

SEPTEMBER  
National Alcohol  
& Drug Addiction  
*Recovery Month*  
2007

FINAL REPORT  
2007: OVERVIEW

# JOIN the voices for RECOVERY

SAVING **LIVES**, SAVING **DOLLARS**



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
Center for Substance Abuse Treatment  
[www.samhsa.gov](http://www.samhsa.gov)

## Overview

For the past 18 years, **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** has been celebrated during September throughout the country. Sponsored by the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Treatment (CSAT), **Recovery Month** has inspired government, businesses, and communities to enhance awareness of and access to alcohol and drug treatment programs for all Americans. The campaign celebrates people and families in recovery, as well as those who have provided support and encouragement.

In this national observance, organizations from the public and private sectors and individuals participate in or sponsor **Recovery Month** events and activities to help promote the success of treatment programs in communities across the country, echoing the message of effective treatment and the true possibility of recovery.

This is an important message, given the prevalence of substance use disorders in America. According to SAMHSA's 2006 *National Survey on Drug Use and Health*:

- Approximately 23.6 million people aged 12 or older in 2006 needed treatment for an illicit drug or alcohol use problem, meaning they had used an illicit drug at least once during the past month.
- Among youth aged 12 to 17, an estimated 8 percent were classified with substance dependence or abuse.
- An estimated 8.3 percent of Americans aged 12 or older (20.4 million) were current illicit drug users, meaning that during the month prior their interview, they had used an illicit drug.

Each year, a new **Recovery Month** campaign theme recognizes the valiant efforts made by people in recovery from a substance use disorder, celebrating not only their progress and productive transformation, but their many supporters as well. This approach is successful in ensuring that target audiences receive messages that resonate with them, as well as making the **Recovery Month** theme accessible by all.

In 2007, the **Recovery Month** theme was "**Join the Voices for Recovery: Saving Lives, Saving Dollars,**" which acknowledged the financial and human costs of substance use disorders on people, their families, and communities. This theme combined details about the effects of substance use disorders on loved ones, workforces, and a community's health care resources with the positive message that treatment is cost effective and works to get people with substance



use disorders back on track as contributing members of society. By investing in treatment and supporting recovery, members of society are strengthening a community's health and well-being as they help lead to positive change.

To convey this message, scores of **Recovery Month** activities took place nationwide in 2007, just as in years past. Local communities held forums, health fairs, walks/runs, and other innovative activities, ranging from small events to large events depending on the local resources available. SAMHSA hosted a national kick-off media event in Washington, D.C., as well as nearly 100 community events throughout the country. Many communities sought media coverage about addiction treatment and recovery.

To support these efforts and help raise the visibility of the **Recovery Month** campaign nationwide, SAMHSA worked with more than 100 public and private sector organizations, including national and local organizations and agencies in the health care, criminal justice, education, business, and government sectors that serve as **Recovery Month** Planning Partners.

Each year, the Planning Partners guide the creation and distribution of comprehensive materials to a wide selection of organizations planning **Recovery Month** events in September. The materials' flagship is a user-friendly planning toolkit that helps organizations plan their **Recovery Month** events. The toolkits provide a list of sample events to hold, including community rallies, legislative forums, and other projects to promote treatment's effectiveness to the media and key constituency groups. They also contain fact sheets geared toward specific audiences and template materials for conducting media and community outreach.

To complement local media efforts, SAMHSA also produces television and radio public service announcements (PSAs) in both English and Spanish that highlight the effectiveness of treatment and encourage individuals with substance use disorders, and/or their loved ones, to call SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP. In 2007, SAMHSA produced two new radio and television PSAs to mark the **Recovery Month** celebration.

By using the **Recovery Month** interactive Web site, [www.recoverymonth.gov](http://www.recoverymonth.gov), communities are able to post news and information about their local events, and people have the opportunity to be a voice of recovery, where they can share their stories of recovery and success with a broad population. This gateway to information and activities also allows individuals to order or access materials electronically, view Webcasts, podcasts, and participate in the Web site's "Ask the Expert" forums. Additionally, the Web site is enabled with a credit card process to order videos/DVDs of Webcasts; an additional resource area specific to each Webcast topic; video clips hosted by Ivette Torres, Associate Director for Consumer Affairs, CSAT, SAMHSA, U.S. Department of Health and Human Services; an HTML version of the *Road to Recovery* listserv



message; and promotional PowerPoint presentations provided in four different viewing options to help promote **Recovery Month**. Much like in previous years, nine industry awards funneled in that recognized **Recovery Month** efforts. The campaign received several awards that distinguished its contributions, commitment, and creative production. Such acknowledgement applauds organizations and individuals alike for their collective efforts in making the campaign such a success.

To date, the campaign has received both national and international attention for its creation and production of **Recovery Month** PSAs and the **Recovery Month** Web site, [www.recoverymonth.gov](http://www.recoverymonth.gov). In 2007, the **Recovery Month** PSAs from 2006 received many awards for achievement, including two Gold Omni awards, a Platinum and Gold Hermes award, a Bronze Mercury award, and a Gold GALAXY award. **Recovery Month's** interactive Web site also won awards, including the Pegasus Award of Honor, the Gold Aurora award, a Silver Telly award, and recognition from the Ehealthcare Leadership Healthcare awards, a leading awards program recognizing improvement initiatives. The 2007 **Recovery Month** Web site was also awarded the Gold MarCom award, which highlighted the site's creative marketing and overall design.

The following report details the results of the 2007 campaign and the influence it has had on raising community awareness about substance use disorders, treatment, and recovery—and the societal and human cost benefits associated with recovery.

## 2007 Outcomes for the 18<sup>th</sup> Annual *National Alcohol and Drug Addiction Recovery Month*

### “Join the Voices for Recovery: Saving Lives, Saving Dollars.”

September 2007 was a banner year for **Recovery Month** as the 18th year of the observance. Online activity increased and millions of people attended events, or viewed and heard the **Recovery Month** PSAs.

The 2007 celebration focused on educating the public about the cost issues surrounding substance use disorders and the benefits of investing in effective treatment. In addition to celebrating the people and families in recovery from substance use disorders who have overcome stigma, discrimination, and other barriers to treatment and recovery support services, the 2007 campaign stressed that investing in treatment is cost effective.

The theme, “**Join the Voices for Recovery: Saving Lives, Saving Dollars,**” asked communities to take stock of the financial and human costs spurred by substance use disorders, encouraging citizens, as well as organizations, to take action to help improve the availability of effective treatment for those in need. Additionally, the effort pointed out that everyone can help ensure that treatment and recovery from substance use disorders is affordable, valuable, and attainable.

Providing treatment coincides with a reduction in health costs and an improvement in the public’s health and safety. In particular, President Bush’s **Access to Recovery (ATR)** program, administered by the Substance Abuse and Mental Health Services Administration (SAMHSA), is working to address affordability issues. The grant program gives recipients discretion to execute federally supported voucher programs to pay for a broad range of community-based substance use disorder clinical treatment and recovery support services.

This year’s **Recovery Month** materials highlighted three areas that communities can continue to improve:

- Acknowledging the societal and personal costs of untreated substance use disorders to institutions and individuals, and the substantial return on investment possible with treatment and recovery.



- Educating the public and community leaders that substance use disorders are a treatable health problem.
- Sharing the knowledge about the effectiveness of treatment for substance use disorders. People who successfully complete treatment programs return to their families and become productive workers and members of the society.



## Outreach Materials and Initiatives

### Recovery Month Toolkit

Throughout the years, **Recovery Month** has continued to serve as a fundamental outlet for delivering SAMHSA/CSAT's key messages to thousands of Americans. Through the distribution and sharing of 75,000 copies of a **Recovery Month** toolkit developed by SAMHSA and its Planning Partners, SAMHSA reaches people at public and private organizations, coalitions, and agencies from a variety of disciplines that include, among others, the health care, education, business, criminal justice, and government sectors.

The toolkit is designed to guide local, community-based organizations in developing and planning **Recovery Month** events that enhance the public's knowledge of substance use disorders and the issues surrounding addiction. Organizations could create customized materials and programs to best fit their communities by directly duplicating items included in the toolkit, or tailoring them to their needs. As in earlier years, the toolkit was divided into three sections:

- Media Outreach
- Targeted Outreach
- Resources

A more detailed description of these 2007 planning toolkit sections follows.

## Media Outreach

Providing information about community outreach and activities, the Media Outreach section included media tips and approaches for effectively raising awareness of the costs of substance use disorders, offering suggestions on the types of events that community-based organizations could hold to celebrate **Recovery Month**. The section included real-life examples of successful **Recovery Month** events from past years, both large and small, to showcase how communities can host a successful event regardless of their resources.

Several of this section's recommendations were specifically designed to help organizations with little media relations experience. It included instructions on how to develop a media list to most effectively target local media with **Recovery Month** messages.

The section was packed with tips on how to plan and execute exceptional events that have a strong influence on the community and attract local media attention. Included in the media materials were a sample press release, media advisory, and op-ed, as well as instructions for tailoring the sample materials to fit an organization's specific activities or for writing their own materials to distribute to media outlets. To continue successful community and media relations efforts over time, many of the provided materials can be used by organizations long after **Recovery Month**.

Two sample proclamations were also included in the Media Outreach section of the toolkit for national, state, and local officials to use in declaring September as **Recovery Month** in their jurisdictions. Instructions on how to secure an official's interest in **Recovery Month** and in issuing a **Recovery Month** proclamation were also included. Publicizing the proclamation is also of essence, and methods for publicizing a proclamation to maximize its effectiveness were part of this section.

In addition, live-read radio public service announcements were included to give listeners basic information about **Recovery Month** and a national toll-free or local number to learn more about treatment services. SAMHSA encouraged organizations to distribute the live-read scripts to local radio stations to spread the message.

Logos and letterhead templates were included to help event organizers in their distribution of outreach materials. High-resolution versions were available for the first time on the **Recovery Month** Web site. These items allowed event organizers across the country to brand their materials as part of the national **Recovery Month** initiative.





## Targeted Outreach

The most educational section of the planning toolkit was the Targeted Outreach section, which contained audience-specific fact sheets to help provide **Recovery Month** event organizers and attendees with information about the campaign’s purpose, substance use disorders, cost analyses of addiction, and the benefits of treatment and recovery.

This section contained nine fact sheets that targeted specific audiences with information most relevant to each about substance use disorders and treatment. In 2007, these audiences included employers, insurance providers, health care providers, justice system representatives, and policymakers. Each received a list of steps they could take to make a difference in the lives of people suffering from substance use disorders.

For all audiences, the materials communicated the key principles of **Recovery Month** and the overall theme about the need to understand the cost-to-benefit ratio of treatment, the effect substance use disorders have on businesses and law enforcement programs, and how they are a treatable disease—much like other chronic diseases—that should be invested in.

The fact sheets also featured general background information, such as a list of the most commonly misused substances, accompanied by updated statistics indicating the number of Americans who misuse them. New to the 2007 **Recovery Month** toolkit was the piece, “A Guide to Treatment: Methods to Help People with Substance Use Disorders,” which reiterated the value of treatment. Coupled with the “Commonly Misused Substances” piece, this resource examined the medical nature of substance use disorders and the different treatment options that are available to people struggling with addiction.

Vignettes in this section of the 2007 toolkit featured personal stories of recovery told by the people who have experienced and lived it every day, along with the people who support them. Their unique experiences were meant to be shared with others in need of treatment, or others who are on their way to recovery, as an inspiration and to relay the positive way recovery allows people to reclaim their lives.

Many of the Targeted Outreach fact sheets are useful throughout the year and can be used for educational outreach well after the month of September, helping organizations continue successful community and media relations efforts as well as secure support for community funding and treatment options.



## Resources

The Resources section of the 2007 planning toolkit offered a comprehensive set of organizations and state agencies that can help event organizers plan and execute **Recovery Month** activities. By listing treatment facilities and organizations, as well as other resources for the general public to use to learn more about substance use disorders and how to get help, the Resources section provided added value. This section is particularly useful long after **Recovery Month** by providing resources to help organizations and individuals continue successful community and media relations efforts and to seek treatment.

Added in 2006 to this toolkit section and updated to reflect the 2007 theme, an informational piece on building a coalition for **Recovery Month** outlined how an organization can unite with others to create a community-wide coalition and increase the visibility and credibility of its **Recovery Month** efforts. While doing so, organizations are building relations that will help address the various issues related to substance use disorders and recovery. A list of organizations to consider was included, as well as examples from previous years.

Also included was a list of Planning Partners participating in the **Recovery Month** celebration. This provided event organizers with the opportunity to contact other organizations to coordinate efforts.

The 2007 toolkit contained a Single-State Agency list for local support, with contact information, as well as a comprehensive resource brochure complete with descriptions of hundreds of organizations for individuals seeking addiction treatment and other information about substance use disorders. Listings of **Recovery Month** resources in the brochure were organized by category to facilitate finding a particular organization, and listings were cross-referenced under multiple categories.

A Customer Satisfaction Form for event organizers to evaluate the success of their **Recovery Month** events and the usefulness of the provided materials was another resource offered in this section. This was an excellent way to evaluate the strengths and weaknesses of the planning toolkit and to make adjustments accordingly.

## List of Materials

The following materials were included in the 2007 toolkit:

### Signed Support Letters

HHS Secretary Michael O. Leavitt

SAMHSA Administrator Dr. Terry L. Cline and CSAT Director Dr. H. Westley Clark

### Web Promotional Flyer

### Media Outreach

Planning and Publicizing Events: **Recovery Month** Event Planning Tips and Publicity Overview

Working with the Media

Developing a Media Advisory – and Sample

Writing an Effective News Release – and Sample

Writing and Submitting an Op-Ed – and Sample

Official Proclamations

Live-Read Radio Public Service Announcements

Camera-Ready Letterhead

Camera-Ready Logo Sheet

### Targeted Outreach

Overview: Saving Lives, Saving Dollars

Commonly Misused Substances

A Guide to Treatment: Methods to Help People with Substance Use Disorders

Join the Voices for Recovery



Employers: How Businesses Can Help Workers with Substance Use Disorders

Insurance Providers: Offering Cost-Effective Treatment

Health Care Providers: Understanding the Savings of Treating Substance Use Disorders

Justice System Representatives: How the System Can Help People with Substance Use Disorders

Policymakers: A Guide to Help State and Local Officials Make a Difference in Their Communities

## Resources

Building Community Coalitions

Planning Partners List

Customer Satisfaction Form

Single-State Agency Directory

Additional Resources Brochure



## Supplemental Printed Materials

In addition to distributing 30,000 giveaways (pens and carabineer key chains), SAMHSA designed and produced color 35" x 50" commemorative **Recovery Month** posters, **Recovery Month** 8.5" x 11" announcement flyers, and 3 ¾" x 9" teaser brochures used in mailings and conference exhibits prior to release of the printed kits. SAMHSA also distributed 75,000 Web flyers that were distributed with the toolkits to increase awareness of **Recovery Month** activities and the availability of materials online.

### Below is a partial distribution list for the Recovery Month 2007 toolkits and supplemental materials:

Adult Children of Alcoholics  
Alabama Council on Substance Abuse – NCADD  
Alaska Division of Behavioral Health  
Alexandria Community Services Board  
American Bar Association  
American Association for Marriage and Family Therapy  
American Society of Addiction Medicine  
Asian American Family Service Houston  
Association of Persons Affected by Addiction  
Behavioral Health Services/United for Recovery  
Californians for a Drug-Free Youth  
California Association for Addiction Recovery Services  
Catholic Charities  
Center for the Application of Substance Abuse Technologies  
Chicanos Por La Causa  
Coalition of Drug Free Hawaii, Honolulu  
Colorado Latino Behavioral Health Network  
Community Anti-Drug Coalitions of America  
Connecticut Community for Addiction Recovery  
CRC Health Group  
Delaware Department of Health and Human Services  
DC Bar  
Elks Drug Prevention Program  
Faces and Voices of Recovery  
Hamilton-Madison House



- Idaho Bureau of Mental Health and Substance Abuse
- Idaho Supportive Housing and Innovative Partnerships
- Illinois Department of Health, Division of Alcoholism and Mental Health
- Indiana, Drug-Free Marion County
- Iowa Department of Public Health
- Join Together
- Kentucky Division of Mental Health
- Massachusetts Organization for Addiction Recovery
- Mexico International Meeting
- Minnesota Center for Hmong Studies, Concordia University
- Minnesota Drug Courts and State Contacts
- Missouri Office of State Courts Administrator, Division of Juvenile and Adult Court Programs
- National Asian Pacific Families Against Substance Abuse
- National Association of Governors
- National Association for Children of Alcoholics
- National Association on Alcohol, Drugs and Disability
- National Association of County Behavioral Health and Developmental Disability Directors
- National Association of Methadone Advocates
- National Association of Social Workers
- National Association of State Alcohol and Drug Abuse Directors
- National Council on Alcoholism and Drug Dependence
- National Council on Alcoholism and Drug Dependence, Detroit
- National Council on Alcoholism and Drug Dependence of the Central Mississippi Area
- National Council of State Legislatures
- National League of Cities
- New Jersey, Mercer County Hispanic
- New York Association of Alcoholism and Substance Abuse Providers
- Northern Ohio Recovery Association
- Pennsylvania, Bucks County Council on Alcoholism and Drug Dependence
- Pennsylvania Department of Health
- Single State Agencies
- South Carolina, Heart Spring
- State Associations of Addiction Services
- Synergies, National Inhalant Prevention Coalition
- Teen Challenge, Arizona
- Teen Challenge International, California
- Tennessee, Buffalo Valley Incorporated
- The Association for Addiction Professionals (NAADAC)
- Treatment Alternatives for Safer Communities





- U.S. Conference of Mayors
- U.S. Congress
- U.S. Drug Enforcement Administration
- Utah Alcoholism Foundation
- Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services
- Virginia Office of Substance Abuse Services
- Waianae Women in Recovery, Honolulu
- Wesley Center, North Dakota
- West Virginia Substance Abuse Coalition/HMS Technologies
- White Bison, Inc.



## ***Recovery Month 2007 Kick-Off Event***

The ***Recovery Month*** 2007 celebration began with a major press event on September 6, 2007, at the National Press Building Holeman Lounge, on 14th and F Streets, Washington, D.C. This kick-off highlighted individual stories of recovery and the release of SAMHSA's 2006 *National Survey on Drug Use and Health: National Findings*, which surveyed approximately 67,500 Americans to determine the latest substance use statistics. Speakers at the press conference included:

- John Walters, Director, White House Office of National Drug Control Policy
- Terry Cline, Ph.D., Administrator, SAMHSA
- Assistant Surgeon General Eric Broderick, D.D.S, M.P.H., Deputy Administrator of SAMHSA
- H. Westley Clark, M.D., J.D., M.P.H., Director, SAMHSA's Center for Substance Abuse Treatment

*The National Survey on Drug Use and Health* provides an accurate, comprehensive snapshot of substance use trends in the past year. The annual survey, formerly called the "Household Survey," is the largest of its kind, providing yearly estimates of the prevalence of illicit drug, pharmaceutical, alcohol, and tobacco use in the United States, while monitoring trends over time. Some of the highlights of the 2006 survey discussed at the press conference included:

- The rate of adolescents aged 12 to 17 acknowledging drug use in the past month was 9.8 percent (similar to the 9.9 percent in 2005), representing a significant drop since 2002 (11.6 percent).
- The level of current marijuana use declined to 6.7 percent among youths aged 12 to 17; however, marijuana continues to be the most commonly used illicit drug.
- For young adults aged 18 to 25, there was a decrease in cigarette use between 2002 and 2006.

Despite this progress, the press conference emphasized that there is more work to be done. The following statistics indicate that drug and alcohol use remains a very serious public health problem in the United States.



- For young adults ages 18 to 25, the picture is mixed. While there were no significant changes in overall past-month use of any drugs in this age group between 2005 and 2006, the rate of past-year use of Ecstasy increased to 3.8 percent from 3.1 percent.
- There were 5.2 million current nonmedical users of prescription pain relievers in 2006, which was more than the estimated 4.7 million in 2005.
- An estimated 22.6 million people aged 12 or older had either substance abuse or dependency problems in the past year.

## Media Outreach

The **Recovery Month** 2007 kick-off press conference received media attention from a variety of networks, including major television and newspaper outlets. Additionally, a sound bite from Dr. Terry Cline, SAMHSA Administrator, was circulated to nearly 500 radio stations and networks, and this **Recovery Month** satellite media tour (SMT) helped increase the audience reach and coverage garnered.

To highlight, media coverage included:

- **National and Local Press** – NBC, CBS, Bloomberg News, CNN, U.S. Medicine, El Servier.com, WJLA-ABC, *Nation's Health*, and Web MD/Public Radio
- **Trade** – *AM Psychiatric*, *AM News*, *APA*, *Capitol News Service*, *Psychiatric News*, *Beverage News Daily*, and *Marijuana Policy Monitor*
- **SMT** – Among other stations, the newsfeed aired on the following radio outlets, reaching nearly 5,131,400 listeners, with an earned media value of \$256,600:
  - USA Radio Network, national – approximately 560 affiliates airing
  - WQCD-FM, New York – 86,400 gross impressions
  - KRBV-FM, Los Angeles – 58,000 gross impressions

Print coverage for national and local events was monitored nationwide for **Recovery Month** in national and local newspapers, magazines, and on the Internet. To date, **Recovery Month** garnered mentions in 400 press clippings with coverage in publications with a collective circulation of more than 8,772,541.



In tandem with the 2007 **Recovery Month** kick-off press conference, NAADAC, the Association for Addiction Professionals, held a celebration lunch in Washington, D.C., on September 6. During this 18<sup>th</sup> Annual **National Alcohol and Drug Addiction Recovery Month** luncheon, Motley Crue founder Nikki Sixx became the first member of rock to speak on Capitol Hill. Speaking alongside a number of other individuals, Sixx recounted his battle with drug addiction and his story of recovery. Other luncheon speakers included:

- Co-emcees:
  - H. Westley Clark, M.D., J.D., M.P.H., Director, SAMHSA Center for Substance Abuse Treatment
  - Cynthia Moreno Tuohy, Executive Director, NAADAC
- Terry Cline, Ph.D., Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA)
- Dr. Bertha Madras, Deputy Director, Demand Reduction at the Office of National Drug Control Policy (ONDCP)
- Benjamin A. Jones, President and CEO, National Council on Alcoholism and Drug Dependence, Detroit
- Tim Cramblet, Alkermes, Inc.
- Congressional representatives include:
  - Representatives Jim Ramstad (MN)
  - Patrick Kennedy (RI)
  - Mark Souder (IN)
  - Tim Bishop (NY)
  - James Clyburn (SC)
  - Maxine Waters (CA)
  - Sue Myrick (NC)
  - Senator Charles Grassley (IA)
  - Jackie Parker, Deputy Legislative Director for Senator Carl Levin (MI)



## SAMHSA-Sponsored Community Forums/Events

In 2007, SAMHSA sponsored 108 community forums/events that reached 82,140 people throughout the nation. As in years past, forums/events included an emphasis on multicultural populations.

The SAMHSA-sponsored community forums and events began and/or continued a community discussion on substance use disorder recovery and established a community environment in support of treatment programs that help individuals reclaim their lives. SAMHSA helped highlight the 2007 theme by encouraging everyone to understand the value of investing in treatment and the costs of untreated substance use disorders. Major areas of focus included the following:

- Educating community members about substance use disorders, the effectiveness of treatment, and the hope of recovery
- Raising awareness about the financial and emotional cost savings for individuals, families, and the community that can be realized through treatment and recovery
- Stressing the value and contributions of individuals in recovery who rejoin their families, the workforce, and the community
- Reaching out to business leaders, places of worship, and other community groups to encourage them to provide ongoing support to individuals seeking treatment and those in recovery from substance use disorders

Community events addressed local issues and defined specific objectives and action steps to broaden support and access for individuals in recovery, their families, and friends.

Cities in states from coast to coast that hosted official SAMHSA-sponsored **Recovery Month** 2007 community forums or other events included:

- Albany, NY
- Bakersfield, CA
- Baltimore, MD
- Baton Rouge, LA
- Berlin, NH
- Boston, MA
- Brookings, SD



- Centennial, CO
- Cincinnati, OH
- Cleveland, OH
- Columbia, SC
- Detroit, MI
- El Paso, TX
- Fairview, NC
- Fountain Hills, AZ
- Franklin Square, NY
- Gardena, CA
- Glen Allen, VA
- Gooding, ID
- Grand Forks, ND
- Grosse Pointe, MI
- Helena, MT
- Honolulu, HI
- Hot Springs, AR
- Indian Island, ME
- Iowa City, IA
- Jackson, MS
- Juneau, AK
- Kamuela, HI
- Kealahou, HI
- Kearney, NE
- Las Vegas, NV
- Lebanon, IN
- Mandan, ND
- Montgomery, AL
- Montpelier, VT
- Morgantown, WV
- Nashville, TN
- New York, NY
- Oklahoma City, OK
- Oneida, WI
- Oxnard, CA
- Phoenix, AZ
- Placerville, CA
- Portland, OR
- Riverton, WY





- San Juan, PR
- Sandy, UT
- Saratoga, CA
- Seattle, WA
- Silver Spring, MD
- Somerville, MA
- Springfield, IL
- St. Paul, MN
- Tallahassee, FL
- Temecula, CA
- Topeka, KS

As part of these sponsored events, a grant for 15 community-based events sponsored by SAMHSA was awarded to Synergy Enterprises, Inc (SEI), which assisted and coordinated in the statewide events. Together, SAMHSA and the **Recovery Month** planning partners selected 15 locations to sponsor the 2007 contract, which had a combined attendance of 4,627.

The Association for Addiction Professionals, NAADAC, sponsored or co-sponsored 50 workforce **Recovery Month** events that reached 10,210 participants.

SAMHSA also sponsored 25 minority-focused events that reached 20,739 people. Some of these events included the Recovery Celebratory Rally/Barbeque, Rally/Church Service, Teen Challenge Celebratory Rally/Church Service, “Hands Across the State,” and “Stories from the Heart” Traveling Exhibit.

For the third year in a row, SAMHSA sponsored state-wide recovery motorcycle rides in Arizona, California, Ohio, and New England, each ride reaching an average of 330 people for a total of 1,323. Highlights of these events included family festivals, live entertainment and speeches by local public officials.

Lastly, the 2<sup>nd</sup> Annual SAMHSA Recovery Month Fun Walk/Run took place to celebrate the 18<sup>th</sup> year of **Recovery Month**, with 350 people in attendance.



## Locally Sponsored Community Events

As of September 2007, 50 states, the District of Columbia, and Puerto Rico held 767 events in 355 cities, reaching almost one million (850,513) people—this includes the SAMHSA-sponsored local community events.

As part of the official **Recovery Month** Web site—[www.recoverymonth.gov](http://www.recoverymonth.gov)—community organizers were encouraged to list their local events and activities to promote these events and inspire even more participation. These events are recognized on the events list page, which was configured as a map of the United States, so viewers could click directly on a state or select it from a drop-down menu to view the events that took place in each state nationwide.

## *Recovery Month 2007 Proclamations*

In 2007, President George W. Bush issued a proclamation celebrating September as **National Alcohol and Drug Addiction Recovery Month**. Additionally, there were another 145 proclamations issued throughout the country: 27 by governors and state legislators; 84 by mayors and county and city council members. Furthermore, 15 proclamations were issued from Native American tribes and affiliated centers to celebrate Native American Wellbriety Month. The remaining 19 proclamations were issued by various other organizations. Following is a copy of the Presidential proclamation and a list of other proclamations issued for **Recovery Month 2007**, which equates to a combined total of 146 proclamations.



## **National Alcohol and Drug Addiction Recovery Month, 2007 A Proclamation by the President of the United States of America**

National Alcohol and Drug Addiction Recovery Month provides an opportunity to underscore our commitment to stopping alcohol and drug abuse before it starts and to helping citizens in need overcome addiction and rebuild their lives.

Alcohol and drug addiction can ruin lives and devastate families. We must continue working toward a society in which our citizens can lead lives free from the influence of alcohol and drugs. Friends and family members can play a vital role in the fight and prevention of abuse by discussing the dangers and consequences with loved ones.

My Administration is dedicated to the battle against drug and alcohol addiction. We are expanding access to treatment and recovery support services through the Access to Recovery program. The Drug Enforcement Agency is helping stem the flow of illegal drugs into the United States by targeting the production, distribution, and sale of methamphetamines and other precursor drugs. The Drug Free Communities Program helps our neighborhoods develop strategies to prevent substance abuse. First Lady Laura Bush also leads the Helping America's Youth program to help our Nation's young people make healthy choices throughout their lives and to encourage community and family-based approaches to the challenges and risks facing today's youth.

During National Alcohol and Drug Addiction Recovery Month and throughout the year, we seek to raise awareness about the destructive cycle of addiction and work to provide assistance to those who suffer from substance abuse. This year's theme, "Join the Voices for Recovery: Saving Lives, Saving Dollars," encourages Americans to recognize the costs of substance use disorders and understand the benefits that treatment can bring to those individuals, their families, and communities. To find out more about how to help save lives from substance abuse, contribute to a culture of compassion, and create a healthy future for our country, citizens may visit [recoverymonth.gov](http://recoverymonth.gov).





NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim September 2007 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with the appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-first day of August, in the year of our Lord two thousand seven, and of the Independence of the United States of America the two hundred and thirty-second.

GEORGE W. BUSH



## ***Recovery Month 2007 Proclamations Issued***

### **Alabama**

State of Alabama  
City of Montgomery  
City of Wetumpka  
City of Prattville  
City of Pelham  
City of Millbrook  
City of Jasper  
Fayette County  
Lamar County  
Marion County  
Winston County

### **Alaska**

State of Alaska

### **Arizona**

State of Arizona  
The People of the Ha'Gih'Hale La Group  
Faith Shield with Courage  
Fort McDowell Yavapai National Tribal Council  
City of Avondale

### **California**

State of California  
City of Garden Grove  
City of Fairfield  
County of Solano  
City of Santa Cruz  
City of Roseville  
City of Westminster  
City of Walnut  
City of Laguna Niguel  
City of Los Alamitos  
City of Lancaster  
City of Redlands





City of Sunnyvale  
City of Pasadena  
Fourwinds Lodge  
City of Lompoc  
City of Rancho Cucamonga  
City of Palm Springs

**Colorado**

State of Colorado  
City of Arvada  
City of Englewood  
City and County of Denver  
County of Pitkin

**Connecticut**

State of Connecticut

**Delaware**

State of Delaware

**Florida**

State of Florida  
City of Greenacres  
County of Charlotte  
City of Tamarac  
City of Coral Springs

**Georgia**

City of Doraville  
City of Albany

**Hawaii**

State of Hawaii

**Idaho**

The Nez Perce Tribe  
Wellbriety for Prisons Inc.



**Illinois**

State of Illinois  
City of Rockford  
City of Peoria  
Village of Northbrook  
Village of Palatine  
Village of Skokie

**Iowa**

State of Iowa  
Story County  
City of Ames  
City of Fort Dodge  
Webster County Board of Supervisors

**Kansas**

State of Kansas

**Kentucky**

Estill County Fiscal Court  
City of Pikeville  
City of Frankfort  
City of Coal Run Village  
County of Harlan

**Massachusetts**

State of Massachusetts  
Town of Saugus

**Michigan**

State of Michigan  
House of Representatives  
Michigan Senate  
City of Olivet  
Charlotte City Council  
Village of Bellevue  
City of Eaton Rapids  
City of Pottersville  
County of Eaton



City of Livonia  
City of Grandville

**Minnesota**

State of Minnesota  
Red Lake Nation Coalition  
Little Earth of United Tribes  
Minnesota Indian Women's Resource Center  
The White Earth – Chemical Dependency Program  
The Wellbriety Movement of the Ojibwe  
Ikwe-Niimwin'idiwin Mino-Ayaa (Woman's Dance Wellness Program)

**Montana**

City of Missoula  
City of Great Falls

**Nebraska**

Omaha Tribe of Nebraska  
Omaha Nation Community Response Team

**Nevada**

City of Elko

**New Hampshire**

State of New Hampshire

**New York**

State of New York  
Shinnecock Substance Abuse Mobilization Project  
City of Albany

**North Carolina**

Town of Tryon  
County of Durham  
County of Brunswick  
County of Pender  
City of Durham



**North Dakota**

Fargo Public Schools District Number One

**Northern Marianas Islands**

Municipality of Saipan

**Ohio**

State of Ohio

City of Deer Park

City of Upper Arlington

City of North Olmsted

City of Kettering

City of Oakwood

Cincinnati Wellbriety Circle

Native American Indian Center of Central Ohio

**Oklahoma**

State of Oklahoma

Citizen Potawatomi Nation

**Oregon**

County of Yamhill

Siletz Tribal Mental Health Services

**Pennsylvania**

Wernersville State Hospital

The Lenape Nation of Indians

**Puerto Rico**

U.S. Commonwealth

**South Carolina**

State of South Carolina

**Tennessee**

State of Tennessee

**Texas**

State of Texas



City of Lewisville  
City of Decatur  
City of Garland  
City of El Paso  
City of San Antonio

**Utah**

State of Utah

**Virginia**

Commonwealth of Virginia  
City of Colonial Heights

**Washington**

State of Washington  
Foster Licensing Program  
City of Poulsbo  
Clallam County Commissioners  
City of Seattle

**West Virginia**

State of West Virginia  
City of Huntington

**Wisconsin**

State of Wisconsin  
Menominee Indian Tribe of WI  
College of Menominee Nation  
City of Green Bay  
First Nations  
Oneida Tribe of Indians of Wisconsin

**Wyoming**

Shoshone & Arapaho Tribal Substance Abuse Court Staff



## Interactive Web-Based Activities and Information

In 2007, SAMHSA hosted an updated **Recovery Month** interactive Web site, [www.recoverymonth.gov](http://www.recoverymonth.gov), making information on **Recovery Month** accessible online and via downloadable files to local communities and the general public. Visitors who used this gateway had access to numerous helpful activities.

Copies of the materials on the 2007 Web site, like the virtual **Recovery Month** toolkit and an electronic flyer made available for organizations hosting events, were available online for downloading or ordering. SAMHSA press releases, **Recovery Month** resources and publications, proclamations, and the English and Spanish versions of all television and radio **Recovery Month** PSAs produced from 2002 to 2007 were also posted.

Visitors could also post their **Recovery Month** events by locality using an interactive events counter. In 2007, 767 events were posted, with many complemented by event photos.

The entire **Recovery Month** site has experienced tremendous growth over the past few years, especially during the month of September. In September 2007, there were 211,398 unique visitors to the site. Throughout the year, there were a total of 1,265,603 unique visitors to the site in 2007, a 29-percent increase since 2006.

In 2007 there were 2,224,192 visits to the site, a 20-percent increase from 2006, and in September 2007 alone, there were 370,520 visits to the entire **Recovery Month** Web site.

From January through December 2007, the official **Recovery Month** Web site received more than 16,586,757 million hits, a 5-percent increase from 2006. For the 2007 site alone, from January through December 2007, there was an increase of 74-percent to 9,033,713 hits from 5,182,743 in 2006.

## Recovery Month Web Site Hits Compared With Previous Years

	2007 Hits	2006 Hits	2005 Hits	2004 Hits	2003 Hits	2002 Hits	2001 Hits
Prior to June	5,577,152	5,093,854	4,461,986	2,415,654	2,533,370	633,187	114,413
June	1,097,613	1,245,649	939,386	533,355	683,796	228,496	127,852
July	1,365,455	1,422,865	1,018,337	693,215	767,676	284,609	629,657
August	1,734,545	2,696,227	1,734,017	1,169,034	1,231,059	375,530	212,043
September	2,022,594	2,064,226	2,076,098	1,140,801	1,157,533	452,433	176,016
October	1,582,484	1,397,778	1,136,990	764,454	614,676	243,100	85,975
November	1,169,713	1,022,629	752,606	878,528	474,020	240,932	57,167
December	2,037,201	885,081	552,988	715,477	337,088	150,957	55,373
Total	16,586,757	15,827,985	12,672,408	8,310,518	7,799,218	2,609,244	1,458,496

## Webcasts

For the 18<sup>th</sup> annual observance of **Recovery Month**, the 2007 *Road to Recovery* Webcast series aired 10 times in a talk show and magazine format that incorporated panels of nationwide experts from the field. Generally held on the first Wednesday of the month, beginning in February and running through November, the 10 monthly Webcasts logged 9,498 views and 10,173 trailer views (these figures indicate the number of times a viewer accessed the Web page, but do not necessarily reflect the number of times the supporting graphics/files were viewed). In addition, more than 363 public, educational, government (PEG) access, cable television channels in 344 distinct cable areas throughout the country aired the *Road to Recovery* series, reaching more than 17.8 million households, representing an estimated earned media value of \$10.4 million.

Since 2004, there has been a 280-percent growth in channels. When comparing the 2007 series to 2005 and 2006, there was a 52-percent and 27-percent growth in channels, respectively. Additionally, in 2004, the *Road to Recovery* series was being cablecast in 33 states, increasing to 41 states in 2005, finally rising to all 50 states in 2006—a trend that continued in 2007.

Archive copies of the Webcasts were made available on the Web immediately following the aired program and VHS video cassette tapes or DVDs could be ordered via the **Recovery Month** Web site.





### The 2007 Road to Recovery Webcast series included:

- The Road to Recovery 2007 (Kickoff Show) (2/7/07)
- Treatment 101 (3/7/07)
- "Alcohol en la Comunidad Latina"—Producido en español (in Spanish) (4/4/07)
- Helping Families Find Recovery (5/2/07)
- The Financial and Medical Benefits of Treatment for Health Care Providers and Insurers (6/6/07)
- Treatment and Recovery: Reducing the Burden on the Justice System and Society (7/5/07)
- Improving the Bottom Line: Supporting Treatment Profits Employers and Employees (8/1/07)
- Investing in Treatment: Policymakers' Positive Impact on Their Community (9/5/07)
- Improving Addiction Treatment Services: Taking Action Now (9/19/07)
- Saving Lives, Saving Dollars: A National Showcase of Events (11/07/07)

### Additional Web site Features

The 2007 Web site also included **Recovery Month** video podcasting, which was introduced in 2006. Video podcasting is an alternative format for previewing trailers of the monthly Webcasts. Typically lasting for about 60 seconds, these trailers provided viewers with a brief overview of the month's upcoming Webcast. Viewers signed up as subscribers to gain access to these video podcasts, which were either downloaded automatically to the viewers' podcasting software or available for them to download on demand. Between January and December 2007, there were 8,720 audio podcast page views.

Another feature of note is the *Road to Recovery* listserv—available on the Web site—that allows visitors to distribute news about **Recovery Month**. By signing up for the listserv, people could receive periodic e-mail updates regarding activities and resources that featured **Recovery Month**. In 2007, the *Road to Recovery* listserv reached a distribution of 5,448 people. The “E-mail to a friend or Send This Page” feature experienced a 790-percent increase, jumping from 89 uses in 2006 to 790 in 2007.

Lastly, the Web site for 2007 included a credit card process to order videos/DVDs of Webcasts; an additional resource area specific to each Webcast topic; video clips hosted by Ivette Torres, Associate Director for Consumer Affairs, CSAT, SAMHSA, U.S. Department of Health and Human Services; an HTML version of the *Road to Recovery* listserv message; and promotional PowerPoint presentations provided in four different viewing options to help promote **Recovery Month** and educate people that recovery is possible.

### 2007 Recovery Month Web Site and Webcast Awards

Recognized for its content, creativity, and promotion of improvement initiatives, the **Recovery Month** interactive Web site was awarded the following honors in 2007 for **Recovery Month 2006**:

- In the Government Health and Wellness category, the *Road to Recovery* Webcast “The Addiction Treatment Workforce: Where We Are, Why We’re Here, and Where We Need to Be” received the Pegasus Award of Honor.
- For its promotion and creativity, the “The Addiction Treatment Workforce: Where We Are, Why We’re Here, and Where We Need to Be” Webcast was given the Silver Telly Award.
- The Aurora Gold Award was granted to the Webcast episode, “Addiction & Family: Health & Recovery,” in the Social Issues/Report/Documentary category.
- The Ehealthcare Leadership Healthcare Award, which recognizes the hard work that goes into creating an “outstanding” Web site, was awarded to the **Recovery Month** site.
- For its achievement in creative design and communication, the **Recovery Month** Web site received the Gold MarCom Award.



## “Ask the Expert”

During the weeks following a Webcast’s debut via the **Recovery Month** Web site, viewers had an opportunity to send in topic-related questions to get expert advice from SAMHSA-approved experts. Starting in March, SAMHSA developed eight “Ask the Expert” forums that ran through September. The “Ask the Expert” feature delivered an average of four questions for each forum in 2007.

### The 2007 “Ask the Expert” Forums included:

- Treatment with 101 (3/2007) with expert Dr. Wilson M. Compton, Director, Division of Epidemiology, Services and Prevention Research, National Institute on Drug Abuse (NIDA), National Institutes of Health
- Alcohol en la Comunidad Latina-Producido en espanol (4/2007) with expert Rita L. Nieves, RN, MPH, Director, Bureau of Substance Abuse Services, Boston Public Health Commission
- Helping Families Find Recovery (5/2007) with expert Kathryn Icenhower, Ph.D., LCSW, Director, Bureau of Substance Abuse Services, Boston Public Health Commission
- The Financial and Medical Benefits of Treatment for Health Care Providers and Insurers with expert Ellen Gerrity, Ph.D., Associate Director, UCLA-Duke University National Center for Child Traumatic Stress
- Treatment and Recovery: Reducing the Burden on the Justice System and Society (7/2007) with expert Roger H. Peters, Ph.D., Chair and Professor, Department of Mental Health Law and Policy, University of South Florida, Louis de la Parte Florida Mental Health Institute
- Improving the Bottom Line: Supporting Treatment Profits Employers and Employees (8/2007) with expert Rebecca Adkins, R.N., Occupational Health Manager, Rio Tinto Minerals Americas
- Investing in Treatment: Policymakers’ Positive Impact on Their Community (9/2007) with expert Paul N. Samuels, JD, Director and President, Legal Action Center New York



- Improving Addiction Treatment Services: Taking Action Now (9/2007) with expert Todd Molfenter, Ph.D., Deputy Director, NIATx

## Public Service Announcements (PSAs)

For *Recovery Month* 2007, SAMHSA produced two new radio and television public service announcements in English and Spanish. The PSAs placed a universal face on addiction and recovery and offered SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP, as a call to action if viewers, or someone they know, is in need of treatment. Produced in both languages, television PSAs were in 15-second and 30-second lengths; the radio versions were in 20-second and 30-second lengths.

The 2007 PSAs were developed in line with the overall theme, "**Join the Voices for Recovery: Saving Lives, Saving Dollars,**" to emphasize that treatment and recovery are life-changing and cost-effective, improving physical health, employment, and overall quality of life.

One of the 2007 PSAs, "Celebrate," portrayed a group of people who are having a surprise party to celebrate a man's recovery. Along the way, his friends and family have provided support and now they celebrate his achievements. This piece showed how people can use treatment to get their lives back and achieve better economic and social situations.

The second PSA, "Cost," illustrated the emotional, financial, and physical losses of those wrestling with substance use disorders. It captured the loss of things that are important to people during their battles with addiction, such as one's home, self respect, and even freedom. It is through the services and support of available treatment that these individuals are able to conquer their disease, winning back the things they had lost.

To build on these efforts, SAMHSA collaborated with the National Association of Broadcasters (NAB) to launch a brochure for local broadcasters to address alcohol and drug addiction in their communities. The brochure, *Join the Voices for Recovery*, contained programming ideas and scripts for PSAs to assist stations in raising awareness about the benefits of alcohol and drug addiction treatment. Downloadable radio PSAs were available for stations on the NAB Public Service Web site. Television PSAs continued to be made available to stations via the NAB monthly PSA satellite feed and through free dubs.

SAMHSA distributed and pitched the TV PSAs to 1,067 stations and networks, including 71 Spanish stations nationwide. The radio PSAs were distributed to 3,489 stations, including 200 Spanish stations nationwide. The PSAs were also distributed to airlines' in-flight entertainment departments.



In 2007, SAMHSA also used open-ended spots for customization. These open-ended spots allowed local television stations and community groups to personalize the PSAs with their logo, slogan, or telephone number at the end of the PSA. These spots were available via SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI).

In addition to the 2007 public service announcements, SAMHSA continued to track previous years' spots that are still playing in media outlets throughout the country in 2007. These spots—"New Morning," "Labyrinth," "Treat Me," "Artist," "Boat," "Tony," "Crosswalk," "Psyched Up," "Runner," and "Subtitles"—were all produced in English and Spanish and continue to make an enormous impact on people in recovery and those who have helped them on their path to recovery.

In 2007, **Recovery Month** PSAs from 2006, "Labyrinth" and "New Morning," won two Hermes Creative Awards (Platinum for TV PSAs and Gold for radio PSAs), the Bronze Mercury Award, and two Gold Omni Awards – all examples of the productions' excellence.

### Television PSA Distribution

The 2007 television spots, "Celebrate" and "Cost," were distributed to 1,067 TV stations and networks, including 71 Spanish stations nationwide (with 84 stations receiving both). From June through December 2007, the PSAs aired 9,146 times (equaling 63.23 broadcast hours) through 285 outlets reaching 154 markets, at an estimated earned media value of \$1,286,052 with 152,693,597 viewer impressions.

From 2002 through December 2007, the 20 spots released in previous years continued to air, producing an estimated earned media value of \$18,671,332 and 1,824,901,587 in viewer impressions.

In total, the overall estimated earned media value for all television PSAs released from 2002 through 2007 is \$19,957,384, with a collective viewership of 1,857,833,112.

### Radio PSA Distribution

The 2007 radio spots, "Celebrate" and "Cost," were produced in English and Spanish in 20-second and 30-second lengths and were distributed to nearly 3,489 radio stations nationwide. The radio spots were broadcasted 16,357 times from June through December (equaling 126.98 broadcast hours) via 141 outlets, reaching 123 cities in 40 states, and resulting in an estimated earned media value of \$865,609 with 98,710,600 listener impressions.



From 2002 through December 2007, 20 additional spots from previous **Recovery Month** efforts continued to air, producing an estimated earned media value of \$13,472,796 with 1,021,811,779 listener impressions.

In total, the overall estimated earned media value for all radio PSAs released from 2002 through 2007 is \$14,338,405 with a collective audience of 1,120,522,379.



## Conclusion

This report outlines **Recovery Month** events and figures and applauds the devotion of countless individuals and organizations that made a tremendous commitment to public support for **Recovery Month**. The **Recovery Month** 2007 celebration was successful in raising public awareness about substance use disorders, treatment, and recovery. The **Recovery Month** events reached almost 1 million people and the television and radio public service announcements reached more than 1,857,833,112 viewers and 1,120,522,379 listeners, respectively.

Educating the public about the benefits of investing in addiction treatment takes continued effort and outreach. It is a conscious decision to actively work to reduce the stigma and eliminate the barriers that persist with addiction and recovery, and SAMHSA is proud of its contribution to this goal through the ongoing success of **Recovery Month**.

All materials for the 2007 campaign, as well as those from previous observances, can be viewed by visiting [www.recoverymonth.gov](http://www.recoverymonth.gov). To order materials, please contact SAMHSA's Health Information Network at 1-800-SAMHSA-7, TDD 1-800-487-4889.