Behavioral Health is Essential To Health

Prevention Works

Treatment is Effective

People Recover
Supporting Long-Term Recovery in Your Community: Federal, State and Local Approaches

Ivette A. Torres, M.Ed., M.S.
Associate Director for Consumer Affairs
Center for Substance Abuse Treatment
Substance Abuse and Mental Health Services Administration

US Department of Health and Human Services
Substance Abuse and Mental Health Services Administration Center for Substance Abuse Treatment
Recovery- What do we know?

Recovery Oriented System of Care

• Prevention
• Early Intervention
• Treatment
• Post Treatment
PREVENTION

• Early Screening before onset
• Collaborations among social support systems for the child- e.g. Child Welfare, schools, civic and social supports
• Discrimination reduction activities (stigma)
• Referrals to in early intervention services, i.e. school based efforts, religious-based services, on drug refusal skills, participatory and interactive strategies
INTERVENTION

• Screening, Brief Intervention and Referral to Treatment (SBIRT)
• Pre-Treatment
• Recovery Support Services (peer-to-peer)
• Outreach services
TREATMENT

• No Wrong Door to Treatment
• No Silver Bullet—need to have a menu of services
• Recovery Support Services
• Alternative services and therapies, and
• Prevention for families and siblings of individuals in treatment (addiction is a family disease)
POST-TREATMENT

• Recovery Support Services including mutual support groups- (AA, Smart Recovery, on-line chat rooms, NA, ect.)
• Check-ups or post-treatment check-ins
• Self monitoring
• Family and community support
Public Awareness and Opinion

• Sometimes we lose the forest for the trees....
• Educating an engaging the public as part of the advocacy on behalf of children
• Educating those in recovery to advocate for whole-family issues- it is not just a gender issue
• Opportunities to make the point
National Recovery Month

• Promotes the societal benefits of prevention, treatment, and recovery for mental and substance use disorders
• Celebrates people in recovery
• Lauds the contributions of treatment and service providers
• Spreads the message that recovery in all its forms is possible
Recovery Month Materials: Website

www.recoverymonth.gov

- Learn about Recovery Month
- Post and find events Access materials
- Download banners, logos and flyers
- Post Voices of Recovery
- Post Proclamations
- Follow Recovery Month social media accounts
  - #RecoveryMonth (Twitter)
  - @RecoveryMonth (Facebook)
  - https://www.youtube.com/user/recoverymonth (YouTube)
Recovery Month Website

National Recovery Month

Every September, SAMHSA sponsors Recovery Month to increase awareness and understanding of mental and substance use disorders and celebrate the people who recover.

Annual Event Award

Tell us about your 2016 Recovery Month Event by applying for the 2017 Recovery Month Annual Event Award Program now. Three Award categories...

Apply Now >
Road to Recovery TV & Radio Series

- Produced and distributed by SAMHSA with host Ivette Torres
- Airs in more than 1,066 Public Educational and Government (PEG) access television channels and cable television stations across the country
- Airs in over 507 radio stations throughout the country
- Reaches over 8 million non-unique households* and generates more than $20 million in free airtime**

Available at [www.recoverymonth.gov](http://www.recoverymonth.gov)

---

**Households** in the TV broadcasting industry is a measure of reach capacity. Each network has a number of affiliates that reach a designated number of households. When adding up the reach (households) of all of the affiliates that air a certain TV show, the show may reach a single household by way of more than one affiliate. Unfortunately a limitation of TV broadcasting is that unique households that receive exposure cannot be distinguished. Thus, this estimated reach is a summation of non-unique households.

**It is known, but not tracked, that many stations air the show more than one time during the month. Estimated ad value is total for each affiliate airing one show during the month of August. A $75 per TV affiliate value and $40 per radio affiliate value has been assigned for calculation of these estimates. Estimates are based on historical data from over 1,200 media projects by Firstline Creative & Media in the past 10 years.
QUESTIONS?

Contact Information:
Ivette A. Torres
Associate Director for Consumer Affairs
Center for Substance Abuse Treatment
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services
5600 Fishers Lane
Rm 13E25A
Rockville MD 20857
240-276-2751
ivette.torres@samhsa.hhs.gov