Meeting Summary - Final

National Recovery Month
Planning Partners Meeting

Friday, March 23, 2018

U.S. Department of
Health and Human Services
Substance Abuse and Mental Health
Services Administration
5600 Fishers Lane
Rockville, MD 20857
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<th>Phone/Online Participants</th>
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<td>Sheila Bracey</td>
<td>Deeds of Kindness</td>
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<td>Jessica Gleason</td>
<td>NAADAC, The Association of Addiction Professionals</td>
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<td>Holly Hagle</td>
<td>Addiction Technology Transfer Center</td>
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<td>Nancy Hale</td>
<td>Operation UNITE</td>
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<td>José E. Santos Rodríguez</td>
<td>Estado Libre Asociado de Puerto Rico Administración de</td>
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<td>Servicios de Salud Mental y Contra la Adicción</td>
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<td>Speakers for Change</td>
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<td>Kim Torguson</td>
<td>National Action Alliance for Suicide Prevention</td>
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<td>Kristen Varner</td>
<td>RASE Project</td>
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<td>Shweta Adyanthaya</td>
<td>Community Anti-Drug Coalitions of America</td>
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<td>Javier Alegre</td>
<td>Utah Support Advocates for Recovery Awareness</td>
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<td>Robert Ashford</td>
<td>Collegiate Recovery Community</td>
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<td>Arielle Ashford</td>
<td>Friends Hospital</td>
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<td>William Caltrider, Jr.</td>
<td>Center for Alcohol &amp; Drug Research &amp; Education</td>
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<td>Mary Beth Collins</td>
<td>National Association for Children of Addiction</td>
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<td>Jeremy Countryman</td>
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<td>Lauren Davis</td>
<td>Washington Recovery Alliance</td>
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<td>Evan Figueroa-Vargas</td>
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<td>Maryanne Frangules</td>
<td>Massachusetts Organization for Addiction Recovery</td>
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<td>Chip Fuller</td>
<td>Counseling Solutions Treatment Centers – Chatsworth</td>
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<td>Roberta Garson Leis</td>
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<td>Bill Greer</td>
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<td>Janie Gullickson</td>
<td>Mental Health America of Oregon</td>
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<td>Transforming Youth Recovery</td>
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<td>Chien-Chi Huang</td>
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<td>Brandee Izquierdo</td>
<td>Faces &amp; Voices of Recovery</td>
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<td>Kate Kerr</td>
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<td>Kimberly Marquez</td>
<td>The Doors to Wellbeing/Copeland Center for Wellness and</td>
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<td>Patty McCarthy Metcalf</td>
<td>Faces &amp; Voices of Recovery</td>
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<td>Recovery Africa, Inc.</td>
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<td>Dan O'Laughlin</td>
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<td>Jason Paul Jarreau</td>
<td>Oxford House, Inc.</td>
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<td>Rev. Snow Peabody</td>
<td>Teen Challenge International USA</td>
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<td>Michael Polacek</td>
<td>Center for Young Adult Addiction and Recovery, Kennesaw</td>
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<td>State University</td>
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Darrell Powe       Department of Behavioral Health /Recovery Support Services
Joe Powell         Association of Persons Affected by Addiction
Devin Reaves       Pennsylvania Harm Reduction Coalition
Claire Ricewasser  Al-Anon Family Group Headquarters, Inc.
Jason Robison      SHARE! The Self-Help And Recovery Exchange
Laura Silverman    The Sobriety Collective
Zachary C. Talbott Counseling Solutions of Chatsworth, LLC
Danielle Tarino    Health Information Technology Addiction Policy Forum
Miguel Torres      Pennsylvania Recovery Organization – Achieving Community Together (PRO-ACT)
Juan Velez Court   Fundación Nuestra Mente
Luke Waldron       American Society of Addiction Medicine
Harvey Weiss       SYNERGIES; National Inhalant Prevention Coalition
Jeff Wine          Alcoholics Anonymous World Services, Inc.
Patricia Winters   Brave and Bold
Joseph Zabel       Arise and Flourish

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Wanda Finch        SAMHSA/CMHS
Steven Fry         SAMHSA/CMHS
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I. Welcome & Introductions – Marla Hendriksson, Acting Director, Office of Consumer Affairs, CSAT & Keris Jän Myrick, Director, Office of Consumer Affairs, CMHS

Keris Jän Myrick, the Director of the Office of Consumer Affairs at the Center for Mental Health Services (CMHS), welcomed the Planning Partners to the meeting and is celebrating being a person in recovery living with serious mental illness. Ms. Myrick expressed her pleasure at seeing the recovery community while attending the 2017 Walk for Recovery event that brought 27,000 people together in Philadelphia. She is pleased to join everyone in celebrating recovery all year and planning for the 2019 Recovery Month year.

Ms. Myrick welcomed Marla Hendriksson, the new Acting Director of the Office of Consumer Affairs, at the Center for Substance Abuse Treatment (CSAT). Ms. Hendriksson thanked Ivette Torres for all of her work in the movement – helping to put Recovery Month on the map – and wished her a prosperous retirement. Ms. Hendriksson expressed that she looks forward to continuing to work with SAMHSA to support the work of Recovery Month. SAMHSA looks forward to continuing the growth of Recovery Month and in this spirit, would like to shift the structure of the Planning Partner work from sub-committees to ad-hoc work groups. SAMHSA believes this format will allow flexibility in the work from year-to-year, depending on what the Planning Partners decide are the most important priorities. Planning Partners will be able to coordinate the content of these work groups in the afternoon program. Ms. Hendriksson then introduced A. Kathryn Power, the Acting Director of CSAT, who is a long-time supporter of recovery services.

II. Welcome & SAMHSA Update – A. Kathryn Power, M.Ed., Acting Director, CSAT

Ms. Power noted that she was pleased to attend on CSAT and Dr. McCance-Katz’s behalf. She thanked the Planning Partners for being force multipliers of the work done on Recovery Month. She commended the Planning Partners for focusing this year on health, home, purpose, and community, to provide stable foundations for healthy individuals and communities. She pointed out the importance of securing proclamations at the state level from governors, since so many are
involved in the conversations on addressing substance use. Planning Partners plant the seeds of community-based efforts and help people amplify prevention, treatment, and recovery services. Ms. Power specifically reflected on the importance of Planning Partner work with RCOs, which she has seen firsthand as the Region 1 Administrator at SAMHSA.

In light of the opioid epidemic and serious mental illness in our communities, the work of the Planning Partners is more important than ever. In 2016, over 11 million Americans struggled with use of opioids, although only one in five received treatment. More than ten million Americans live with serious mental illness, but 35% go without treatment. SAMHSA is re-focusing its priorities to address the opioid crisis and serious mental illness through a variety of efforts. These include: grants, new Technical Assistance Center programs, and cross-agency initiatives to make sure that people get treatment when and where they need it. Other key SAMHSA initiatives are the Opioid State Targeted Response (STR) grant program and the new Interdepartmental Serious Mental Illness Coordinating Committee (ISMCC), mandated by the 21st Century Cures Act. Also mandated by the 21st Century Cures Act is SAMHSA’s National Mental Health and Substance Use Policy Lab, led by Dr. Christopher Jones. The Policy Lab will promote innovation, dissemination, and adoption of evidence-based models related to mental illness and substance use.

SAMHSA’s CSAT continues to build its programs to support life-saving recovery services for states, tribes, and communities. CSAT pursues its purpose to collaborate with stakeholders, including the Planning Partners. SAMHSA has recently released TIP 63, “Medications for Opioid Use Disorder.” This TIP provides guidance for healthcare professionals and treatment providers on three Food and Drug Administration-approved medications used to treat opioid use disorders —methadone, naltrexone, and buprenorphine—as well as other strategies and services needed to support recovery for people with Opioid Use Disorder (OUD).

Ms. Power highlighted some new grants from SAMHSA:

- In January 2018, SAMHSA awarded a Technical Assistance grant to the American Academy of Addiction Psychiatrists (AAAP) to address the opioid crisis. AAAP will serve as the central coordinating point to identify teams of training professionals with
expertise in treatment and recovery services for opioid use disorders (OUDs). These teams of experts will be the primary providers of federally supported technical assistance for the program’s successful implementation.

- SAMHSA will also provide State Targeted Response supplemental funding for states with the highest rates of overdose deaths due to people living with OUDs.
- SAMHSA will extend the Offender Reentry Program to expand SUD treatment and related recovery and reentry services to sentenced adult offenders/ex-offenders with a SUD and/or co-occurring substance use and mental disorders, who are returning to their families and community from incarceration.
- SAMHSA will enhance and expand the Healthy Transitions grants to increase early recovery services for those age 12-18 and transitional age youth with mental health and substance use disorders.
- SAMHSA announced the Targeted Capacity Expansion Hispanic/Latino Center of Excellence grant for substance use disorder treatment and recovery program. Ms. Power thanked everyone for their time and noted that she looks forward to continued collaboration in meeting the mission goals.

*A Planning Partner noted:* Philadelphia is currently experiencing issues with chronic homelessness and substance use issues. He asked Ms. Power whether including peer recovery services for people who are homeless was an idea SAMHSA is discussing. Ms. Power responded that SAMHSA is having conversations about how better to connect community programs that address homelessness to recovery support services. She expressed that herself and Paolo del Vecchio, the Director of CMHS, feel very strongly about that being one of the four pillars of health, home, community, and purpose.

Ms. Power introduced Paolo del Vecchio, who has been involved for over 40 years as a community member, peer, coach, and policymaker in the recovery field.
III. CMHS Update – Paolo del Vecchio, MSW, Director, CMHS

Paolo del Vecchio, the Director of CMHS, thanked the leadership within SAMHSA for supporting building on the important work of Planning Partners, and thanked the Planning Partners for taking the time to be at the meeting. Mr. del Vecchio shared some funding opportunity announcements, including Treatment for Individuals Experiencing Homelessness for up to 16 awards, Statewide Consumer Networks, and Statewide Family Networks. Mr. del Vecchio noted that there will be more grants coming in the next few months and suggested that Planning Partners track the www.samhsa.gov/grants page for updates.

Mr. del Vecchio provided updates on the work of CMHS. He expressed that supported employment is a cornerstone of recovery. “The Mental Health Transformation Grant Program: Transforming Lives through Supported Employment” is in its fourth year. Mr. del Vecchio shared that grantees in seven states have seen significant positive changes through the program, including doubling the employment rate of those involved. The grantees are currently working on scalability and sustainability.

SAMHSA has created a family caregiver toolkit for individuals with serious mental illness. The toolkit will highlight four to six evidence-based or promising models and practices designed to support these family caregivers. SAMHSA hopes to release this in 2019.

ISMICC, comprised of 14 national experts, as well as representatives from 8 federal departments, put out its first report in December 2017 with 45 recommendations for how the federal government could address serious mental illness in the United States.

Mr. del Vecchio noted that the Recovery to Practice work continues, including the creation of a series of four Recovery-Oriented Cognitive Therapy Webinars. Additionally, through the Transformation Transfer Initiative, SAMHSA awarded six states grants to develop, sustain, or strengthen projects focusing on Recovery Oriented Cognitive Therapy (CT-R).
Mr. del Vecchio noted a few important days this year for the recovery community including National Children’s Mental Health Awareness Day on May 10, the Older Adult Mental Health Awareness Day on May 18 (a new initiative), and The Voice Awards on August 8 with a focus on serious mental illness and opioids.

The Assistant Secretary charged the CMHS Office of Consumer Affairs to work on two main tasks: first, what it would take to encourage a national certification around workforce efforts and bring together stakeholders to have that discussion. The second is a triologue on how to collaborate with providers, peers/consumers, and family members to discuss serious mental illness.

SAMHSA has recently issued a series of four Peer Support Briefs that are included in the Planning Partner folders. The brief topics are “Peer Support,” “Family, Parent, and Caregiver Peer Support in Behavioral Health,” “Peers Supporting Recovery from Mental Health Conditions,” and “Peers Supporting Recovery from Substance Use Disorders.” They were created by Bringing Recovery Supports to Scale Technical Assistance Center Strategy (BRSS TACS) and can be accessed at: https://www.samhsa.gov/brss-tacs/recovery-support-tools/peers

A Planning Partner noted: Arise and Flourish has seen the benefits of taking young people in recovery to schools to discuss recovery with their peers. She asked what SAMHSA was doing to discuss recovery among young people. Mr. del Vecchio noted the Drug Free Communities program works to talk about prevention amongst youth. SAMHSA also works with state education authorities and local school districts to improve their response to mental health and addiction efforts. They hope to continue their school-based efforts.
IV. Planning Partner Introductions & Updates – Amy Smith, CSAT & Steven Fry, CMHS

Amy Smith from CSAT and Steven Fry from CMHS introduced themselves and welcomed the Planning Partners to the meeting. They asked that the Planning Partners introduce themselves and provide one quick update from their organization or work.

Kristen Varner from the RASE project in Harrisburg Pennsylvania is working to implement medication-assisted recovery (MARS) into recovery.

Sheila Bracey from Washington D.C. shared that she has been in recovery for 27 years. Ms. Bracey assists Deeds of Kindness, a non-profit organization that brings resources and treatment to individuals experiencing homelessness.

Tracy Smith is from Speakers for Change, the only national organization that provides speakers in recovery.

Kim Torguson called in on behalf of the National Action Alliance for Suicide Prevention looks forward to finding ways to collaborate in September, which is both National Suicide Prevention Month and National Recovery Month.

Nancy Hale called in from Kentucky on behalf of the Operation UNITE, and noted that she is looking forward to the National Rx Drug Abuse and Heroin Summit coming up soon in Atlanta, GA.

José E. Santos Rodríguez from San Juan, Puerto Rico called in on behalf of ASSMCA.

Holly Hagle from the Addiction Technology Transfer Center runs a national recovery essay month contest and looks forward to partnering with SAMHSA again.

Jessica Gleason is the Director of Communications at NAADAC just opened a new membership category for those working in recovery as peer recovery support specialists.

Michael Polacek introduced himself as the Program Coordinator from the Kennesaw State University Center for Young Adult Addiction and Recovery.
Dan O’Laughlin is with Recovery Africa and lives in Ghana. He looks forward to continuing collaborating with those in the United States.

Therese O’Laughlin is the Executive Director of Recovery Africa and is a person in long-term recovery. They are having their fourth annual walk with about 500 people.

Luke Waldron is the Marketing Manager with American Society of Addiction Medicine.

Miguel Torres is the Volunteer Coordinator at PRO-ACT. They hope to see everyone at their walk on September 22 in Philadelphia.

Darrell Powe introduced himself from the Department of Behavioral Health/Consumer and Family Affairs Administration and has been working in recovery for over 10 years.

Lauren Davis from the Washington Recovery Alliance is excited about getting the state legislature to make substance use disorder (SUD) peer-support reimbursable under the state Medicare plan.

Jeremy Countryman is the Program Manager at The Family Café Technical Assistance Center, one of five SAMHSA-funded Technical Assistance Centers.

Jeff Wine is from Alcoholics Anonymous World Services in New York. They hope people will make use of their website for resources.

Shweta Adyanthaya introduced herself from CADCA. They represent five thousand community coalitions across the country to create drug-free communities.

Kate Kerr is the Director of Marketing and Communications from the Addiction Treatment Services. They are working to increase public knowledge of the opioid crisis and support those in recovery.

Bill Greer serves on the board of Smart Recovery. He is interested in drawing on support of peers to facilitate meetings.

Matt Clune is a Public Health Advisor at SAMHSA, overseeing recovery contracts. He also shared that he is the new host of the *Road to Recovery* Television and Radio Series.
Art Kleinschmidt is a Senior Advisor at SAMHSA and works on addiction-related projects.

Mary Beth Collins works for the National Association for Children of Addiction. They have their celebrating families program is an evidence-based program for families in recovery.

Chien-Chi Huang is the Executive Director of Asian American Women for Health in Massachusetts. They are working on adapting a wellness program to be gender-specific.

Bill Caltrider shared that he has been sober for thirty years.

Harvey Weiss is with the National Inhalant Prevention Coalition is doing an awareness program in Chattanooga, TN with local churches and universities.

Claire Ricewasser from the Al-Anon Family Group Headquarters has recently finished a survey with thirteen-thousand people to share how Al-Anon benefits families.

Joe Powell, a young person in long-term recovery, is the President and CEO of the Association of Persons Affected by Addiction. He is the new co-chair of the Sustainability Committee for the Planning Partners.

Kimberly Marquez Cortez works for the Alameda County Network of Mental Health Clients and does peer specialist training.

Brandy Izquierdo is the new Director of Advocacy and Outreach at Faces and Voices of Recovery.

Reverend Snow Peabody is the National Representative of D.C. for Teen Challenge. They have 300 events scheduled across the nation for Recovery Month.

Maryanne Frangules represents MOAR (Massachusetts Organization for Addiction Recovery) and is a board member of Faces & Voices of Recovery.

Roberta Leis is the Executive Director of the New England Association of Drug Court Professionals. They will have their fall conference and are looking for abstracts from Planning Partners.
Laura Silverman is the founder of the Sobriety Collective celebrating creatives in recovery and multiple pathways to recovery.

Jason Paul Jarreau is the Director of Development for Oxford House, Inc., which is a network of recovery homes.

Joey Zabel is with Arise and Flourish, bringing young people in recovery to schools in Montgomery County, MD to discuss prevention efforts.

Betty Djawdan introduced herself as the president of the non-profit Arise and Flourish.

Tom Hill is a person in long-term recovery and the Vice President of Practice Improvement at the National Council for Behavioral Health. They are currently working on a recovery housing advocacy toolkit.

Donna Dmitrovic is the Executive Director of the Foundation for Recovery in Las Vegas, and is a woman in long-term recovery. Foundation for Recovery is planning a recovery rally on September 15.

Patty McCarthy Metcalf is the Executive Director of Faces & Voices of Recovery. They have announced that this year’s National Rally for Recovery event will be in Denver, CO on September 15.

Phil Rutherford is the Director of Operations at Faces & Voices of Recovery.

Zachary Talbot is a person in long-term recovery and is the Program Director of two opioid recovery treatment programs in North Carolina and Georgia.

Chip Fuller is an addiction counselor in Northwest Georgia and North Carolina.

Jane Marsh Gullickson is a person in recovery and is the Executive Director of Mental Health America of Oregon. They have direct services and train peer recovery specialists.

Jason Robison is the Program Director for SHARE, the Self-Help and Recovery Exchange. They are a peer-run organization and have a recovery-housing program in Los Angeles County.
Robert Ashford is a Technical Assistance Manager for the MAT-PDOA project at JBS International.

Kristen Harper is the founder and CEO of Recovery Cube LLC.

Arielle Ashford is the Community Liaison at Friends Hospital.

Danielle Tarino is the Vice President of the Addiction Policy Forum. They have their APF Family Day coming up soon to meet with their Representatives on the Hill.

Devin Reaves is the Executive Director and Co-Founder of the Pennsylvania Harm-Reduction Coalition. Devin is working on progressive harm-reduction approaches and forwarding voices of minorities among the recovery community.

Juan Velez Court is the Peer Coordinator, STR Grant in Puerto Rico. They hope to host their recovery summit during the summer of 2018.

Javier Alegre is from USARA in UT. They brought over four thousand people to downtown Salt Lake City for 2017 Recovery Day. The organization is now expanding statewide.

Evan Figueroa-Vargas is a Program Manager for the Mental Health Partnerships peer-to-peer homelessness program in Philadelphia, PA. Evan is also an advocate around harm-reduction strategies.

V. Update on Recovery Month 2017 – Capt. Wanda Finch, CMHS

Captain Wanda Finch, CMHS shared highlights from Recovery Month 2017. Recovery Month hosted 1,634 events with over half a million total participants in 2017. This was a 38% increase in events and 23% increase in participants. The campaign’s social media accounts gained almost 10,000 new followers across Facebook and Twitter throughout 2017. The Recovery Month website had over half a million views in 2017, with 141,359 new users coming to the site. The Road to Recovery TV and Radio series aired in all fifty states in addition to in Puerto Rico and Canada. In total, the show aired on 1,241 unique TV and radio stations. SAMHSA shared their congratulations for the continued success of Recovery Month across the country.
VI. Status of 2018 Materials – Amy Smith & Michele Monroe, CSAT

2018 Recovery Month Toolkit and Print Materials
Michele Monroe and Amy Smith, CSAT gave an update on the 2018 Recovery Month materials. The 2018 logs, banners, flyers and posters are available on www.recoverymonth.gov website. Ms. Monroe encouraged all the Planning Partners to include the 2018 Recovery Month Banner on their sites. Ms. Monroe also noted that the SAMHSA team is in the final stages of reviewing the 2018 toolkit. The final 2018 toolkit will be available on the Recovery Month website in June.

2018 Recovery Month PSAs
SAMHSA tested the three PSA concepts shown at the September 2017 Planning Partner meeting, with two sets of focus groups in both English and Spanish. Ms. Monroe shared that based on the focus group feedback, the team moved forward to produce two concepts: “r” is for Recovery and Voices for Recovery. Planning Partners reviewed a first cut of both :30-second PSAs. When final, the PSAs will be available in English and Spanish, in both 20- and 30-second versions, and in open- and close-ended formats.

2018 Road to Recovery Television and Radio Series
Amy Smith announced that the new host for the 2018 series is Matt Clune, Public Health Advisor at SAMHSA. Mr. Clune shared that he is a person in long-term recovery. He began his career working in alternatives to incarceration and behavioral health treatment then found Recovery Oriented Systems of Care (ROSC) as an antidote for what was not working in the substance use disorder treatment field. He shared that he was thankful to take on the position and looks forward to working with everyone.

Ms. Smith noted that the Road to Recovery Kickoff show aired on March 7 and is up on the www.recoverymonth.gov website. The April show will air on April 4. Ms. Smith shared that the team is working on taping the final two panel shows in May.
Planning Partner Devin Reaves shared that after the 2017 show aired in which he was a panelist, he received two phone calls from family members of people in need of treatment, who he was able to refer to treatment.

VII. Recovery Month 2019 Brainstorming Session – Michele & Wanda, CMHS

Ms. Monroe and Capt. Finch reviewed potential concepts, themes, and audiences for the Recovery Month 2019 campaign with the Planning Partners.

**Concept 1:** Use Your Voice to Enact Change. This theme encourages citizens to get involved, use their voices, and work together to educate others on mental and substance use disorders, treatment and recovery services and the possibility of recovery from substances use disorders.

**Concept 2:** Taking Ownership as a Community “We are…” The objective of this theme is to encourage and motivate individuals to positively change how the nation understands and reacts with individuals diagnosed or living with mental and substance use disorders and to actively support behavioral health needs of others. This theme is a powerful way to use inclusive affirmations.

**Concept 3:** Integrating Treatment and Recovery Supports. This theme points out the need to create recovery-oriented systems of care that are person-centered, and to build on the strengths and resiliencies of individuals, families, and communities that can inspire those on the path to recovery to achieve improved health and quality of life.

**Planning Partner Feedback on the Concepts:**

**Concept #1:** There was no feedback from Planning Partners on this concept.

**Concept #2:** Partners shared that they liked the theme because it put a face to the issue and is inclusive. Additionally, Partners want a strong emphasis on building a network of communities. Since these issues touch everyone’s lives, when communities are accountable,
anyone can enter into a supportive recovery community and find resources. A Partner shared that this concept is powerful because it’s a call for the next generation to share their voices and change the narrative of recovery. Another Partner believes this concept will translate well into other languages. Finally, a Partner noted that this concept would be important to focus on the multiplicities of communities.

**Concept #3:** Partners shared that they think this is a good concept because it addresses the full continuum of care. One Partner suggested merging this concept with Concept #3 because they both touch on the importance of community. Another Partner suggested changing the word “acquisition” to the word “alignment”. Partners agreed that discussing recovery as a part of the continuum of care is important, including the non-linear nature of treatment and recovery, differentiating treatment and recovery, as well as bringing treatment providers into the conversation. One Partner suggested changing the concept to “Supporting Treatment and Recovery Services” and making the concept more about public education.

Planning Partners voted on the three concepts. Concept #1 received no votes, Concept #2 received six votes, Concept #3 received two votes, and the majority of the Planning Partners voted to combine Concepts #2 and #3.

**Planning Partner Feedback on Target Audiences:**
The Planning Partners discussed the potential audiences for the combined Concepts #2 and #3 and voted on ten top audiences: workforce (0), youth/emerging leaders (24), community members (26), health care (21), first responders (29), teachers/educators/school nurses/resource officers (20) community-based and social service organizations (4), active users (12), the criminal justice system (17), and families/social services/kinship programs (8). The audiences that received the most votes were health care providers, first responders/ER staff, youth/emerging leaders and community members.
Planning Partner Feedback on Themes:
The Planning Partners brainstormed themes based on the combined Concepts #2 and 3, and then voted on the themes: we are strong together (1), embracing our future (0), we have a role (1), together we work as one (0), a nation united (1), we are strong (0), unite to heal (1), stand together (2), “communicate, collaborate, integrate” (2), a nation united to build healthy communities (1), together we are strong (7), “communicate, collaborate, integrate, together we are strong” (3), in this together (1), we are all connected in recovery (1), we are stronger together (16). The theme “Join the Voices for Recovery, WE ARE Stronger Together” received the most votes.

The 2019 concept, audiences and theme are:

*Join the Voices for Recovery: WE ARE Stronger Together*

The materials will aim to educate members of society on behavioral health issues, including the importance of working together to positively change how the nation understands, reacts to, and supports individuals diagnosed or living with mental and substance use disorders.

Target Audiences:
- Youth leaders/emerging leaders (ages 12 to 25)
- Community members
- Healthcare community
- First Responders

VIII. *Recovery Month 2018 Discussion on Focus Areas – Marla Hendriksson & Keris Myrick*

The Planning Partners split into four groups to discuss focus areas for the 2019 *Recovery Month* Campaign. Each group brainstormed the top issues of individuals facing mental and/or substance use disorders in the Partner’s work, roles or organizations. The groups then voted on the top three issues, and brainstormed how the planning partners can work together, using *Recovery Month* materials and activities, to address these issues throughout the year.
Group 1 - Question 1. Discussion of Top Issues in Recovery:

1. Homelessness/Unemployment/ Job and life skills
2. Family & community advocacy
3. Expanded definitions of recovery (e.g., buy in for harm reduction, MAT)

Group 1 – Question 2. Strategies for Planning Partners & Recovery Month:

1. Community engagement
   a. Celebrate recovery through events and blanket the city with info (social, TV, radio); bring providers to the event to connect people (e.g., Purple Wave festival)
2. Enhancing resources for different languages
3. Stronger collaboration among services and providers (e.g., representatives from cultural orgs coming together)
   a. Consider orgs that are outside of your industry
4. Using technology to let people access recovery
   a. Call telehealth providers, connect with peers online
   b. ACTION- Leverage technological resources and make sure PPs know what resources are already in existence (better push out RM resources)
   c. ACTION- Involve those with lived experience to have a say in the recovery discussion/ policy decisions (connect them to the conversation virtually)
5. Shift the conversation from just the opioid issue (there are other issues going on as well)

Group 2 - Question 1. Discussion of Top Issues in Recovery:

1. Need for affordable treatment on demand that uses evidence-based practices and appropriate levels of care.
   a. This includes treatment for people without insurance.
2. Community-wide need for education about the impact of mental health and substance use issues, including a better understanding of recovery and improper diagnosis of co-occurring disorders.
3. Inclusion of harm reduction in addressing discrimination in treatment
4. Criminal justice reform, advocating for diversion, bridging the gap between recovery and safety, apply person-centered-planning.
Group 2 - Question 2. Strategies for Planning Partners & Recovery Month:

1. Focusing a toolkit at criminal justice settings—police academy and how to run a RM event in prison, the court system. This would include mini-tips/fact sheet focused on sub-populations.
2. A social media campaign that shows all of the roads to recovery. This would be pro-MAT in a way that shows that every day people are in recovery. Multiple pathways to recovery and many different drugs to be in recovery from—not just opioids.
3. Looking at prevention as a way to combat a disease/disorder by targeting education trade associations to help families with a history of SUD. Incorporating the idea that families recover together.

Group 3 - Question 1. Discussion of Top Issues in Recovery:

1. Social isolation (expand, simplify, unify and listen)
2. Interface of people with addiction in the criminal justice system
3. Funding roadblocks/institutionalized paternalism barriers in receiving services and funding (stigma within the system that’s supposed to care)

Group 3 - Question 2. Strategies for Planning Partners & Recovery Month:

1. Outreach to and relationship building with all stakeholders including the medical community
2. Key National leadership organizations should get together (5 national organizations (long-lasting national presence, stakeholders to meet regularly)
3. Back to the basics with the ABCs (basic training for Recovery Month) – best practices manual
4. Connect those in recovery to non-paid relationships (social support) for support– (faith based, peer, etc., after hour recovery coaches)

Group 4 - Question 1. Discussion of Top Issues in Recovery:

1. Training for leaders and employees
2. Stigma and inadvertent bias
3. Messaging
Group 4 - Question 2. Strategies for Planning Partners & Recovery Month:

1. Distribute a Recovery Month slide in August to organizations on an upcoming training and provide certification for participating in the training.

2. Use Road to Recovery to feature a skit or role-play. Social media tag/engage stakeholders who may not be familiar with Recovery Month (i.e. first responders, workforce, nursing association and faith-based) App or live performance.

3. Connecting with communities that are not aware of the Recovery Month messaging and emphasizing that “language matters”. Connect before correct.

Recovery Month 2018 Discussion on Focus Areas and Workgroups

Planning Partners discussed the focus areas over all, and decided on four areas of most importance to create ad-hoc workgroups around:

1. Normalizing and harmonizing language—Bringing language upstream so that people understand their diagnosis and get the treatment they need. People need to know what they are going through and get connected to care before they hit the criminal justice system. We need to make sure that this language is appropriate for the different communities where people are: Clinical setting, criminal justice system, school, clinics, shelters, etc. People in communities outside of the Beltway or California do not know what recovery is or about NRM.

2. Bringing science to care—For mental health, there is more awareness that we are dealing with a brain disorder. But there is a big disconnect between what the science tells us and what we think addiction is. For addiction it’s about assigning blame. For addiction, it is also more complicated because often addiction is connected to criminal activity. This is not helping with stigma problems.

3. Addressing access to care—This needs to include issues related to dual diagnosis, lack of check-ups, accessing evidence-based treatment, and on-demand care. We also need to include how the community is a point of support while we continue to address access issues (which will take time).

4. Content, messaging, and multimedia (Note: this is an ongoing workgroup to review and provide input to Recovery Month materials, including the toolkit and the website, and assist
in the selection of the topic areas and speakers for the six (6) one-hour Road to Recovery Television and Radio Series programs.)

Planning Partners received index cards to write down in which ad-hoc workgroup that they would like to participate.

IX. New Business – Keris Myrick

Ms. Myrick explained that the Assistant Secretary McCance-Katz has charged SAMHSA to explore the possibility of national peer certification. Ms. Myrick noted that SAMHSA has no authority to create this certification; however, SAMHSA wonders whether this would help move forward recovery. SAMHSA is gathering information and helping the field figure out if this is something that should move forward. Planning Partners who want to give any input for this topic can email Ms. Myrick or Capt. Finch.

- SAMHSA is kicking off a four-part webcast series on March 28 – *Power of Perceptions and Understanding: Changing How We Deliver Treatment and Recovery Services* webcasts – watch this four-part webcast series to educate healthcare professionals about the importance of using approaches that are free of discriminatory attitudes and behaviors in treating individuals with substance use disorders and related conditions, as well as patients living their lives in recovery.

Visit [recoverymonth.gov](http://recoverymonth.gov) to find upcoming events planned in observance of *Recovery Month*. Encourage your officials to sign proclamations.

**Upcoming Planning Partner Events:**

- June 21, 2018 – *Recovery Month* Planning Partners Meeting (Teleconference)
- September 5, 2018 – *Recovery Month* Planning Partners Meeting at SAMHSA
- September 6, 2018 – *National Recovery Month* Luncheon hosted by the National Council for Behavioral Health
X. Adjournment – Marla Hendriksson

Ms. Hendriksson thanked the Planning Partners for their work, reminded them to sign up for the ad hoc workgroups, and wished them safe travels.