

PEACE ADVANTAGE LIFE  
ELATION SELF ESTEEM  
RESPONSIBLE NEW BEGINNING  
COMMUNITY RESPONSIBLE  
GROW EMPOWERMENT  
TRANSFORMATION ACCEPTANCE  
FAITH RESPONSIBLE  
LOVE INVOLVEMENT  
LEADERSHIP ADVANTAGE  
LIFE

JOIN THE VOICES  
FOR RECOVERY

It's  
Worth It

**WHAT:** 23<sup>rd</sup> Annual **National Recovery Month (Recovery Month)**

This September marks the 23<sup>rd</sup> annual observance **National Recovery Month (Recovery Month)**. This year's theme, **"Join the Voices for Recovery: It's Worth It,"** emphasizes that while the road to recovery may be difficult, the benefits of preventing and overcoming mental and/or substance use disorders are significant and valuable to individuals, families, and communities.

In 2012, **Recovery Month** will:

- Educate that people in recovery achieve healthy lifestyles, both physically and emotionally, and contribute in positive ways to their communities;
- Spread the message that behavioral health is essential to overall health, prevention works, treatment is effective, and people recover from mental and/or substance use disorders;
- Reach out to active military, veterans, and families; individuals within the justice system; the recovery community; and all family and friends of someone in need about how treatment and recovery support services improves one's overall health and well-being; and
- Celebrate people in long-term recovery and recognize the dedication of treatment and recovery support providers.

**WHEN:** September 2012

**WHERE:** Local communities throughout the country and on the web at <http://www.recoverymonth.gov>, and **Recovery Month's** social networking pages including Facebook, accessible at <http://www.facebook.com/RecoveryMonth>; YouTube, accessible at <http://www.youtube.com/user/RecoveryMonth>; and Twitter, accessible at <http://www.twitter.com/RecoveryMonth>.

**HOW:** Celebrate **Recovery Month** by hosting an event in your community or online. Visit <http://www.recoverymonth.gov> or call **1-800-662-HELP (4357)** or **1-800-487-4889 (TDD)** to receive more information. Submit your event on the **Recovery Month** website to showcase your event details, photos, and videos. You can also submit photos to the **Recovery Month** Flickr page by following the instructions at <http://www.recoverymonth.gov/Community-Events/Flickr-Challenge.aspx>.

**The *Recovery Month* planning toolkit, available online at <http://www.recoverymonth.gov>, provides:**

- Media outreach tips and tools that offer guidance for garnering media coverage;
- Infographics that showcase the latest behavioral health data in a visual and accessible format;
- Ideas on how people can support their communities through ***Recovery Month*** events and customizable documents to share with media and members of the community;
- A top-level fact sheet about the current landscape of mental and/or substance use disorders, prevention, treatment, and recovery;
- Tips on how to engage social media as part of your ***Recovery Month*** campaign;
- Materials available to download and print; and
- Listings of online tools and useful resources.

**2011 *Recovery Month* observance successes include:**

- 164 proclamations issued: A Presidential proclamation issued on September 1, 2011 and 163 gubernatorial, mayoral, Native American Nation, and organizational proclamations issued;
- 1,276 overall events held and 81 SAMHSA-sponsored and local events with an estimated attendance of 2,165,166 individuals throughout the country;
- More than 141,411,615 million viewers and 65,311,187 million listeners reached via SAMHSA-produced television and radio public service announcements, respectively;
- Approximately 26,267 average monthly calls to the Substance Abuse and Mental Health Services Administration's (SAMHSA)'s National Helpline and more than 31,292,592 hits logged on <http://www.recoverymonth.gov> between January and December 2011;
- SAMHSA's ***Road to Recovery*** Television Series aired on 550 cable channels, available to an estimated 27.4 million cable households, representing an estimated \$16.7 million in earned media value; and
- SAMHSA's ***Road to Recovery*** Radio Series aired on 71 radio stations, available to an estimated 13.6 million listeners.

**Celebrate *Recovery Month* and support your community by:**

- Linking to the ***Recovery Month*** website at <http://www.recoverymonth.gov>;
- Joining ***Recovery Month*** on Facebook at <http://www.facebook.com/RecoveryMonth>;
- Viewing ***Recovery Month*** videos on YouTube at <http://www.youtube.com/user/RecoveryMonth>;
- Following ***Recovery Month*** on Twitter at <http://www.twitter.com/RecoveryMonth>;
- Placing the ***Recovery Month*** widgets on your website available at <http://www.recoverymonth.gov/Multimedia/Widgets-Landing-Page.aspx>; and
- Downloading a planning toolkit, and by embracing this year's theme: ***"Join the Voices for Recovery: It's Worth It."***

**For more information on *Recovery Month*, contact:**

**SAMHSA's Center for Substance Abuse Treatment (CSAT)**

240-276-2750

<http://www.samhsa.gov>

<http://www.recoverymonth.gov> (official ***Recovery Month*** website)

**Substance Abuse and Mental Health Services Administration (SAMHSA)**

877-SAMHSA-7 (877-726-4727) (Toll-Free)

800-487-4889 (TDD) (Toll-Free)

<http://www.samhsa.gov>

For materials and information on mental and/or substance use disorders, prevention, treatment, and recovery or for referral to services, call:

**SAMHSA's National Helpline**

800-662-HELP (4357) (Toll-Free)

800-487-4889 (TDD) (Toll-Free)

Provides 24-hour free and confidential information for prevention, treatment and recovery services for mental and/or substance use disorders in English and Spanish.

Or visit <http://www.samhsa.gov/treatment>: SAMHSA's "Find Substance Abuse and/or Mental Health Treatment" website.