

National Alcohol & Drug Addiction *Recovery Month*

August 2002

Dear Public Affairs Director:

The 13th annual **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** will be observed during September 2002. The month is set aside to highlight the strides made in substance abuse treatment and to educate the public that addiction is a chronic, but treatable, public health problem that affects us all.

The Center for Substance Abuse Treatment (CSAT), within the United States Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), has created this Public Affairs Director's Kit to help your station raise awareness about addiction treatment issues facing your community.

This year's **Recovery Month** theme is "Join the Voices of Recovery: A Call to Action." You can play a valuable role by helping to articulate the needs of those with substance addictions, acknowledging the courage of persons striving to maintain sobriety, and identifying resources for your audience.

We encourage you to adopt the suggestions in this kit and use its resources to increase awareness and mobilize your community to action. Here are a few suggestions for your radio station:

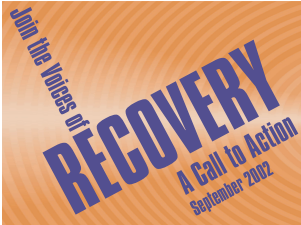
- Run the enclosed **Recovery Month** public service announcements throughout September
- Use the enclosed programming ideas to explore **Recovery Month** themes on your station's public affairs programs
- Support or initiate local **Recovery Month** events to raise awareness about the benefits of addiction treatment
- Conduct on-air interviews with local or national experts on issues related to addiction and recovery.

It would be my pleasure to assist you in any matter related to **Recovery Month**. Whether you need assistance identifying national or local experts for interviews, want additional help developing program ideas, or need additional suggestions for supporting local **Recovery Month** events, feel free to contact me at (301) 443-5052. We hope you will become an active voice on this most important health issue.

Sincerely,

A handwritten signature in black ink, appearing to read "Ivette Torres", with a stylized flourish at the end.

Ivette Torres, M.Ed., M.S.
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



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Public Service Announcements (PSAs)

These radio PSA scripts can help your station raise awareness about the benefits of substance abuse treatment. Feel free to adapt them to reflect local needs and resources.

Note: A variety of pre-recorded PSAs (both in English and Spanish) are also available. To request pre-recorded PSAs on CDs, please contact Bill Beard via telephone at 1-800-729-6686, ext. 5052 or via e-mail at bbeard@shs.net.

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If someone you know is struggling with a drug or alcohol problem, join the “**Voices of Recovery**”—families, friends, treatment providers, and others in the community who are helping people recover and making a difference. For treatment information, call 1-800-662-H-E-L-P. That’s 1-800-662-HELP. A public service of this station and SAMHSA’s Center for Substance Abuse Treatment.

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Know someone struggling with drugs or alcohol?

Add your voice to the voices of families, friends, and others who make recovery happen. For treatment options, call 1-800-662-H-E-L-P.

A public service of this station and SAMHSA’s Center for Substance Abuse Treatment.

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September is **National Alcohol and Drug Addiction Recovery Month**. If someone you know is struggling with an addiction, join the “**Voices of Recovery**”—families, friends, treatment providers, and others in the community who are helping people recover and making a difference. For treatment information, call 1-800-662-H-E-L-P. That’s 1-800-662-HELP.

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(:15)

September is **National Alcohol and Drug Addiction Recovery Month**—a time to add your voice to those who make recovery happen. For treatment options, call 1-800-662-H-E-L-P.

A public service of this station and SAMHSA’s Center for Substance Abuse Treatment.

NOTE: SAMHSA is pronounced: “SAM-SUH.” It is the phonetic pronunciation of the acronym for the Substance Abuse and Mental Health Services Administration. Please read this as opposed to individual letters.



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Programming Ideas

National Alcohol and Drug Addiction Recovery Month: What People are Doing to Promote Addiction Recovery in Our Community

Every community suffers from problems associated with addiction, regardless of the socioeconomic status of its residents. Conduct on-air interviews with representatives from private and publicly funded substance abuse treatment programs in your community. Find out how they are helping individuals, families, and communities recover from the ravages of addiction. Also, highlight **Recovery Month** events that have been planned for your community. You can find currently planned activities by visiting www.samhsa.gov and clicking on the Campaigns & Programs icon to access the **Recovery Month** Web site. If no events are currently scheduled in your area, encourage on-air dialogue, contests, etc., to stimulate planning of **Recovery Month** activities.

National Alcohol and Drug Addiction Recovery Month will be observed during September 2002. The month is set aside to highlight the strides made in substance abuse treatment and to educate the public that addiction is a chronic, but treatable, public health problem that affects us all.

Negative attitudes about individuals seeking treatment and those in recovery continue to pervade every facet of society. As a result, the Nation's treatment programs and service infrastructure are underfunded and insufficient to meet ever-increasing demand.

Stigma and Denial: Twin Barriers to Treatment

Treatment providers and public health officials often point to stigma and denial as significant barriers to treatment. They say such negative attitudes exist despite ample evidence that addiction is a brain disease for which people need treatment. Conduct on-air interviews with local experts about overcoming negative attitudes that prevent individuals, family members, and communities from understanding and supporting addiction treatment.

How Drug-Free is Your Workplace?

The impact of substance abuse on the workplace is enormous. Employees who abuse or are addicted to alcohol or drugs use more sick days and benefits, are tardy more frequently, are more likely to be involved in accidents, and work well below their productive capacity. Conduct on-air interviews with local employers who have established programs, policies, and procedures that ensure employees with drug and alcohol problems and their families have access to treatment services. Discuss the effect such efforts have made on productivity and business success.

Most of the Nation's 11.8 million adult illicit drug users are employed. Studies show that 9.1 million of them (77 percent) were employed either full or part time in 2000. *Summary of Findings from the 2000 National Household Survey on Drug Abuse. SAMHSA, 2001*

“We in recovery have been part of the problem.... By hiding our recovery, we have sustained the most harmful myth about addiction disease: that it is hopeless. And without the examples of recovering people, it’s easy for the public to continue thinking that victims of addiction disease are moral degenerates—and that those who recover are the morally enlightened exceptions. We are the lucky ones—the ones who got well. And it is our responsibility to change the terms of the debate, for the sake of those who still suffer....”

The late Sen. Harold E. Hughes

Telling Their Story: Individuals Raising Voices in Support of Addiction Treatment

Perhaps the most powerful statements about the value of addiction treatment come from persons in recovery. For example, the late Senator Harold E. Hughes used the stature of his office to bring attention to his own recovery from alcoholism. His courage helped others to confront their own addictions and his example helped others to understand that alcoholism and addiction are diseases that impact all of society. Conduct on-air interviews with a cross-section of people who represent divergent backgrounds, income levels, professions, and cultures to help dispel myths about the disease of addiction. Allow them to tell their stories “live” and take phone calls from others in recovery or in need of addiction treatment.

Making the Grade: Schools, Teachers, and Administrators Who Support Addiction Recovery for Students

Today, many schools have student assistance programs (SAPs) to identify adolescents with drug and alcohol problems, and provide a range of services to help them achieve their potential and maintain sobriety. Some communities have “alternative” or “sober” high schools to support students recovering from alcoholism or drug addiction while offering an environment for academic achievement. Conduct on-air interviews with students, teachers, and administrators from programs like these in your community. Discuss what makes these programs work and offer advice to those interested in starting similar programs in their communities.

“... the earlier a child smokes, drinks, or uses drugs, the greater the likelihood of dependence on those substances.”

Journal of Drug Education, 29 (1): 63-75, 1999.

In the 12 months following treatment, the number of offenders using any drug or those using crack, cocaine, and heroin dropped by as much as 50 percent.

Drugs and Crime Facts; Office of Justice Programs, August 2001

Making the Case for Drug Courts

A growing body of evidence has confirmed that treating offenders for their drug and alcohol problems, not just incarcerating them, saves money. Treatment alternatives for non-violent offenders do much more; they save lives and improve the quality of life for individuals and communities across the country. Conduct on-air interviews with judges or other drug court officials to educate listeners about the effectiveness of local drug court programs. Also, interview individuals who have successfully completed such programs to find out how their lives have changed for good.



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General Facts about Drug and Alcohol Use, Addiction, Treatment, and Recovery

In taking action to improve addiction treatment and recovery as a primary means of tackling the Nation's public health, safety, and economic challenges, all individuals or groups must be well-informed on the subjects of addiction, treatment, recovery, and the magnitude of drug and alcohol use and dependence in society. That said, the following facts are noteworthy:

Understanding Addiction and the Recovery Process

- Drug or alcohol addiction may begin with a personal choice to use these substances, but research shows that, for many, a physiological dependence soon takes hold; drug dependence produces significant and lasting changes in brain chemistry and function.¹
- Addiction is a chronic medical illness, like other chronic illnesses such as Type 2 diabetes mellitus and hypertension, that can be successfully treated.²
- Recovery from drug or alcohol addiction is a process that can be quite lengthy. An occasional recurrence of drug or alcohol use during recovery is not an indication of failure.

Social Benefits of Drug and Alcohol Treatment

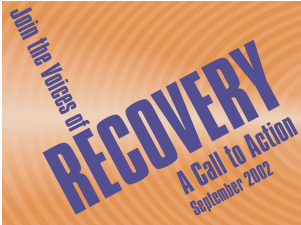
- The social cost of drug and alcohol addiction treatment in the United States is estimated at \$294 billion per year in lost productivity and costs associated with law enforcement, health care, justice, welfare, and other programs and services.³
- Conservative estimates note that for every dollar invested in addiction treatment, there is a return of between \$4 and \$7 in reduced drug-related crime, criminal justice costs, and theft. When savings related to health care are included, total savings can exceed costs by a ratio of 12 to 1.⁴

Improving the Effectiveness of Treatment for Drug and Alcohol Addiction

- Successful treatment programs and services must account for individual differences in race, ethnicity, socioeconomic status, education, religion, geographic location, age, sexual orientation, disability, and gender.⁵
- Treatment should be timely, affordable, and of sufficient intensity and duration to be effective. The system of care must provide a comprehensive array of treatment alternatives and support practitioner and provider efforts to deliver quality care.⁶
- The treatment delivery system must promote the development and application of new knowledge and treatment approaches as well as innovations that improve efficiency and responsiveness.⁷
- Family members and friends of individuals with addiction problems who attend 12-step support programs report strong improvements in their mental health/well-being, ability to function each day at home/work/school, and overall health status.⁸

Sources

- ¹ McLellan, A.T., Ph.D., Lewis, D.C., M.D., O'Brien, C.P., M.D., and Kleber, H.D., M.D. Drug Dependence, a Chronic Medical Illness: Implications for Treatment, Insurance, and Outcomes Evaluation. *Journal of the American Medical Association*. 284 (13). October 4, 2000.
- ² 10th Special Report to the U.S. Congress on Alcohol and Health: Highlights from Current Research. NIH Publication No. 00-1583. Bethesda, MD: National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health, Public Health Service, Department of Health and Human Services. June 2000.
- ³ Coffey, R.M., Ph.D., et al. National Estimates of Expenditures for Substance Abuse Treatment, 1997. Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services, Medstat Group. February 2001.
- ⁴ Principles of Drug Addiction Treatment: A Research-Based Guide. NIH Publication No. 00-4180. Bethesda, MD: National Institutes of Health, National Institute on Drug Abuse. Printed October 1999/reprinted July 2000.
- ⁵ Changing the Conversation: The National Treatment Plan Initiative to Improve Substance Abuse Treatment. DHHS Publication No. (SMA) 00-3480. Rockville, MD: Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration. November 2000.
- ⁶ *ibid.*
- ⁷ *ibid.*
- ⁸ 1999 Al-Anon/Alateen Membership Survey and Al-Anon Membership Assessment Results: Final Report. Virginia Beach, VA: Al-Anon Family Groups, Inc. March 2000.



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Community Resources

SAMHSA/CSAT National Helpline

800-662-HELP (Toll-free)

Center for Substance Abuse Treatment (CSAT)

Substance Abuse and Mental Health Services Administration (SAMHSA)

U.S. Department of Health and Human Services

www.findtreatment.samhsa.gov

The SAMHSA/CSAT Helpline is a resource for locating drug and alcohol abuse treatment programs in communities throughout the country. It is a great tool for communities, families, or individuals who want to identify the most appropriate State-certified treatment services located closest to them.

SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI)

800-729-6686 (Toll-free)

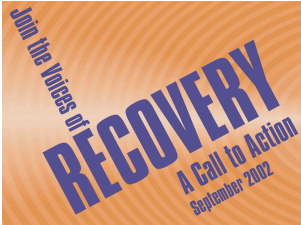
Substance Abuse and Mental Health Services Administration (SAMHSA)

P.O. Box 2345

Rockville, MD 20847

<http://ncadi.samhsa.gov>

The Substance Abuse and Mental Health Services Administration's National Clearinghouse for Alcohol and Drug Information (NCADI) is the Nation's one-stop resource for the most current and comprehensive information available about substance abuse prevention and treatment. NCADI is one of the Federal Government's largest clearinghouses, offering more than 500 items to the public, most of which are free-of-charge.



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Resources for Public Affairs Directors

SAMHSA Media Services Line

1-800-487-4890

SAMHSA understands editorial deadlines. A toll-free telephone number (1-800-487-4890) has been established so that media representatives can get accurate information in a timely fashion. We can also coordinate interviews with expert spokespersons on all matters related to substance abuse prevention and treatment.

SAMHSA Radio Newsline

1-800-272-7723

The SAMHSA Radio Newsline provides broadcast-ready substance abuse news and public affairs reports. The audio spots feature actualities from nationally recognized experts in the fields of substance abuse prevention and treatment. Broadcast-ready Newsline reports (usually :60 to :90) can easily be folded into radio news or public affairs programming or serve as a source of quotes and actualities for your own news coverage. Look for **Recovery Month** themed segments throughout September.

SAMHSA Media Services Web Sites

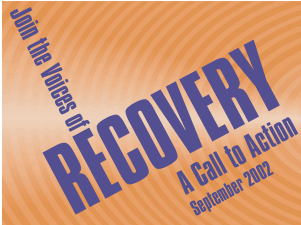
www.samhsa.gov/news/news

The SAMHSA Media Services Web site provides SAMHSA's latest news releases, statistics, fact sheets, data, and policy reports on mental health, substance abuse, prevention, managed care, and the workplace. It also provides links to other SAMHSA resources on the Web.

The NCADI Newsroom

<http://ncadi.samhsa.gov/newsroom>

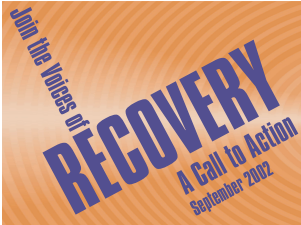
The NCADI Newsroom is the most comprehensive online resource for journalists covering issues related to substance abuse. Be sure to check out the new and improved Newsroom with news angles, programming ideas, and other resources specifically created for the media. The Newsroom also offers press releases, links to online substance abuse-related articles (updated daily), campaign information, PSA scripts, and much more.



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Tips for Promoting Substance Abuse Treatment in September and Throughout the Year

- Share helpful information and success stories with your audience to persons with drug and alcohol addictions to seek appropriate treatment services.
- Be an in-house advocate for donating air-time for public service messages that support substance abuse treatment. Remind the “powers-that-be” that substance abuse treatment deserves top priority among many deserving requests for public attention.
- When reporting crimes, fires, car accidents, and other tragedies, query law enforcement, hospital, and rescue personnel about the possible role of substance abuse in the incident. Include their findings in your coverage.
- Ensure that treatment messages are culturally sensitive and relevant to the needs of your listeners or viewers.
- Sponsor events in support of local substance abuse treatment efforts.
- Encourage community affairs and news programming producers to be proactive in developing substance abuse-related programs.
- Volunteer with community-based substance abuse treatment groups. Advise and assist with their public information and media relations efforts. Volunteer to help write informational materials, news releases, and PSA scripts.
- Counter and challenge the stereotypes of heavy-smoking, hard-drinking “heroes.” Identify as role models those leaders in your profession who do not engage in these practices. Discuss how such high-risk activities affect the health, careers, and lives of those who do.



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Community Forums

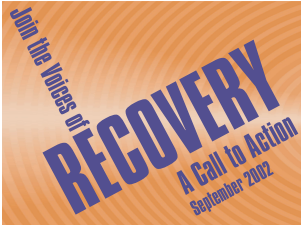
The purpose of the **Recovery Month** Community Forums is to strengthen dialogue and raise awareness about substance abuse treatment at the local level. The following cities will be holding Community Forums this September during the 2002 **Recovery Month** observance:

- Albuquerque, NM
- Anchorage, AK
- Atlanta, GA
- Baltimore, MD
- Billings, MT
- Birmingham, AL
- Boston, MA
- Buffalo, NY
- Charlotte, NC
- Chicago, IL
- Dallas, TX
- Detroit, MI
- Honolulu, HI
- Indianapolis, IN
- Kansas City, MO
- Los Angeles, CA
- Minneapolis, MN
- New Orleans, LA
- New York, NY
- Phoenix, AZ
- Portland, OR
- Salt Lake City, UT
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- San Juan, PR
- Seattle, WA
- Sioux Falls, ID
- U.S. Virgin Islands
- Washington, DC
- Yuma, AZ

The community forum agenda may include the following topics:

- An overview of the extent, magnitude, and consequences of drug and alcohol problems in families and in the community.
- Identification of current treatment efforts that are effective and a dialogue about unmet needs for treatment and recovery programs and services.
- Testimony from someone in recovery and a discussion on “stigma” and its effect on those who might otherwise seek treatment.
- Recommendations to health professionals, community leaders, and schools on the benefits of identifying, discussing, and providing treatment to those in need.

Information about community forums and other **Recovery Month** activities can be found at www.samhsa.gov by clicking on the **Campaigns & Programs** icon to access the **Recovery Month** Web site.



National Alcohol & Drug Addiction Recovery Month

PSA Reply Form

Please take a moment to complete this form and fax it back to us. Your feedback will enable us to evaluate our efforts. Forms may be faxed to Bill Beard at 301-468-6433.

Did you use the PSA scripts? Yes No

Did you use other materials in the kit? Yes No

If applicable, how many times did you or will you run the PSAs from August to September? _____

Ideally, how far in advance do you need to receive PSA scripts and other programming information?

_____.

Which do you prefer (check one)? Pre-recorded PSAs PSA Scripts

If you prefer pre-recorded spots, please indicate the one format you find most helpful:

CD Cassette Other (specify): _____

Would you like to be included in the SAMHSA National Clearinghouse for Alcohol and Drug Information media database? This will allow you to receive future press releases, PSAs, and other useful substance abuse information.

Yes No

Your Station (including call letters and frequency): _____

Audience: _____

Your Name: _____

Title: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Should you have additional questions or comments, please contact Bill Beard at 1-800-729-6686, ext. 260. Thank you in advance for your response.