



# Recovery Month: A Guide for Addiction Professionals

Produced by



## NAADAC

THE ASSOCIATION FOR  
ADDICTION PROFESSIONALS

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National Alcohol  
& Drug Addiction  
*Recovery Month*

JOIN THE VOICES FOR  
**RECOVERY**

REAL PEOPLE, REAL RECOVERY

SEPTEMBER



# Recovery Month

The National Alcohol and Drug Addiction Recovery Month (Recovery Month) is held every September to celebrate the positive impact of treatment for alcohol and drug use disorders in communities nationwide. The month is set aside to recognize the strides made in treatment and to educate the public that addiction is a treatable public health problem that affects us all. This vital observance lets people know that alcohol and drug use disorders can be managed effectively when the entire community supports those who suffer from these treatable diseases.

In the following pages are some ideas of initiatives and events that you can organize. If you have an idea that you don't see here — go for it!

This isn't meant to be an exhaustive list, but rather to fuel your ideas and imagination.

These initiatives would not be possible without the support of the Substance Abuse and Mental Health Services Administration/Center for Substance Abuse Treatment (SAMHSA/CSAT).

Please be sure to add any events you organize to the Recovery Month event calendar, found online at [www.recoverymonth.gov](http://www.recoverymonth.gov) and the NAADAC calendar by emailing [naadac@naadac.org](mailto:naadac@naadac.org).

Please put "Recovery Month" in the subject line.

## **Produced with thanks to:**

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Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration

# Words of Encouragement

When pulling together an event, remember some simple rules that lead to success:

## ✓ **Keep it simple**

Don't try to initiate an event or program that is too difficult to pull off in the time you have. Don't shoot for the moon, but aim for a modest success that you can build upon.

## ✓ **Keep it local**

It is always nice to bring in a national speaker, but look at keeping it local. Are there local experts/allies who you can work with?

## ✓ **Don't be afraid to piggyback**

Are there events already going on in September? Would there be a place for you to get involved? Approach other groups that are already hosting meetings/events and ask if you can be a part of their celebration. Don't start from scratch if you don't need to.

## ✓ **Success can be repeated**

If you don't have an idea for an event, take a look at the previously hosted events listed on page 4. NAADAC can connect you with other local event organizers who can answer your questions and help you organize your own event.

# Recovery Month Event Suggestions

Here is a list of possible ideas that you can use for your upcoming Recovery Month Event.

- 1 **Organize an Open House** for your treatment or education program and honor the hard work of addiction professionals in your treatment center or in your community.
- 2 **Coordinate a Major League Baseball event.** The Johnson Institute developed a partnership program called Sports Link. You can find the tool kit and other ideas online: <http://recoverymonth.gov/2009/events/eventplan.aspx>.
- 3 **Work with your Single State Authority** to promote Recovery Month.
- 4 **Speak at a university or college addiction studies program** about careers in the addiction profession and the positive impact a person can have. Show the NAADAC Workforce Development promotional DVD. Call 800.548.0497 for a copy.
- 5 **Organize a Recovery Walk/Run** or motorcycle ride to raise community awareness.
- 6 **Have your Governor or Mayor proclaim Recovery Month or Addiction Professionals Day.** This is a great way to meet opinion makers in your state. For proclamation wording, visit [www.naadac.org](http://www.naadac.org).

# A Sampling of Previous Events

- 👉 6th Annual Recovery Rally, Rockies-Marlins Ball Game and rally, Advocates for Recovery in partnership with Denver Drug Strategy Commission (within Denver Dept. of Human Services)
- 👉 Ride for Recovery, Clean & Sober Motorcycle Club ride to the 6th Annual Hands Across the Bridge event sponsored by The Recovery Association Project and NAADAC
- 👉 Member Appreciation Training – HIV/AIDS for AOD Professionals, free training for members, South Carolina Association of Alcoholism and Drug Abuse Counselors
- 👉 “Addiction — A Family Affair,” training sponsored by Long Island Recovery Advocates, Nassau Community College and NAADAC
- 👉 4th Annual Alcohol and Drug Awareness Fair, Helen Ross McNabb Center and East Tennessee Association of Alcohol and Drug Abuse Counselors (ETAADAC)
- 👉 Recovery is A Reality Rally and Moment of Silence, a message of celebration and recovery held at the Nebraska State Capitol, Nebraska Association of Alcoholism & Drug Abuse Counselors
- 👉 National Addiction Counselors Day @ UNLV, Student Organization for Addiction Professionals (SOAP) showcase of National Addiction Counselors Day at UNLV
- 👉 Recovery Month Open House and Fall Festival, Honorable Dona Stebbins, Mayor of Great Falls, Montana, proclaimed Addiction Professionals Day, in celebration of Recovery Month, Montana Association of Alcoholism & Drug Abuse Counselors (MAADAC)
- 👉 Recovery Walks! 8th Annual Walk for Recovery from Alcohol and Other Drug Addiction, The Connecticut Community for Addiction Recovery (CCAR)
- 👉 KEEPING IT REAL 2007 Conference, Street-Level Intervention Strategies for Addiction, HIV/AIDS, and Hepatitis, Danya Institute, Gallaudet University
- 👉 San Quentin Celebration of Recovery, Full Circle Addiction Recovery Services, San Quentin State Prison and CAADAC, created by the inmate alumni of Full Circle’s Addiction Recovery Counseling (ARC) treatment program at San Quentin
- 👉 Recovery Month Play, sponsored by Minnesota State University–Mankato Students for Alcohol & Drug Education (SADE), MSU Department of Sociology and New Ulm Medical Center

# How NAADAC Can Help

If this looks daunting, don't feel as though you have to do this alone!

NAADAC is here to assist you in many ways:

## ✓ **Financial Assistance**

NAADAC can provide financial grants to support local events celebrating Recovery Month.

## ✓ **Support Materials**

NAADAC has an inventory of publications and media that can be used in support of any event.

## ✓ **National Speakers**

NAADAC leaders live all over the nation and may be available to speak at local events.

## ✓ **Professional Expertise**

NAADAC staff with experience in event planning, recruitment and volunteer management are available for advice and consultations.

## ✓ **Contact With Other States**

As a part of NAADAC, you are a member of a national network. NAADAC can put you in touch with people who have successfully organized events throughout the nation.

## ✓ **Connection to National Networks**

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

<http://www.samhsa.gov>

<http://recoverymonth.gov>

### **Center for Substance Abuse Treatment (CSAT)**

<http://csat.samhsa.gov>

### **Center for Substance Abuse Prevention (CSAP)**

<http://prevention.samhsa.gov>

### **Addiction Technology Transfer Centers (ATTCs)**

<http://www.attcnetwork.org/index.asp>

### **National Association of Addiction Treatment Providers (NAATP)**

<http://www.naatp.org>

### **National Association of State Alcohol/Drug Abuse Directors (NASADAD)**

<http://www.nasadad.org>

**Universities, colleges, treatment centers and education providers.** All of these groups work with NAADAC and can be connected with you.

## ✓ **For more information, contact:**

NAADAC, the Association for  
Addiction Professionals

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# Recovery Month Assistance Request Form

Date of Request: \_\_\_\_\_

Affiliate Name: \_\_\_\_\_

Shipping Address (No PO Boxes): \_\_\_\_\_

\_\_\_\_\_

Event Title: \_\_\_\_\_

Event Description: \_\_\_\_\_

Estimated Total Budget for Project/Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Date funds needed by: \_\_\_\_\_

How will this financial aid benefit your event? \_\_\_\_\_

Do you need support materials? How many participants do you expect? \_\_\_\_\_

Name of Project Administrator: \_\_\_\_\_

Contact Information for Project Coordinator: \_\_\_\_\_

Contact Information for Project Coordinator: \_\_\_\_\_

Affiliate President Signature: \_\_\_\_\_

NAADAC Approval Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

For more information, contact 800.548.0497, [naadac@naadac.org](mailto:naadac@naadac.org) or visit [www.naadac.org](http://www.naadac.org).