Behavioral Health is Essential To Health

Prevention Works

Treatment is Effective

People Recover
Recovery Issues: Public Acceptance Through National Recovery Month

NAADAC Conference

Minneapolis, MN October 7-11

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US Department of Health and Human Services
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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 Toolkit

- Step-by-step process for creating and promoting *Recovery Month* events
- Provides instructions on how to write a press release and other media outreach tools – *English & Spanish*
- Instructions for requesting and drafting a gubernatorial proclamation – *English & Spanish*
- Targeted outreach sections for each of the selected audiences highlighted in the respective year – *English & Spanish*
- Data Visualizations that utilize national stats; helpful when addressing how your state stats compares to national trends
Recovery Month 2015

• 2015 theme, “Join the Voices for Recovery: Visible, Vocal, Valuable,” encouraged people to openly discuss mental and substance use disorders and the reality of recovery and to engage others in support of recovery. The theme aimed to foster public understanding and acceptance of behavioral health conditions.

• From January 1, 2015, to December 31, 2015, there were 121,885 views of the Recovery Month website with 357,078 generated page views.
Recovery Month 2015 Recap

998 *Recovery Month* events held across the country, reaching more than 1.5 million people
Recovery Month 2015 Recap cont.

National kickoff event held in Washington D.C. in coordination with ONDCP. SAMHSA released NSDUH report, followed by the Recovery Month Planning Partners luncheon.
82 Recovery Month proclamations issued, including one presidential proclamation, posted on www.recoverymonth.gov
Recovery Month 2015 Recap cont.

Over 25 Voices for Recovery posted on www.recoverymonth.gov - Share your story – or encourage other to share theirs!

After 15 years of being a prisoner to alcohol, I had exhausted myself and dropped to the ground. I had been charged with 3 DUIs, 2 felonies, and child endangerment, and endured a devastating custody battle. I found my way and got back up again. I reached a turning point with humility, humbleness, and devotion. I had found a spiritual enlightenment and now it is my turn to enlighten you so that when joy arises you can feel it and become it. My desire is to inspire, encourage, and enlighten those who are in recovery or on their way to recovery so that they can live a life in peace and serenity. I had got custody of my daughter back, met a wonderful man I am more than proud to call my husband, full driving privileges again, and I had quit the corporate world where I was making almost 6 figures to start this journey.
Recovery Month Recap
2015 Road to Recovery TV and Radio Series

• Produced and distributed by SAMHSA
• Air in more than 1,100 Public Educational and Government (PEG) access television channels across the country and in over 500 radio stations
• Reach over 145 million households and generate more than $30 million in free airtime.

Available at www.recoverymonth.gov
Recovery Month 2015 PSAs

- 2015 Radio PSAs “Garden” and “Drum Beats On” to date have been broadcasted 135,845 times (equaling approximately 914.82 broadcast hours) on 1,070 outlets.

- The 2015 Television PSAs “Garden” and “Drum Beats On” aired 46,838 times to date with approximately 310,225,000 viewer impressions at an estimated earned media value of $10,004,000.

- In November 2015 the 2015 PSAs had almost 5,000 combined English and Spanish airings which, placed the PSAs in the top 3-5% of all PSAs airing that month.

- The 2014 Television PSAs “Façade” and “Treasures of Life” have aired 25,767 times with approximately 320,269,500 viewer impressions at an estimated earned media value of $9,469,500.00. Awarded a 2016 Bronze Telly!
Recovery Month Website Revamped

www.recoverymonth.gov
2016 Theme: Join the Voices for Recovery: Our Families, Our Stories, Our Recovery

2016 Targeted Audiences

- Military, veterans, and military families
- Lesbian, gay, bisexual, and transgender (LGBT) community
- Victims of trauma
- Family members of those with mental and/or substance use disorders

The Recovery Month Toolkit is available at www.recoverymonth.gov in English and Spanish
2016 Recovery Month PSAs

• Promote the benefits of recovery
• Provide positive and hopeful messaging of people in recovery
• Call for action is to seek help and information by calling SAMHSA’s National Helpline — 1-800-622-HELP (4357)
  — Receives more than 60,000 calls per month
• Produced in English and Spanish for TV and radio
• Open ended PSAs available for communities to use and tailor with their local information
• Available at www.recoverymonth.gov
2016 Recovery Month PSAs cont.

• Retratos/Portraits
  – 30-second Spanish –
    – https://www.youtube.com/watch?v=9PRViZOtiaA&feature=youtu.be
  – 20-second English –
    – https://www.youtube.com/watch?v=8etbVl9yI6g&feature=youtu.be

• Historias Del Hogar/Stories from Home
  – 30-second Spanish –
    – https://www.youtube.com/watch?v=BP9w_yTUJ_M&feature=youtu.be
  – 15-second English –
    – https://www.youtube.com/watch?v=pkWzYIM72iw&feature=youtu.be
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 a 507 radio stations throughout the country
- Reaches over 8 million non-unique households* and generates more than $20 million in free airtime**

* "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.

Available at www.recoverymonth.gov
• 2016 August: Preventing and Addressing Opioid Misuse and Abuse: Our Nation’s Challenge

• Highlights recent trends in prescription opioid misuse and heroin use, opioid use disorder, overdose, and treatment episodes related to prescription opioids and heroin

• Highlights the White House initiative to reduce the distribution and use of heroin

• Prevention efforts and resources to counter risk of HIV and hepatitis

• Address treatment options, including MAT, and SAMHSA resources to help people find their own path to recovery
2016 *Recovery Month* Events Awards Program & the Ramstad/Kennedy Award

- Event organizers can apply to receive a *Recovery Month* Community Event Award and come to Washington, D.C. to be acknowledged by SAMHSA during the official kickoff of *Recovery Month* in September.
- Three winners were recognized at the *National Recovery Month* Luncheon on September 8, 2016 for their 2015 events.
- Ramstad/Kennedy Award given by the *Recovery Month* Planning partners to the best SSA program effort for the 2015 *National Recovery Month* observance.
- 2016 Ramstad/Kennedy award was presented to Kathy Stone, MBA, LMSW Director of the Division of Behavioral Health, Iowa Department of Public Health at the 2016 Block Grant Conference.
2016 Promotion – How can you help?

• Download and use banners, logos, flyers and posters available at www.recoverymonth.gov in English and Spanish

• Host *Recovery Month* events and post them on the *Recovery Month* website

• Issue a proclamation declaring September as *National Recovery Month* in your state
2016 Recovery Month Kick-Off

- September 8, Washington D.C. in coordination with ONDCP
- SAMHSA released NSDUH report, followed by the *National Recovery Month Luncheon*
- *Recovery Month* Social Media outreach
  - tweeted a total of 24 times during the press conference
  - 16 original tweets and 8 retweets
  - most popular tweet received 11 retweets and 7 likes
  - The #RecoveryMonth hashtag was used 115 times during the press conference and garnered attention with 2 tweets from vice presidential nominee, Governor Mike Pence
  - #RecoveryMonth trended as the #8 hashtag on Twitter
2017 Join the Voices for Recovery: Strengthen Families and Communities!

- 2017 Target Audiences
  - Rural and frontier communities
  - Community-based organizations (including faith-based organizations)
  - Criminal justice, law enforcement, and first responders
  - Public health professionals and departments

- Suggestions needed for resources, research, panelists and case studies to highlight for the Road to Recovery Series
2017 Road to Recovery TV & Radio Series
Show Topics

• 2017 Road to Recovery Kickoff Show
• Collegiate Recovery: Beyond the Dorm
• Providing Treatment and Recovery Support in Rural and Frontier Communities
• Community Health Centers and First Responders: Strengthening Communities through Education
• United We Stand: Bringing Together Mental and Substance Use Disorder Treatment and Recovery Efforts
• Criminal Justice Reform: Implications for Services to Address Mental and Substance Use Disorders
• Recovery Among Diverse Populations
• 2017 Road to Recovery: A Showcase of Events
Mark Your Calendars

• January 27, 2017 – *Recovery Month* Planning Partners Meeting (at SAMHSA)
• March 22, 2017 – *Recovery Month* Planning Partners Teleconference
  June 21, 2017 – *Recovery Month* Planning Partners Teleconference
• September 4, 2017 – *Recovery Month* Planning Partners Meeting (at SAMHSA)
• September 7, 2017 – *Recovery Month* National Kick-off Press Event and Luncheon TBD
QUESTIONS?

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