Use and Mental Disorders
- Substance Use and Mental Disorders Affect All Individuals – Family & Friends
- Health Care Providers' Role in Addressing Substance Use and Mental Disorders
- Addressing Substance Use and Mental Disorders in the Workplace

*It's worth it! (2012)*

- Military, Veterans and Their Families
- Recovery Among People in the Justice System
- Families and Friends Can Make a Difference
- Partner with the Recovery Community

*On Pathways to Wellness! (2013)*

- Community Leaders
- Young Adults
- Health Care Providers
- Families and Caregivers of Young Adults

*Speak up, Reach out! (2014)*

- First Responders
- Faith Leaders
- Policy Makers
- Youth and Young Adults

Ms. Torres told the Partners SAMHSA will determine the most critical target audiences and will include people and families in recovery.

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**Theme (*Join the Voices for Recovery:...*)**

Mrs. Torres led the discussion of the potential themes for 2015. There were 53 suggested themes, which were all suggested by the Planning Partners:

- *The Journey Continues*
- *Transforming Lives*
- *Transforming Families and YOU!*
- *The Journey to Change*
- *Find Our Voices*
- *Healing Communities, Families, and You*
- *We Can Do It Together*
- *Nurturing Recovery Through United Communities*
- *The Journey of Renewal and Resilience*
- *What Does Recovery Look Like?*
- *I Am Recovery*
- *Recovery for Everyone*
- *The Power of Change*
- *The Bridge to Healing and Wellness in Communities*
- *Family and Community Issues, Family and Community Solutions*
- *Pathways to Solutions*
- *Live Free, Live Healthy*
- *It's Transformational*
- *Start Young, Stay strong in Healing Communities*
- *Embrace our Movement*
- *Transforming Families and Communities*
- *Making It Better For All*
- *The Time is NOW!*
- *Unity in Action*
- *Awareness is Power*
- *The Bridge to Healing and Building Resilient Communities*
- *Silent No More*
- *My Path Includes You*
- *Our Paths Include Everyone*
- *Transforming 1 in 3 Families*
- *Communities Creating Health*
- *Hope is Alive*
- *Recovery Works*
- *Recovery Ready America*
- *Recovery is Real*
- *We Make a Difference*
- *People in Recovery Make a Difference*
- *Healing Communities Together*
- *Families and Friends Make a Difference*
- *Life in Recovery*
- *Recovery is Possible*
- *We Are Recovery*
- *Everyone Knows Someone*
- *Healing Families and Communities Together*
- *What Are You Waiting For?*
- *Why Are You Waiting?*
- *Change Is Powerful*
- *Peers, Families, and Partners United*
- *Recovery is Whole*
- *Engaging and Transforming our Communities*
- *We're Here For You*
- *Recovery Wants You Visible*
- *Visible, Vocal, Valuable*

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After two rounds of voting, the Partners narrowed the list down to five themes with a few slight alterations. They then voted on each of the five themes, which received the following number of votes:

- *Join the Voices for Recovery: Visible, Vocal, Valuable.* Received 17 votes.
- *Join the Voices for Recovery: Hope is Alive.* Received two votes.
- *Join the Voices for Recovery: Transforming Families and Communities.* Received two votes.
- *Join the Voices for Recovery: The Power of Change.* Received 16 votes.
- *Join the Voices for Recovery: Live Free, Live Healthy.* Received one vote.

**The winning theme for 2015 is “*Join the Voices for Recovery: Visible, Vocal, Valuable*” which received the most number of Partner votes.**

**V. Welcome Video – Paolo del Vecchio, Director, CMHS**

A welcome video from Mr. del Vecchio was shared with the Planning Partners. Ms. Torres thanked Mr. del Vecchio for taking the time to discuss **Recovery Month** with the Planning Partners. She also noted that he too has been very supportive of Recovery Month efforts and that the Recovery Month team at SAMHSA would be looking for ways to further engage the mental health community in this observance.

**VI. Outreach to Behavioral Health Organizations serving Hispanics - Juan Velez Court, Fundación NuestraMente**

Mr. Velez Court shared his presentation on “Increasing Hispanic Outreach: Partnership Opportunities to Increase Awareness and Impact of **Recovery Month**” with the Planning Partners, a project undertaken by **Recovery Month**. The goal of the project is to spread the message and hope of prevention, treatment, and recovery to Hispanic populations. His primary objective was to identify potential organizations to become new Planning Partners for **Recovery Month** to spread the message to Hispanic populations, and to provide insight into material development for Hispanic populations. After conducting his research, 55 organizations were identified and emails and phone calls were initiated to establish relationships. In return, six new Planning Partners were established: Center for Latino Mental Health, National Latino Behavioral Health Association, Beth Israel Boston—Latino Mental Health, Milwaukee Latino Health Coalition, Chicago Hispanic Health Coalition, and Latino Behavioral Health Institute. Mr. Velez told Partners that they can become involved in the project by identifying behavioral health organizations that serve the Hispanic populations within their State and/or city, or service providers and those that perform advocacy. He encouraged Partners to contact local Hispanic organizations to obtain information about other existing entities. He also recommended that Partners incorporate the new Planning Partners into their respective committees and Planning Partner activities. Mr. Velez’s next steps include collecting additional resources or organizations from Planning Partners to reach out to by January 27, and delivering a final report of the project in early February. Additionally, he will create a master list which will be a “living” document for use in future outreach and engagement by SAMHSA and the Planning Partners. Ms. Frangules said she will email Mr. Velez Court contact information on two organizations in Boston that are already involved in **Recovery Month**. Mr. Caltrider will email Mr. Velez Court information on the Baltimore City Latino Affairs for potential involvement.

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**VII. Environmental Scan on Behavioral Health Care for African Americans –  
King Davis, University of Texas, Austin**

Dr. Davis presented the Environmental Scan on Behavioral Health Care for African Americans to the Planning Partners, a project undertaken by *Recovery Month*. The purpose of the project was to conduct an environmental scan that identifies and briefly describes a sample of behavioral health care organizations that provide evidence-based practices to African American populations with mental and/or substance use disorders. The scan sought to identify cultural adaptations to evidence-based practice or other effective practices provided by these organizations.

Dr. Davis conducted an intensive internet search of 75 organizations to gather information on the types of services provided. Once all materials were collected, they were summarized and any gaps in information were noted. Information was then used to complete brief profiles of 35 organizations. The materials were also used to construct a matrix that categorizes the 35 organizations along 6 service or practice approaches including evidence based practices (EBP) and other effective practices.

The scan resulted in five major findings:

- There are minimal numbers of research studies that focus on recovery interventions for African Americans;
- The majority of the service organizations report utilizing some form of evidence-based practice with minimal adaptations to increase congruency with African American culture and life-styles;
- Religious-based service approaches to mental and substance use disorders have increased markedly since funding of a spiritual initiative by the federal government;
- There is limited knowledge of the actual content of the recovery services and programs provided, how outcomes are measured, or how the organizations maintain fidelity; and
- National affiliation or information exchange between the service programs is informal and limited.

In conclusion, Dr. Davis shared his recommendations with the Partners on next steps for the scan. He suggested conducting a more extensive survey of service organizations that provide recovery support services for African Americans with mental and substance use disorders; developing online training modules to assist these organizations to adapt evidence-based practices for African American populations; and assisting in the creation of a national organization devoted to prevention, treatment and recovery issues in African American communities. Dr. Davis told the Partners that the Environmental Scan will be completed and submitted to SAMHSA in two weeks.

Ms. MacMurrary said that ‘culturally competent practice’ was the buzz word a while back, but has recently seemed to have fallen to the wayside. She asked Dr. Davis if there will be a return to providing support for more culturally competent practices. Dr. Davis said the Environmental Scan will include a matrix of different types of practices and the organizations that provide services for that topic. He said this data shows that a number of organizations have made significant efforts to have a strong set of culturally competent services, and that he believes there could be a possible linkage between cultural adaptations into some of the EBPs.

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### **VIII. Recovery Month Subcommittee Reports**

#### **Content, Messaging, and Multimedia – Daphne Baille, Mark Mendez, Bunnie Riedel**

Ms. Baille told the Planning Partners to begin thinking about joining the toolkit review subcommittee, which will be advertised further in September for the 2015 kit. She also reminded the Partners to utilize and review the 2013 Toolkit because it houses a lot of valuable information, especially the media outreach section, which doesn't change much from year to year.

Mr. Mendez provided an update on the *Road to Recovery* episodes that have already been filmed for 2014. There are three episodes that still need to be filmed and he encouraged the Partners to think about ideas, panelists, and case studies for the following topics:

- Using new technologies to expand treatment and recovery services
- Growing up with addiction: Prevention by targeting troubled families
- Supporting recovery with safe, sober, and peer-oriented housing

Ms. Riedel recommended that all Planning Partners reach out to their local community TV and radio stations to air the *Road to Recovery* episodes. If any Partners have additional questions on public or government access channels, they should contact Ms. Riedel for more information.

#### **Evaluation Subcommittee – Ben Jones**

Mr. Jones said the outcomes of last year's logic model need to be reviewed to see if they are sensible and achievable. One outcome, for example, indicated the need for increased access to treatment. As part of the Partners' work here, they need to see if each outcome is feasible. The subcommittee will host a logic model review meeting that will include Ms. Torres in the coming weeks to revise the logic model as needed.

#### **Public Relations and Marketing Subcommittee – Mimi Martinez McKay**

Ms. Martinez McKay and Ms. Ricewasser provided an update on the public relations and marketing subcommittee. They encouraged the Planning Partners to remain actively involved in promoting *Recovery Month* all year round by utilizing all of the resources. They suggested the following activities:

- Using the Toolkit (<http://www.recoverymonth.gov/Recovery-Month-Kit.aspx>) to start planning their 2014 activities.
- Starting media outreach now using the evergreen media outreach materials from the 2013 toolkit (<http://www.recoverymonth.gov/Recovery-Month-Kit/Media-Outreach.aspx>).
- Reaching out to local stations to air PSAs (<http://www.recoverymonth.gov/Recovery-Month-Kit/Media-Outreach/PSAs.aspx>).
- Beginning targeted outreach (<http://www.recoverymonth.gov/Recovery-Month-Kit/Targeted-Outreach.aspx>).
- Using social media and connecting with the *Recovery Month* channels (<https://www.facebook.com/RecoveryMonth>; <https://twitter.com/RecoveryMonth>; <http://www.youtube.com/recoverymonth>).
- Getting creative with engagement techniques such as hosting contests, quizzes, and games (<http://mashable.com/2009/08/11/social-media-contests>).

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Ms. Martinez McKay gave the Partners homework for the March Planning Partners Meeting: connect with the local radio stations to encourage playing of the **Recovery Month** PSAs. In the coming weeks, SAMHSA will provide the Partners with the list of local organizations.

**Sustainability Subcommittee – Sis Wenger**

Ms. Wenger told the Partners she believes that in order to sustain the **Recovery Month** movement, they all need to work together to avoid losing parts of the **Recovery Month** website, its domain, or the website as a whole. She asked for volunteers to join a website task committee of the sustainability subcommittee to help do this. For those that were unable to attend the meeting, but would like to participate in this task committee, please reach out to Ms. Wenger ([SWenger@nacoa.org](mailto:SWenger@nacoa.org)).

**IX. New Business 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. She reminded everyone of the upcoming **Recovery Month** Planning Partners' meetings and events and asked that everyone consider hosting the 2014 Kick-Off Luncheon. Any Partners who are interested can reach out to Ms. Torres to discuss further ([Ivette.torres@samhsa.hhs.gov](mailto:Ivette.torres@samhsa.hhs.gov)). The following dates are the events for the 2014 activities:

- March 20, 2014 – **Recovery Month** Planning Partners' Meeting via TELECONFERENCE
- June 12, 2014 – **Recovery Month** Planning Partners' Meeting via TELECONFERENCE
- September 3, 2014 – **Recovery Month** Planning Partners' Meeting (in person)
- September 4, 2014 – **Recovery Month** Kick-Off Luncheon (host: TBD)

As approved by the Planning Partners, the 2015 **Recovery Month** Planning Partners Meetings will be on:

- January 22, 2015 – **Recovery Month** Planning Partners' Meeting (in person)
- March 11, 2015 – **Recovery Month** Planning Partners' Meeting via TELECONFERENCE
- June 10, 2015 – **Recovery Month** Planning Partners' Meeting via TELECONFERENCE
- September 9, 2015 – **Recovery Month** Planning Partners' Meeting (in person)
- September 10, 2015 – **Recovery Month** Kick-Off Luncheon (host: TBD)