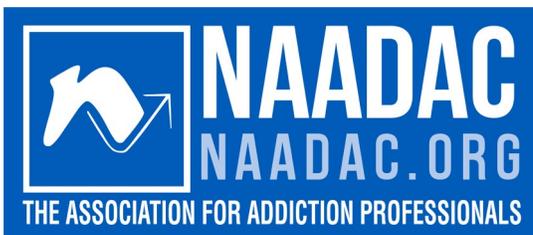


Addiction Professionals Day 2020 Outreach Toolkit

September 20, 2020

Happy National Addiction
Professionals Day!

ADDICTION
PROFESSIONALS ARE
AMAZING!



[/NAADAC](#)



[/NAADACorg](#)



[/naadac-the-association-for-addiction-professionals/](#)



[/c/NAADACofficial](#)

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INTRODUCTION

With addiction and recovery getting more national exposure than ever before, we pause on September 20, 2020, to celebrate vital players of the health system and continuum of care - addiction professionals.

Started by NAADAC, the Association for Addiction Professionals in 1992, National Addiction Professionals Day was established to celebrate and commemorate all of the hard work that addiction professionals do on a daily basis.

This annual day of recognition is celebrated on September 20 as part of National Recovery Month. National Recovery Month aims to increase awareness and understanding of mental health and substance use disorders and celebrate people in recovery. For more information on Recovery Month, please visit www.rm.facesandvoicesofrecovery.org.

NAADAC's Mission is to lead, unify and empower addiction focused professionals to achieve excellence through education, advocacy, knowledge, standards of practice, ethics, professional development, and research. On National Addiction Professionals Day, we ask for your help to support this mission by promoting the amazing work that addiction professionals do every day to serve the community and the country.

To help you promote National Addiction Professionals Day, NAADAC has developed content you can share in your newsletters, on your website, on social media, and more! This toolkit includes outreach ideas, social media and newsletter sample language, and shareable graphics.



"We welcome everyone to join us on September 20, or hold their own local event, to celebrate the powerful work that addiction services professionals do. As each life is recovered, that helps the whole family and eventually translates into the recovery of a community,"

- Cynthia Moreno Tuohy, BSW, NCAC II, CDC III, SAP, NAADAC Executive Director.

OUTREACH IDEAS

WHAT INDIVIDUALS CAN YOU

Share your story

- Post on social media, blogs, websites, YouTube, etc.
- Share why you became an addiction professional, what it means to you to be an addiction professional, and why the addiction profession is vital to our communities. Your story matters!

Help spread the word

- Use #AddictionProfessionalsDay when posting on social media and encourage people to do the same when sharing their story.
- Be sure to always link to www.naadac.org/national-addiction-professionals-day when you post so that others can learn more about National Addiction Professionals Day.
- Share our downloadable Outreach Toolkit so others can be as vocal as you!

Hold an event

- Hold a virtual event or online chat and bring together your fellow addiction professionals during this day of appreciation to support one another and share helpful tips, stories, etc.

WHAT ORGANIZATIONS CAN DO

Hold an event

- Share your appreciation for your employees by holding an event (either virtually or while practicing safe physical distancing), such as an appreciation lunch, a coffee break, an online chat, a wellness break, etc.

Help spread the word

- Send out emails or write a blog post on your website about National Addiction Professionals Day to let your constituents know that you support the addiction profession and the work addiction professionals do!
- Post about National Addiction Professionals day on your organization's social media platforms. Be sure to use #AddictionProfessionalsDay, link to www.naadac.org/national-addiction-professionals-day, and use our downloadable graphics when you post!

WHAT YOU CAN DO FOR STUDENTS

Hold an event

- Hold a virtual Q&A or host a live chat on social media and invite students who are seeking an addiction-focused degree to learn from experienced addiction professionals.

Reach out

- Reach out to addiction programs at your local colleges and see how you can get involved with or start a mentorship program, specifically students seeking an addiction-focused degree.

SAMPLE LANGUAGE FOR WEBSITE POSTS OR EMAILS

September 20, 2020 is National Addiction Professionals Day, and [INSERT ORGANIZATION OR PERSONAL NAME] is joining the movement and celebrating the vital players of the health system and continuum of care - addiction professionals.

Now, more than ever, it is vital to take a moment to recognize the importance of the addiction profession and the efforts addiction professionals make to support their community and the country. National Addiction Professionals Day was established by NAADAC, the Association of Addiction Professionals, in 1992 to celebrate and commemorate all of the hard work that addiction professionals do on a daily basis.

This annual day of recognition is held in September as a part of National Recovery Month. National Recovery Month aims to increase awareness and understanding of mental health and substance use disorders and celebrate people in recovery. For more information on Recovery Month, please visit www.rm.facesandvoicesofrecovery.org.

Join us and NAADAC, the largest membership organization for addiction-focused healthcare professionals representing the professional interests of more than 100,000 addiction counselors, educators, and other addiction-focused health care professionals in the United States, Canada, and abroad, in celebrating Addiction Professionals Day and recognizing how amazing addiction professionals are! For more information, please visit www.naadac.org/national-addiction-professionals-day.

SAMPLE LANGUAGE FOR SOCIAL MEDIA POSTS

FOR INDIVIDUALS

Happy National #AddictionProfessionalsDay to all of my colleagues and friends who work so hard to help others! www.naadac.org/national-addiction-professionals-day

Today is National #AddictionProfessionalsDay and I am a proud #AddictionProfessional!
www.naadac.org/national-addiction-professionals-day

#AddictionProfessionals are amazing! Help me celebrate the hard work addiction professionals do every day for our community by celebrating National #AddictionProfessionalsDay on September 20th! Learn more and download NAADAC's free toolkit at www.naadac.org/national-addiction-professionals-day.

September 20th is #AddictionProfessionalsDay! Help me celebrate the vital players of the health system and continuum of care – addiction professionals! Learn more and download NAADAC's free toolkit at www.naadac.org/national-addiction-professionals-day.

FOR ORGANIZATIONS

Join [INSERT ORGANIZATION NAME] and NAADAC, the Association for Addiction Professionals, in celebrating National Addiction Professionals Day on September 20th! Learn more and download the free #AddictionProfessionalsDay toolkit at www.naadac.org/national-addiction-professionals-day.

It's National #AddictionProfessionalsDay and we are joining NAADAC in saying, "Addiction Professionals are amazing!" www.naadac.org/national-addiction-professionals-day

Happy National #AddictionProfessionalsDay to all our colleagues, employees, and friends who work so hard to help others! www.naadac.org/national-addiction-professionals-day

September 20th is National #AddictionProfessionalsDay! Help us celebrate with NAADAC, the Association for Addiction Professionals, by thanking addiction professionals for their hard work and dedication!
www.naadac.org/national-addiction-professionals-day

HASHTAGS

#AddictionProfessionalsDay

#AddictionProfessional

LINKS

National Addiction Professionals Day + Toolkit: www.naadac.org/national-addiction-professionals-day

NAADAC's Twitter: www.twitter.com/NAADACorg

NAADAC's Facebook: www.facebook.com/NAADAC

NAADAC's LinkedIn: www.linkedin.com/company/naadac-the-association-for-addiction-professionals

NAADAC website: www.naadac.org

SHAREABLE GRAPHICS

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