

National Alcohol  
& Drug Addiction  
*Recovery Month*

*We Recover Together: Family, Friends, and Community*

2001

**Public Affairs Director's Kit**

**CSAT**

Center for Substance Abuse Treatment

**SAMHSA**

Substance Abuse and Mental Health Services Administration



# National Alcohol & Drug Addiction Recovery Month

*We Recover Together: Family, Friends, and Community*

August 2001

Dear Public Affairs Director:

Drug and alcohol use, abuse, and addiction continue to be among the Nation's leading public health problems. Millions of Americans struggle with their own drug and alcohol problems every day. The toll substance abuse and addiction take on these individuals is considerable, as they are at increased risk for very serious health problems, criminal activity, automobile crashes, and lost productivity in the workplace. But individuals with drug and alcohol problems are not the only casualties. Their families, friends, and communities, in fact, society as a whole, also suffer greatly.

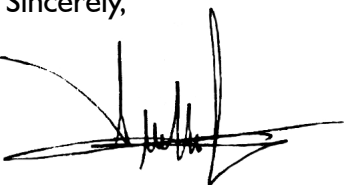
With that in mind, the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Treatment (CSAT) has chosen "*We Recover Together: Family, Friends, and Community*" as the theme for the 12<sup>th</sup> annual *National Alcohol and Drug Addiction Recovery Month*. Held each September, **Recovery Month** promotes the fact that treatment for alcohol and drug addiction is effective and that recovery from addiction is possible.

But most importantly, each one of us can play a valuable role in the recovery process. That's why we're asking for your station's help. 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 which you can run throughout the year.
- 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. It is through working with stations like yours that we truly will be able to say "*We Recover Together: Family, Friends, and Community.*"

Sincerely,



Ivette Torres, M. Ed., M.S.  
Director, Office of Communications and External Liaison  
Center for Substance Abuse Treatment

# National Alcohol & Drug Addiction Recovery Month

*We Recover Together: Family, Friends, and Community*

## **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. 260 or via e-mail at [bbeard@health.org](mailto:bbeard@health.org).*

### **(:30)**

If you or someone you know is struggling with a drug or alcohol problem, don't lose hope. Help is out there, and recovery is possible when family, friends, and the community work together. If you need help, or you want information on how to get involved, call 1-800-662-HELP. That's 1-800-662-HELP. A public service of this station and the Center for Substance Abuse Treatment.

### **(:15)**

Know someone abusing drugs or alcohol? Don't lose hope. Recovery is possible when family, friends, and community work together. To learn more, call 1-800-662-HELP. A public service of this station and the Center for Substance Abuse Treatment.

### **(:30)**

September is National Alcohol and Drug Addiction Recovery Month, a time to recognize that treatment and recovery are possible when family, friends, and community work together. If you need help, or you want information on how to get involved, call 1-800-662-HELP. That's 1-800-662-HELP. A public service of this station and the Center for Substance Abuse Treatment.

### **(:15)**

September is National Alcohol and Drug Addiction Recovery Month, a time to recognize that treatment benefits the community when we work together. To learn more, call 1-800-662-HELP. A public service of this station and the Center for Substance Abuse Treatment.



# National Alcohol & Drug Addiction Recovery Month

*We Recover Together: Family, Friends, and Community*

## Programming Ideas

### **National Alcohol and Drug Addiction Recovery Month: What Our Community Can Do To Promote Addiction Recovery**

**Recovery Month** events and activities are taking place throughout the month of September in communities all across the country. Highlight **Recovery Month** events in your community by interviewing local event sponsors and encouraging participation. You can find currently planned activities by visiting [www.SAMHSA.gov](http://www.SAMHSA.gov) and clicking on the CSAT logo. 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 2001. This month is set aside to highlight the societal benefits, importance, and effectiveness of drug and alcohol treatment as a public health service in your community.

*Family members and friends 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 as a result.*

### **Addiction: A Family Disease**

How often have we heard someone with an alcohol or drug problem say, "The only person I'm hurting is myself"? Almost invariably, however, there is a family that is deeply troubled by their loved one's substance abuse. Interview local experts about resources and means available to family members when a loved one's addiction confronts them.

### **Saving Grace: Faith- and Community-Based Approaches to Addiction Treatment**

Faith-based approaches succeed because they are holistic — infusing traditional social, medical, and scientific approaches with "spirituality" and family/community values. Faith-based approaches also tend to view the individual and the environment as inseparable. Conduct on-air interviews with leaders from local faith- and community-based organizations that are facilitating the recovery process in your community.

*"Remember, (individuals with alcohol and other drug problems) don't need to be told what they are. They need to be told what they can become."*

*Reverend Willie Wilson*

## **Suffering in Silence: Children of Alcohol- and Drug-Addicted Parents**

Today, an estimated 28.6 million Americans are children of alcoholics; nearly 11 million are under age 20. Many of these children and young people are exposed to chaotic family environments that offer little stability or emotional support. And many will develop serious behavioral and emotional problems that will keep them from living happy and normal lives. Interview local or national experts to learn about individual and community approaches to helping these often overlooked victims of addiction.

*“Children exposed (to drug and alcohol problems), through no fault of their own...are thrust into families and environments that pose extraordinary risks to their immediate and future well-being and threaten the achievement of their fullest potential.”*

**American Journal of Public Health**

*“In today’s tight labor market, it’s especially difficult for small businesses to compete with larger ones for skilled workers. That’s just one reason why small companies should support the treatment of employees with addiction problems rather than hire and train their replacements.”*

**Mory Scott Tuck, Statistician,  
American Moving and  
Storage Association**

## **Investing in People for Business Success: Workplace Approaches to Addiction/Treatment**

Substance abuse in the workplace has a tremendous effect on the bottom line. As substance abuse rises and goes untreated, profitability suffers from decreased productivity, as well as increased accidents, absenteeism, turnover, and medical costs. Interview an employee assistance professional (EAP) to explore how employers can improve their bottom lines by taking an active role in addressing the substance abuse problems of their employees and doing all they can to support substance abuse recovery efforts.

## **When Addicts Land in Jail: Criminal Justice Approaches to Addiction/Treatment**

Fifty-one percent of Federal inmates and 47 percent of individuals on probation report they were using alcohol or illicit drugs at the time of their offense. An emphasis on mandatory prison terms and the arrest and prosecution of users and street-level dealers has resulted in backlogged court dockets; overburdened probation and parole caseloads; jail and prison crowding; and a revolving door of abuse, arrest, and incarceration. Interview national and local criminal justice experts to discuss effective strategies for providing substance abuse treatment through the criminal justice system.

*As of 1997, more than 200 drug-free babies had been born to women enrolled in drug courts who otherwise would have been incarcerated. The associated reduction in health care costs was estimated at \$250,000 per child, for a total savings of at least \$50 million.*

# National Alcohol & Drug Addiction Recovery Month

*We Recover Together: Family, Friends, and Community*

## **Understanding Effective Drug Addiction Treatment <sup>1</sup>**

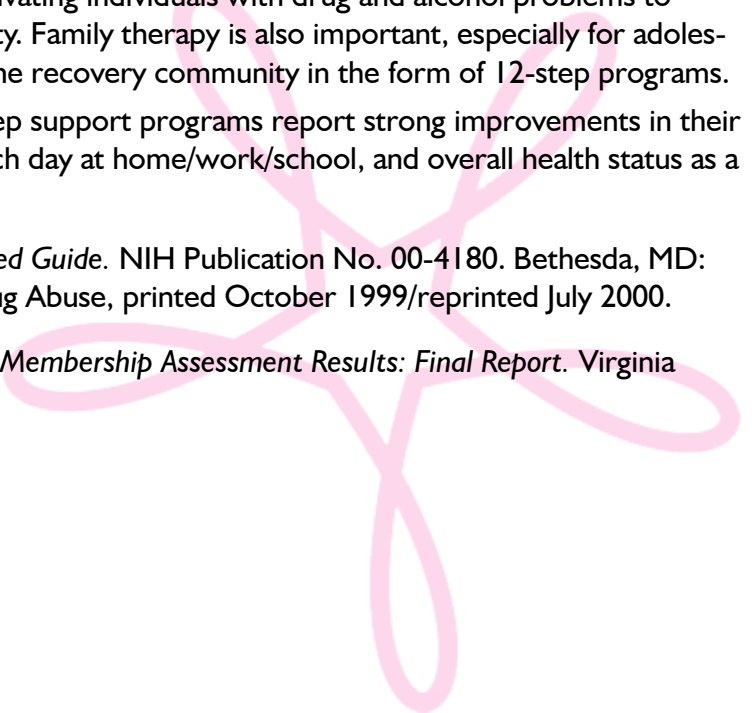
- Drug addiction treatment should include behavioral therapy such as counseling, cognitive therapy or psychotherapy, or any combination thereof and may include medications.
- In order to be truly effective, especially when treating at-risk or hard-to-reach populations, treatment programs must provide a combination of culturally competent therapies and other services. Factors that must be considered include: age, race, culture, language, sexual orientation, gender, pregnancy status, parental responsibilities, housing and employment, physical disability, the existence of co-occurring mental illness, and any past history of physical and sexual abuse.
- Because drug and alcohol addiction is typically a chronic disorder characterized by occasional relapses, a short-term, one-time treatment often is not sufficient. For many, treatment is a long-term process that involves multiple interventions and attempts at abstinence.

## **The Role of Family, Friends, and Community in Treatment and Recovery <sup>1</sup>**

- Successful treatment outcomes often depend upon retaining the person with the drug or alcohol problem long enough to gain the full benefits of treatment. Whether a person stays in treatment depends on a number of factors, including: personal motivation to change behavior; the degree of support provided by family and friends; and whether there is pressure to stay in treatment from the criminal justice system, child protection services, employers, or the family.
- Community-based recovery groups, most often in the form of 12-step programs, can complement and extend the effects of professional treatment by supporting individuals throughout the recovery process.
- Family and friends can play critical roles in motivating individuals with drug and alcohol problems to enter treatment, stay in it, and maintain sobriety. Family therapy is also important, especially for adolescents. Additional support is available through the recovery community in the form of 12-step programs.
- Family members and friends 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 as a result. <sup>2</sup>

<sup>1</sup> *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.

<sup>2</sup> *1999 Al-Anon/Alateen Membership Survey and Al-Anon Membership Assessment Results: Final Report*. Virginia Beach, VA: Al-Anon Family Groups, Inc., March 2000.



## Current Facts About Alcohol and Other Drug Use in the U.S.

### Substance Dependence in 1999<sup>3</sup>

- Males were more likely to be dependent on illicit drugs and alcohol than females, except in the case of young people, ages 12-17. Their rates of use were essentially the same.
- Adults who first used drugs at a young age were more likely to be dependent on drugs (8.9 percent) than adults who initiated use at a later age (1.7 percent).

### Overall Illicit Drug Use in 1999<sup>3</sup>

- Approximately 14.8 million Americans were current illicit drug users, meaning they used at least once in the past 30 days.
- 10.9 percent of youths between the ages of 12 and 17 were current users of illicit drugs.
- Current illicit drug use among the major racial/ethnic groups was as follows: 6.6 percent whites, 6.8 percent Hispanics, 7.7 percent African Americans, 10.6 percent American Indian/Alaska Natives, 11.2 percent multiple race, and 3.2 percent Asian/Pacific Islanders.

### Overall Alcohol and Tobacco Use in 1999

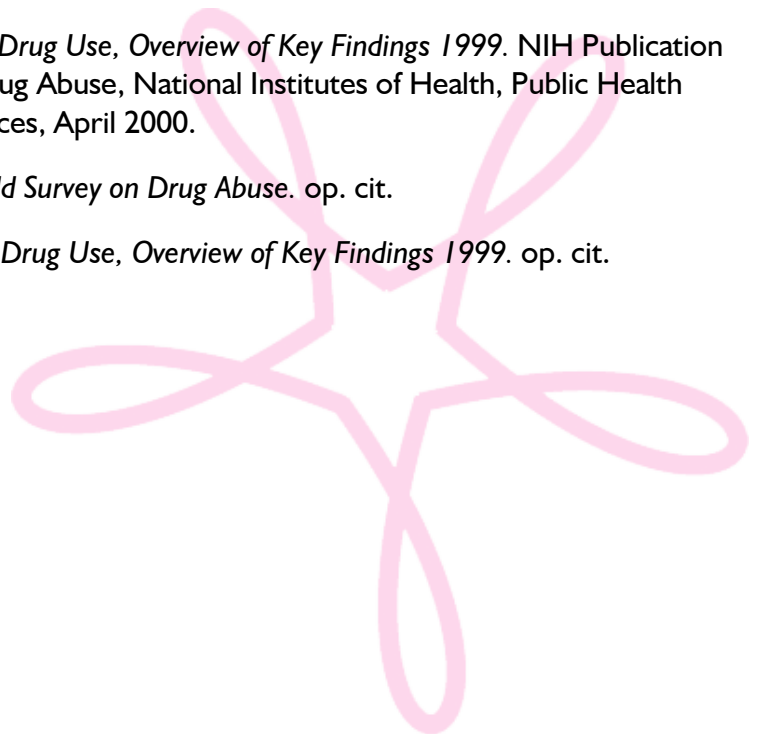
- 12.4 million Americans, age 12 and older, were heavy drinkers (5 or more drinks on one occasion 5 or more days in the past 30 days), while 6.8 million underage drinkers (ages 12-20) engaged in binge drinking (5 or more drinks on one occasion in the last 30 days), including 2.1 million of them who could be classified as heavy drinkers.<sup>3</sup>
- Alcohol use among teens is extremely widespread. Four out of five students (80 percent) have consumed alcohol by the end of high school; about half (52 percent) have done so by 8th grade.<sup>4</sup>
- 30.2 percent of the American population, age 12 and older, reported they used some form of tobacco in the past 30 days.<sup>5</sup>
- Nearly two-thirds (65 percent) of young people have tried cigarettes by 12th grade, and over a third (35 percent) of 12th graders are current smokers.<sup>6</sup>

<sup>3</sup> *Summary of Findings from the 1999 National Household Survey on Drug Abuse*. DHHS Publication No. (SMA) 00-3466. Rockville, MD: Office of Applied Studies, Substance Abuse and Mental Health Services Administration, 2000.

<sup>4</sup> *Monitoring the Future: National Results on Adolescent Drug Use, Overview of Key Findings 1999*. NIH Publication No. 00-4690. Bethesda, MD: National Institute on Drug Abuse, National Institutes of Health, Public Health Service, U.S. Department of Health and Human Services, April 2000.

<sup>5</sup> *Summary of Findings from the 1999 National Household Survey on Drug Abuse*. op. cit.

<sup>6</sup> *Monitoring the Future: National Results on Adolescent Drug Use, Overview of Key Findings 1999*. op. cit.



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## **Family and Community Resources**

### **CSAT National Helpline**

Center for Substance Abuse Treatment (CSAT)  
Substance Abuse and Mental Health Services Administration (SAMHSA)  
U.S. Department of Health and Human Services  
800-662-HELP (Toll-free)

The 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.

### **National Clearinghouse for Alcohol and Drug Information (NCADI)**

Substance Abuse and Mental Health Services Administration (SAMHSA)  
P.O. Box 2345  
Rockville, MD 20847  
800-729-6686 (Toll-free)  
[www.health.org](http://www.health.org)

SAMHSA'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 Newslines

**1-800-272-7723**

The SAMHSA Radio Newslines provide 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 Newslines 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.

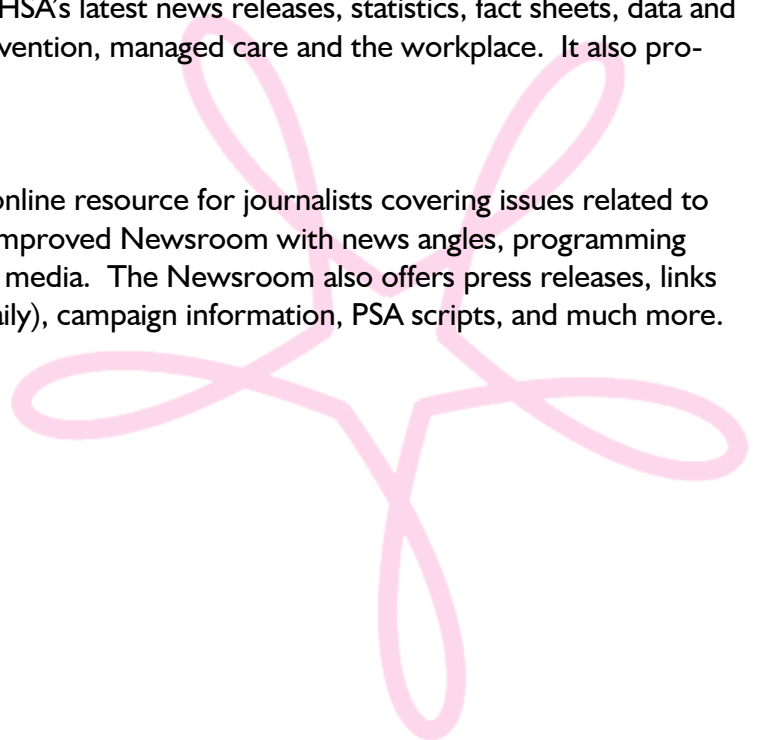
### SAMHSA Media Services Web Sites

<http://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.

<http://www.health.org/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.

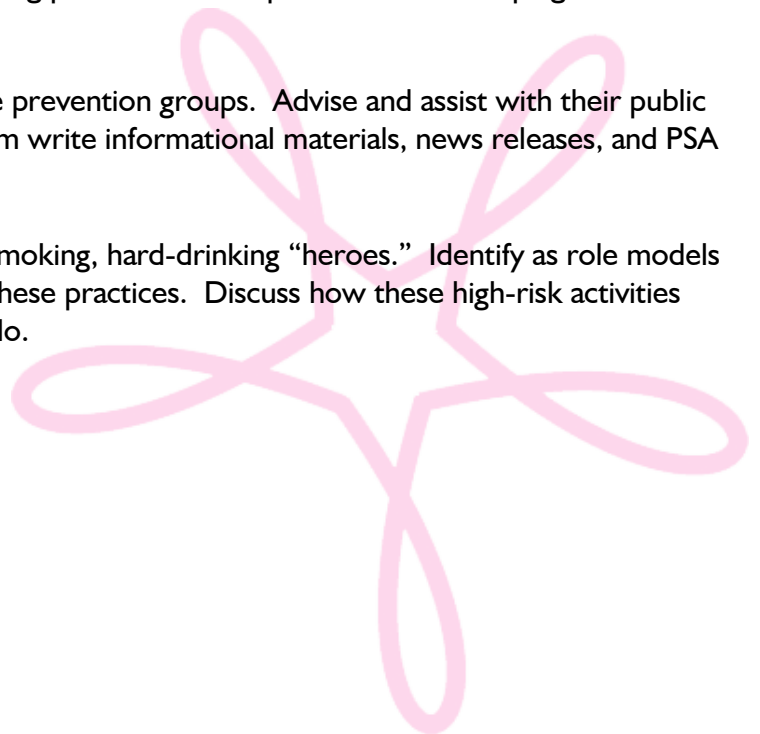


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## **Tips for Promoting Substance Abuse Treatment in September and Throughout the Year**

- Share helpful information and success stories with your audience to inspire teens, community leaders, leaders, and parents to seek out appropriate addiction treatment and family 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 prevention groups. Advise and assist with their public information and media relations efforts. Help them write informational materials, news releases, and PSA scripts.
- Counter and challenge the stereotypes of heavy-smoking, hard-drinking “heroes.” Identify as role models leaders in your profession who do not engage in these practices. Discuss how these 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 formally observing **Recovery Month 2001**:

- Columbus, OH
- Cincinnati, OH
- Baltimore, MD
- Phoenix, AZ
- Detroit, MI
- Chicago, IL
- Los Angeles, CA
- St. Paul and/or Minneapolis, MN
- Washington, DC
- Boston, MA
- Atlanta, GA
- New York, NY
- Hartford, CT
- Raleigh-Durham, NC
- Harrisburg and Bucks County, PA
- Portland, OR
- Madison, WI
- Jacksonville, FL
- St. Louis and/or Kansas City, MO
- New Orleans, LA

### 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 <http://www.SAMHSA.gov>.



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## 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.**