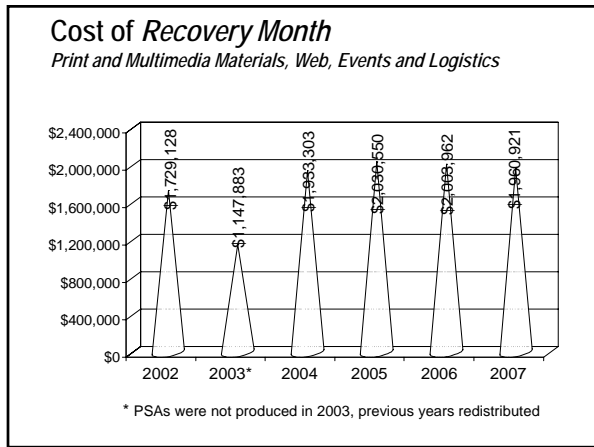


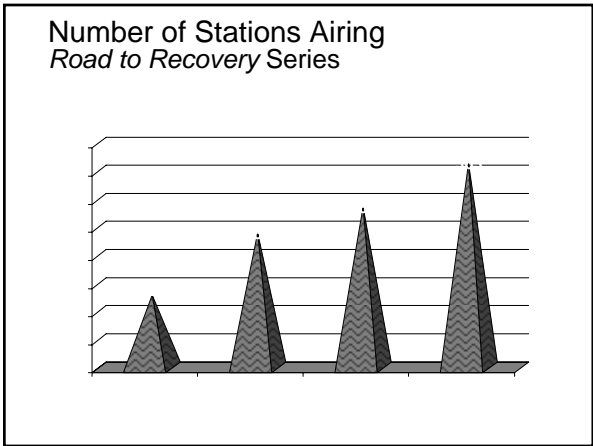


- ### Recovery Month Goals
- Support the overall ONDCP goal of demand reduction
 - Generate momentum for hosting of state and local community-based events
 - Enhance knowledge
 - Improve understanding
 - Promote support for addiction treatment

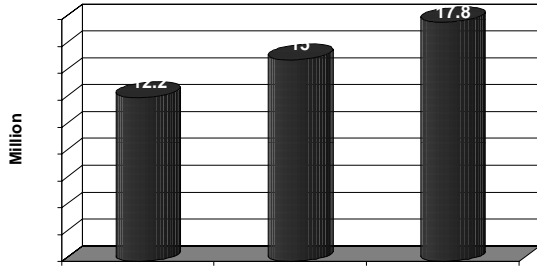


- ### Cost of Recovery Month cont.
- Printed materials development/production
 - 75,000 toolkits
 - 10,000 commemorative posters
 - 10,000 flyers and brochures
 - 20,000 + giveaways
 - Multimedia products
 - Public Service Announcements
 - *Road to Recovery* series – Webcasts and *Ask the Expert*
 - Community events
 - Meetings and logistics – 3 on-site and 1 teleconference per year

- ### Road to Recovery Series
- 8 shows in 2008 – air first Wednesday of month
 - Airing in 50 states on 363 stations
 - Stations airing 12x's per month
 - Reaching more than 17.8 million households
 - Generating more than \$10.4 million in donated airtime annually (based on \$200 per hour rate)
 - Partnership with NCTA for distribution
 - Pod casting
 - Adding *Road to Recovery* Radio series in 2008

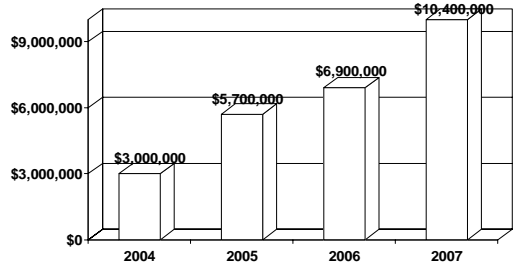


Number of Households Viewing Road to Recovery Series



Average household is 2.57 in US according to March 2006 US Census

Annual Free Air-Time Generated Road to Recovery Series

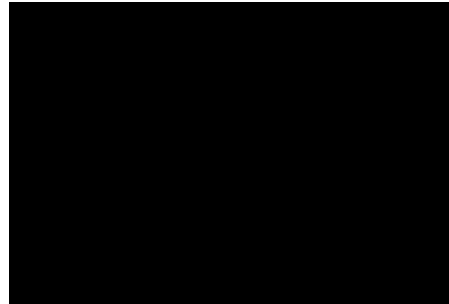


2007 represents only a portion of the year, January - September

Road to Recovery Series 2008

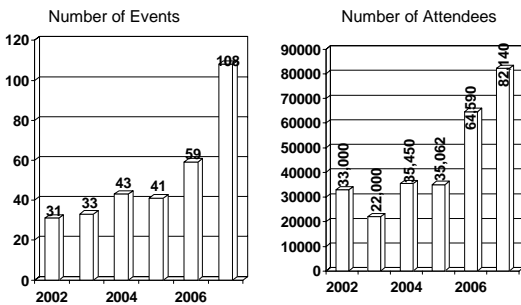
- *Join the Voices of Recovery: Real People, Real Recovery* - March
- *Medication-Assisted Therapies: Providing a 'Whole-Patient' Approach to Treatment* - April
- *Addiction and PTSD: Combating Co-Occurring Disorders* - May
- *Recovery and the Family: Extending Treatment to Everyone* - June
- *Real People, Real Recovery: Effectively Delivering Recovery-Oriented Systems of Care* - July
- *Accessing Prevention, Treatment, and Recovery Online* - August
- *Recovery in the United States: Past, Present, and Future* - September
- *The Road to Recovery 2008: A Showcase of Events* - November

Road to Recovery Promo

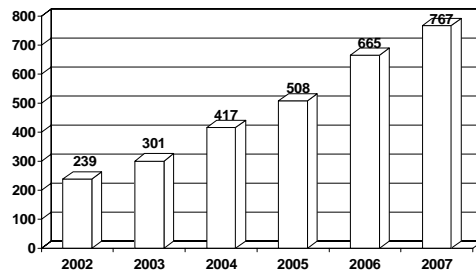


At the Crossroads: Examining the Intersection of Care for Persons With Mental and Substance-Use Conditions - September 2006

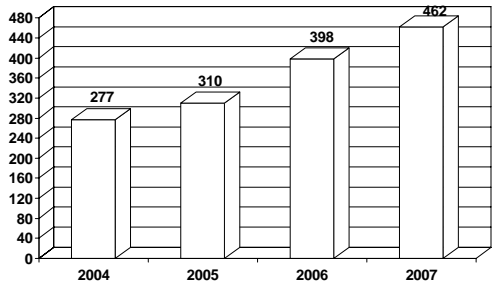
Community Events - SAMHSA-Sponsored cont.



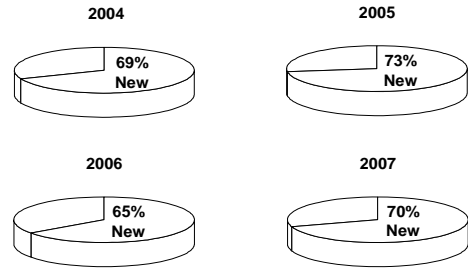
Number of Community Events Nationwide



Number of organizations involved

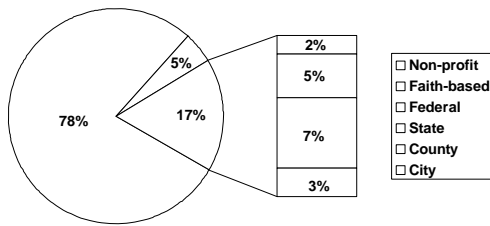


Percentage of new organizations per year

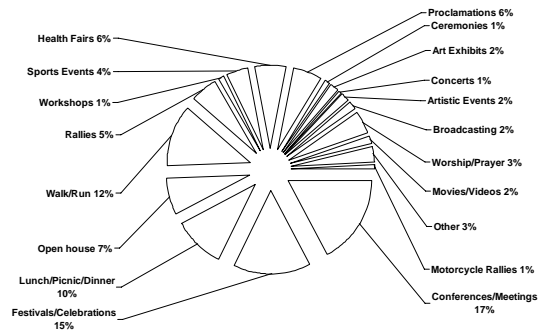


Types of organizations in 2006

- 28% increase in number of organizations who participated in 2006 compared to 2005

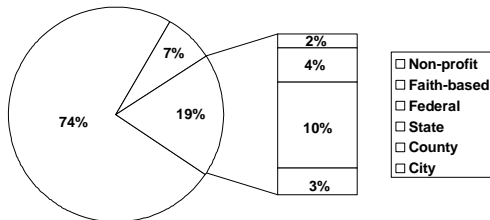


Types of events in 2006

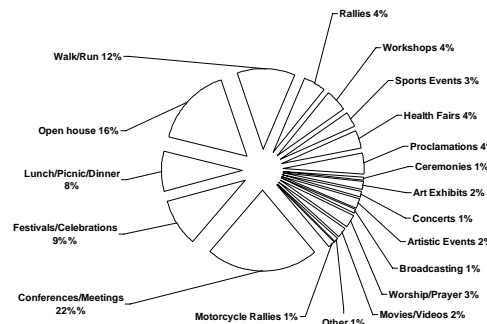


Types of organizations in 2007

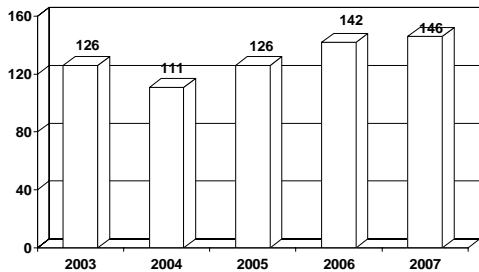
- 16% increase in number of organizations who participated in 2007 compared to 2006



Types of events in 2007



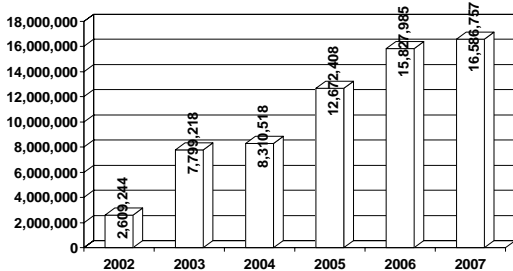
Proclamations Issued



Web Site - www.recoverymonth.gov



Web Hits - www.recoverymonth.gov

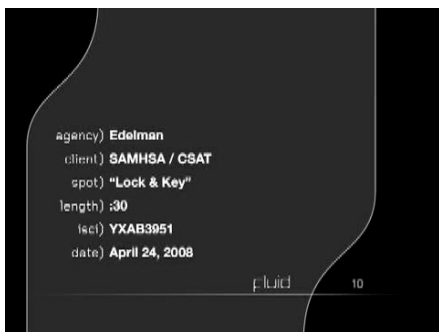


Public Service Announcements (PSAs)

- Television and radio
- Produced in English and Spanish
- Messages target individuals in need of alcohol and drug addiction treatment and recovery, show recovery is possible, positive family and community interaction, stigma and discrimination reduction and include prevention, and behavioral health issues

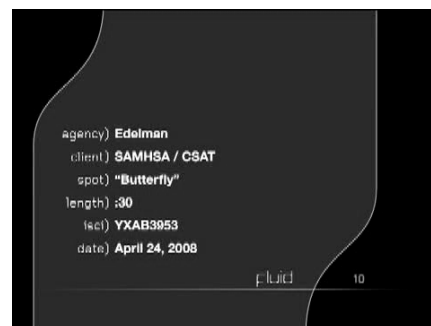
2008 Public Service Announcements

Lock and Key

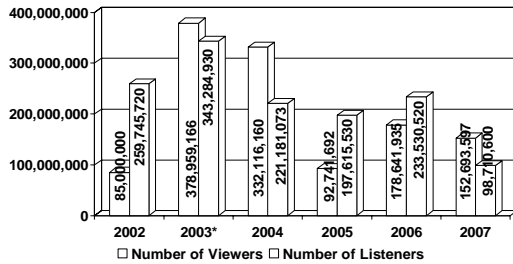


2008 Public Service Announcements

Butterfly

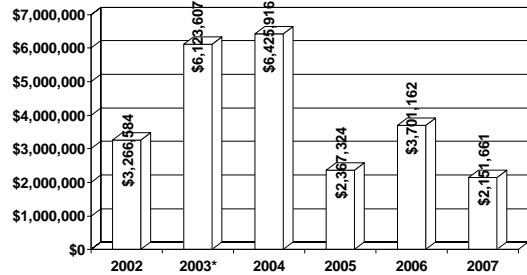


Public Service Announcements (PSAs) TV and Radio



2,978,355,491 cumulative viewers/listeners 2002-2007
2003* - Re-released 2001 and 2002 PSAs

PSA Annual Free Air-Time Generated



\$34,295,789 in free cumulative air-time generated from 2002-2007
2003* - Re-released 2001 and 2002 PSAs

Previous Year PSAs Still In Rotation

- Television – 2002 – 2007 – 20 spots still in rotation
 - \$18,671,332 free airtime
 - 1,824,901,587 viewer impressions
 - Overall totals including 2007 spots - \$19,957,384 free airtime and 1,857,833,112 viewer impressions
- Radio - 2002 – 2007 - 20 spots still in rotation
 - \$13,472,796 free airtime
 - 1,021,811,779 listener impressions
 - Overall totals including 2007 spots - \$14,338,405 free airtime and 1,120,522,379 viewer impressions

National Association of Broadcasters

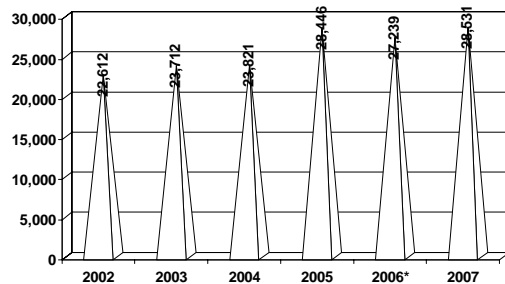
<http://www.nab.org/AM/Template.cfm?Section=Search&template=/CM/HTMLDisplay.cfm&ContentID=11325>



SAMHSA's National Helpline - 1-800-662 HELP

- Treatment referral and information number used in *Recovery Month* print materials, PSAs and *The Road to Recovery* series
- 24-hour, seven days a week in English and Spanish
- 2007 average monthly call volume is 28,531

Helpline Average Monthly Call Volume 1-800-662-HELP



*06 only includes January and August – December numbers due to contract changes

Recovery Month Awards

Overall Campaign

- MerComm Gold GALAXY Award – 2006

Recovery Month Planning Toolkit

- Mercury Excellence Award – 2005

Public Service Announcements

- Addy Award – "Elevator Down" Television PSA – 2003 (2002 PSA)
- Addy Citation of Excellence – "Runner" Television PSA – 2003
- Addy Citation of Excellence – "Crosswalk" Television PSA – 2003
- Addy Global Award – "Crosswalk" Television PSA – 2003
- Galaxy Award – Gold – "New Morning" and "Labyrinth" Television PSAs – 2007
- Hermes Creative Awards – Platinum – "New Morning" and "Labyrinth" Television PSAs – 2006
- Hermes Creative Awards – Gold – "New Morning" and "A Way Out" Radio PSAs – 2006
- MediMedia Freddie Award – "Treat Me" Television – 2006 (2005 PSAs)
- MediMedia Freddie Award – "Artist" Television – 2006 (2005 PSAs)
- Mercury Bronze Award – "New Morning" and "Labyrinth" Television PSAs – 2006 "Cost" and "Celebration" – 2007
- Mercury Gold Award – "Treat Me" – 2005
- National Association of Government Communicators (NAGC) Gold Screen Award – "How To" Radio PSA – 2002
- National Association of Government Communicators (NAGC) Gold Screen Award – "Kid" Radio PSA – 2002
- New York Festival Award – "Crosswalk" Television PSA – 2003
- Omni Award – Gold, Commercial – "New Morning" and "Labyrinth" Television PSAs – 2007 (2006 PSAs)
- Omni Award – Gold, Government – "New Morning" and "Labyrinth" Television PSAs – 2007 (2006 PSAs)
- Omni Award – Silver – "Treat Me" in the public service category recognizing accomplishments of outstanding media productions in a variety of fields – 2005
- Omni Award – Silver – "Treat Me" in the government category recognizing accomplishments of outstanding media productions in a variety of fields – 2005

Recovery Month Awards *cont.*

Road to Recovery Series

- Aurora Award – Gold – Social Issues/Report/Documentary category – *Addiction & Family: Healing & Recovery* – 2006
- Omni Award – Bronze – *The Dangerous Frontiers of Substance Abuse: A Look at Alcohol and Drug Use Trends* – 2005
- Omni Award – Bronze – *Treatment Approaches for Women* – 2005
- Pegasus Award – *The Addiction Treatment Workforce: Where We Are, Why We're Here, and Where We Need to Be* – 2007
- Pegasus Award of Honor – *Road to Recovery 2006-2007*
- Telly Award – Silver – *The Addiction Treatment Workforce: Where We Are, Why We're Here, and Where We Need to Be* – 2006
- World Wide Web Health Merit Award - Merit – 2003

Website – www.recoverymonth.gov

- Aesculapius Award of Excellence – 2006, 2005
- Aesculapius Awards Certificate of Appreciation – 2002
- Apex Award of Excellence – 2006
- Communicator Award of Distinction – international award – 2006
- eHealthcare Leadership Award – Gold – 2007, 2002
- Golden Web Award – 2003
- HealingWell.com Editor's Choice Award – 2003
- Marcom Gold Award for Electronic/Interactive Media – 2007, 2005
- Microphone Award – "How To" Radio PSA – 2002
- National Association of Government Communicators Gold Screen Award of Excellence – 2006
- Omni Award Bronze – 2006
- Silver Inkwell Award – 2006, 2002
- World Wide Web Health Award – Gold – 2005
- World Wide Web Health Award – Bronze – 1999

Talking to Parents & Teenagers About Medicine Abuse

National Council for Patient Information and Education

- Television and radio PSAs
- Two brochures
- Print article – English and Spanish



Recovery Month Information

- www.recoverymonth.gov
- 1-800-662-HELP
- 240-276-2750 - SAMHSA/CSAT's Office of the Director, Consumer Affairs