Behavioral Health is Essential To Health
Prevention Works
Treatment is Effective
People Recover

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Time to share, post and tweet

Smart phones out! Let’s tweet and post!
Hashtag: #RecoveryMonth
Twitter handle: @recoverymonth
SAMHSA Twitter handle: @samhsagov

National Recovery Month

The observance 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, and promotes the message that recovery in all its forms is possible.
Recovery Month spreads the positive message that behavioral health is essential to overall health, that prevention works, treatment is effective and people can and do recover.

2015 Theme:

- “Join the Voices for Recovery: Visible, Vocal, Valuable!”

This year’s 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. It aims to foster public understanding and acceptance of behavioral health conditions. This year marks the 26th Anniversary of the observance.
Recovery Month 2014 Recap

1,022 Recovery Month events held across the country, reaching 1.5 million individuals

One official kickoff event at the National Press Club in Washington D.C. in coordination with ONDCP and a Recovery Month Planning Partners luncheon
Recovery Month 2014 Recap

80 *Recovery Month* proclamations, including one presidential proclamation, posted on www.recoverymonth.gov

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Recovery Month 2014 Recap

27 Voices for Recovery posted on www.recoverymonth.gov - Share your story!
The 2015 Recovery Month theme, “Join the Voices for Recovery: Visible, Vocal, Valuable!” highlights opportunities for recovery education, support, and celebration. The community can: be visible by knowing the prevalence of mental and/or substance use disorders; be vocal by noticing warning signs and symptoms; and be valuable by raising awareness of the resources available to help.
2015 Targeted Audiences

- 2015 Audiences
  - High School Students
  - College Students
  - Peer Recovery Community
  - Families

These sections will be found within the 2015 *Recovery Month* toolkit to be released on May, 2015.

2015 Toolkit

The *Recovery Month* toolkit provides useful information about:

- Media outreach - tips on how to organize *Recovery Month* events, how to contact and invite elected officials, how to garner media attention, how issue gubernatorial proclamations, and downloadable templates

- Targeted Outreach - general facts and audience-specific information in brief summaries

- Resources - lists of local organizations to partner with, and/or organizations that provide prevention, treatment and recovery support services

- Available online and in Spanish too
Planning Partners

- The *Recovery Month* Planning Partners help promote and plan *Recovery Month*, disseminate materials, and sponsor events across the country.

- They are involved in planning *Recovery Month* activities in conjunction with the SAMHSA.

- The Planning Partners are comprised of more than 200 federal, state, and local government entities, as well as nonprofit organizations and associations affiliated with prevention, treatment, and recovery of mental and/or substance use disorders.

2015 *Recovery Month* Events

- **172 events** posted as of May 18, 2015

- Events take all forms and sizes: rallies, walks, health fairs, stand up comedy shows, dinners, picnics, etc. visit [www.recoverymonth.gov](http://www.recoverymonth.gov) for more ideas

- Event organizers can apply to receive a [2014 Recovery Month Community Event Award](http://www.recoverymonth.gov/events) and come to Washington, D.C. to be acknowledged by SAMHSA during the official kickoff of *Recovery Month* every September. More information can be found at: [http://www.recoverymonth.gov/events](http://www.recoverymonth.gov/events)

- We have received **42 applications** for the 2014 Recovery Month Events Awards program.
Recovery Month PSAs

- **Recovery Month** public service announcements (PSAs) – promote benefits of recovery and call for action to seek treatment – 1-800-622-(HELP) 4357

- PSAs help generate more that 40,000 calls to SAMHSA's Helpline
- SAMHSA/CSAT produces two PSAs every year in English and Spanish

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The Road to Recovery TV and Radio Series

- Produced and distributed by SAMHSA

- Air in more than 750 Public Educational and Government (PEG) access television channels across the country and in over 100 radio stations

- Reach over 58 million households and generate more than $21.8 million in free airtime

- Present in 58 percent of all cable and satellite households in the United States

- Stand alone informative pieces, great conversation starters

Available at [www.recoverymonth.gov](http://www.recoverymonth.gov)
2015 Promotion – How can you help?

- Organize a *Recovery Month* event and post it on [www.recoverymonth.gov](http://www.recoverymonth.gov)

- Ask your county, city, and state elected officials to issue a *Recovery Month* proclamation.

- Blog, post and tweet about *Recovery Month* on your social media channels
  - Hashtag: #RecoveryMonth
  - Twitter handle: @recoverymonth
  - SAMHSA Twitter handle: @samhsagov

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2015 Promotion – How can you help?

- We need you to work within your states to get more people to host and post events at [www.recoverymonth.gov](http://www.recoverymonth.gov)

- You’re already reaching out to advocates and non-profits and peer run orgs, but need to do more (esp. more MH outreach) and year round

- Identify the person(s) who leads public education/communications efforts at your state SUD/MH agency – ask for assistance, partner with them and se them to spread the word!
2015 Promotion – How can you help?

• Download and use our banners, logos and flyers on your website
• These and more are available at www.recoverymonth.gov

Recovery Month Website Revamped

• Please visit www.recoverymonth.gov
Mark Your Calendars

MARK YOUR CALENDARS: Upcoming Recovery Month Planning Partner Meeting & Event Dates:

• June 10, 2015 Recovery Month Planning Partners’ Meeting via TELECONFERENCE

• September 9, 2015 - Recovery Month Planning Partners’ Meeting (in person at SAMHSA)


• Thursday, January 21, 2016, Recovery Month Planning Partners Meeting (in person location TBD)

QUESTIONS??

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Tune into Our Next Webinar

June 9th at 2pm ET
Topic: “The Pain Antidote -- It's Not Opioids”
Featuring Panelist Mel Poll, MD

To contact NACoA, VOICE for the CHILDREN
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