

# Recovery Month 2006 *A Guide for Addiction Professionals*

Produced By



NAADAC Recovery Month initiatives supported by



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## Recovery Month

The 17th annual National Alcohol and Drug Addiction Recovery Month (Recovery Month) will be held in September 2006 to celebrate the positive impact of treatment for alcohol and drug use disorders in communities nationwide. The month is set aside to recognize the strides made in treatment and to educate the public that addiction is a treatable public health problem that affects us all. This vital observance lets people know that alcohol and drug use disorders can be managed effectively when the entire community supports those who suffer from these treatable diseases.

In the following pages are some ideas of initiatives and events that you can organize. If you have an idea that you don't see here - go for it! This isn't meant to be an exhaustive list, but rather to fuel your ideas and imagination.

These initiatives would not be possible without the support of the Substance Abuse and Mental Health Services Administration/Center for Substance Abuse Treatment (SAMHSA/CSAT).

Please be sure to add any events you organize to the recovery month event calendar, found on-line at [www.recoverymonth.gov](http://www.recoverymonth.gov).

## Words of Encouragement

When pulling together an event, remember some simple rules that lead to success:

- ❖ **Keep it simple**  
Don't try to initiate an event or program that is too difficult to pull off in the time you have. Don't shoot for the moon, but build for a modest success that you can build upon.
- ❖ **Keep it local**  
It is always nice to bring in a national speaker, but look at keeping it local. Are there local experts/allies who you can work with?
- ❖ **Don't be afraid to piggyback**  
Are there events already going on in September? Would there be a place for you to get involved? Approach other groups that are already hosting meetings/events and ask if you can be a part of their celebration. Don't start from scratch if you don't need to.
- ❖ **Success can be repeated**  
If you don't have an idea for an event, take a look at the events listed in this brochure that were undertaken in 2005. There will be local people who can answer your questions and help you organize your own event.

## Recovery Month Event Suggestions

Here is a list of possible ideas that you can use for your upcoming Recovery Month Event.

1. Organize an open house for your treatment or education program so the community can see the work that you do.
2. Take a group to a local baseball game. Teams are always willing to recognize groups in the stands. Have all the participants wear a similar color so your group stands out.
3. Work with your Single State Authority to promote Recovery Month.
4. Speak at a University or college addiction studies program about careers in the addiction profession and the positive impact a person can have. Show the NAADAC Workforce Development promotional DVD. Call 1-800-548-0497 for a copy
5. Organize an event to recognize the hard work of addiction professionals in your treatment center or in your community
6. Have your Governor or Mayor proclaim Recovery Month or Addiction Professionals Day. This is a great way to meet opinion makers in your state. For proclamation wording visit [www.naadac.org](http://www.naadac.org)

## A Sampling of 2005 Events

Recovery Fest - Nashville, TN  
Recovery Fest - Richmond, VA  
Recovery Month Health Fair - Richmond, VA  
Recovery Celebration at Kaufman Stadium - Kansas City  
Recovery Celebration at Amerquest Field - Arlington, TX  
Recovery Celebration at Citizens Ball Park - Philadelphia, PA  
Recovery Celebration at Tropicana Field - Tampa Bay  
"Miracles Happen" March - White River Junction, VT to Old West Lebanon, NH  
9th Annual Recovery Gala - Davenport, Iowa  
Recovery Walks! - Hartford, CT  
Recovery Celebration at Camden Yards - Baltimore  
Recovery Celebration at Coors Field - Denver  
Rally for Recovery - Columbus, OH  
Recovery Fest - Boca Raton, FL  
Recovery Celebration at Great American Bank Ballpark - Cincinnati, OH  
Addiction Hurts, Recovery Helps Press Conference - Boca Raton, FL  
Gratitude in the Park and Walk for Recovery - Nashua, NH  
1st Annual Maine Walks for Recovery - Augusta, ME  
Friends of Recovery 6th Annual Meeting - Montpelier, VT  
Symposium on Addictive Disorders - Cape Cod, MA  
Recovery Celebration at PETCO Park - San Diego  
Recovery Celebration at RFK Stadium- Washington, DC  
Run for Recovery - Eugene, OR  
Proclamation of Addiction Counselors' Day in Wisconsin and Washington, DC

*\*Don't forget to send NAADAC a description of your event to include in next year's guide!*

## How NAADAC Can Help

If this looks daunting, don't feel as though you have to do this alone!

NAADAC is here to assist you in many ways:

### ❖ Financial Assistance

NAADAC can provide financial grants to support local events celebrating Recovery Month.

### ❖ Professional Expertise

NAADAC staff with experience in event planning, recruitment and volunteer management are available for advice and consultations.

### ❖ Contact with other states

As a part of NAADAC, you are a member of a national network. NAADAC can put you in touch with people who have successfully organized events throughout the nation.

### ❖ Connection to National Networks

- ❖ Substance Abuse and Mental Health Services Administration (SAMHSA)
  - ❖ Center for Substance Abuse Treatment (CSAT)
  - ❖ Center for Substance Abuse Prevention (CSAP)
  - ❖ Addiction Technology Transfer Centers (ATTCs)
  - ❖ National Association of Addiction Treatment Providers (NAATP)
  - ❖ Universities, colleges, treatment centers and education providers. All of these groups work with NAADAC and can be connected with you.
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## How NAADAC Can Help

### ❖ Support Materials

NAADAC has an inventory of publications and media that can be used in support of any event.

### ❖ National Speakers

NAADAC leaders live all over the nation and may be available to speak at local events.

For more information, contact:  
NAADAC, the Association for Addiction Professionals  
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[naadac@naadac.org](mailto:naadac@naadac.org)

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# Affiliate Assistance Request Form

Date Of Request: \_\_\_\_\_

Affiliate Name: \_\_\_\_\_

Address/ Contact info: \_\_\_\_\_

\_\_\_\_\_

Amount: \_\_\_\_\_

Event Planned: \_\_\_\_\_

Event Description: \_\_\_\_\_

Estimated Budget for Project/Event: \_\_\_\_\_

Date funds needed by: \_\_\_\_\_

How will this financial aid benefit your event? \_\_\_\_\_

Name of Project Administrator: \_\_\_\_\_

Contact Information for Project Administrator: \_\_\_\_\_

Affiliate President Signature: \_\_\_\_\_

NAADAC Approval Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_