



RECOVERY MONTH TOOLKIT



RECOVERY IS FOR EVERYONE:

EVERY PERSON, EVERY FAMILY, EVERY COMMUNITY

INTRODUCTORY PAGE

National Recovery Month (Recovery Month), which started in 1989, is a national observance held every September to promote and support new evidence-based treatment and recovery practices, the nation's strong and proud recovery community, and the dedication of service providers and communities who make recovery in all its forms possible.

Recovery Month increases awareness of substance use disorders and encourages individuals in need of treatment and recovery services to seek help. Recovery Month celebrates individuals living lives in recovery and recognises the dedicated workers who provide the prevention, treatment, and recovery support services that help make recovery possible.

Faces and Voices of Recovery UK is a national charity made up of individuals in recovery, their friends, families, and community recovery organisations. FAVOR UK is also a public and professional education and advocacy organisation, challenging attempts to dehumanise, objectify and demonise those with alcohol and other drug problems.

In 2022, it was decided to replace the annual theme for Recovery Month with a permanent tagline. The 2021 Recovery Month theme, **"Recovery is for Everyone: Every Person, Every Family, Every Community"** reminded people in recovery and those who support them, that recovery belongs to all of us. We are all called to end gatekeeping and welcome everyone to recovery by lowering barriers to recovery support, creating inclusive spaces and programs, and broadening our understanding of what recovery means for people with different experiences. Moving forward, we have adopted "Every Person. Every Family. Every Community." as our permanent tagline.

We have produced this toolkit to support people planning events activities across the UK in Recovery Month (and throughout the rest of the year). We hope you find the ideas, tips and practical suggestions helpful, whether you are an established Recovery Community, treatment or recovery support service, a peer led recovery support project, a service user group or simply a handful of people in recovery getting together to organise something.

FOLLOW FAVORUK ON SOCIAL MEDIA:



Facebook: [@Faces&VoicesOfRecoveryUK](#)

Instagram: [@facesvoicesofrecovery](#)

Twitter: [@FAVORUK](#)

For more information please contact the our team at info@facesandvoicesofrecoveryuk.org

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PREFACE- RECOVERY MONTH THEME

Recovery is for everyone because it benefits everyone. In recovery, we build new connections to ourselves, our families, and our communities. The Recovery Month tagline, **“Recovery is for Everyone: Every Person, Every Family, Every Community”** reminds people in recovery and those who support them, that recovery belongs to all of us. We are all called to end gatekeeping and welcome everyone to recovery by lowering barriers to recovery support, creating inclusive spaces and programs, and broadening our understanding of what recovery means for people with different experiences.

While it may be tempting to characterise recovery as a universal experience or a single journey, our community is proof that there are as many pathways to and of recovery as there are people. Our strength is our diversity and because of who we are, the recovery community has unique opportunities to learn, challenge, grow, and dream. By expanding traditional, limited conceptions of recovery, which center on white, heterosexual, cisgender, religious, wealthy perspectives, we enrich everyone's experience. Substance use disorder is not a one-size-fits-all condition, nor does it affect everyone equally. Culturally competent resources and gender-expansive programs should acknowledge and include LGBTQ+ (lesbian, gay, bisexual, transgender, and questioning), BIPOC (Black, Indigenous, and people of color), and other historically marginalised community members.

Looking beyond our individual experiences strengthens and supports recovery in all its forms. The recovery community has a powerful foundation of mutual aid, peer support, and adaptability. **As we grow in empathy and understanding, we save lives by adding protective factors and building resiliency.** We honor the incredible contributions from communities within recovery as groups connect and implement resources that serve their unique needs. The powerful bonds built-in recovery are life-altering. To honor those bonds, in every form they take, is a significant factor in sustaining recovery as well as building bridges between our communities. When we connect with open minds and hearts, we learn from one another and create life-saving opportunities.

To heal ourselves, our communities must also heal. Recovery Research Institute conducted a [nuanced, five-year study](#) that explored the ways in which substance use disorder impacted families, communities, and cultures, and how recovery in those spaces created opportunities to rebuild. The study affirmed that people in distressed communities need opportunities to share their experiences, therefore, personal recovery can translate into collaborative recovery when the individual begins to see their story as part of a larger story. **The shift from “I” to “we” is transformative. We call to nurture this “we.”** We find new ways of connecting the recovery community.

PREFACE- RECOVERY MONTH THEME

We call to rejuvenate struggling communities and families. At the same time, we work to empower communities that grapple with inequitable conditions, including the effects of racism, homophobia, transphobia, generational poverty, adverse childhood experiences, and other forces. Social connections, family support, and neighborhood relationships are directly linked to wellness and recovery. We must ensure that everyone has the same chance at recovery. Our "I" must become our "we."

Recovery Month educates and raises awareness of drug and alcohol use disorders and promotes that recovery is possible. All of us, from celebrities and sports figures to our co-workers, neighbors, friends, and family members, throughout our lives have experienced peaks and valleys, both big and small. And, with strength, support, and hope from the people we love, we are resilient.

The Recovery Month messaging emphasises the importance of inclusive programs, language, and treatment that lower barriers to recovery for everyone; by challenging traditional structures, we create the foundation that so many people need for their recovery journey. By asserting that **"Recovery is for Everyone,"** we reduce the stigma surrounding people with alcohol and substance use disorders.

OBJECTIVES

The Recovery Month observance serves as a reminder that **when we empower communities and families, we are engaging in healing that extends beyond the individual.**

"Recovery is for Everyone" means we are proud of our diversity, and we are committed to sharing our personal accomplishments and struggles, reaching across barriers to support one another, and actively dismantling systems that harm our recovery neighbors.

The Recovery Month observance and theme, **"Recovery is for Everyone"** works to inspire people across the country to transform the **"I"** into **"we"** and build bridges between families, communities, and groups.

We celebrate our diversity and seek to develop deeper understanding, caring, and connection that nurtures recovery.

FOLLOW AND TAG US

 @Faces & Voices of Recovery UK

 @facesvoicesofrecovery

 @FAVORUK

 @Faces and Voices of Recovery UK

ASSETS/ MARKETING MATERIAL

Easily download and use web banners, logos, and other content to promote Recover Month by visiting: [Website link to download](#)

Here is a glimpse of the current promotional materials available for Recovery Month:

- Campaign Flyer
- Recovery Month Logos
- Recovery Month Toolkit
- Social Media Banners

Content is also added regularly to <https://rm.facesandvoicesofrecovery.org/downloads/> as Recovery Month approaches.

HASHTAGS FOR PROMOTION

GUIDELINES

- Generally, it is best practice to avoid an overabundance of hashtags in each post.
- The number of hashtags can vary based on content, however, those responsible for social media accounts should avoid using more than 5 hashtags per post.

HASHTAGS THAT CAN BE INCLUDED IN EVERY POST

- #RecoveryMonth[Insert Year]
- #RecoveryIsPossible
- #WeDoRecover
- #RecoveryIsForEveryone
- #RecoveryMonth – in combination with other hashtags
- #Recovery – in combination with other hashtags

SPECIALTY HASHTAGS: HOW AND WHEN TO USE THEM

The following specialty hashtags can also be used to highlight local recovery community events:

- **#RecoveryMonth**[Inset Year]
- **#RecoveryMonth**[Insert Location] – when highlighting community events or your area
- **#RecoveryIsPossible**[Insert Location]- when highlighting resources or community events or your area
- **#LanguageMatters** – when speaking of destigmatizing language or discussing the new guide: Your Choices, Our Lives: A Quick Guide to Fair and Accurate Media Coverage of Addiction and Mental Illness
- **#MakeSeptemberPurple** – when showcasing people wearing purple clothing or community buildings (monuments, landmarks, etc.) that are lighted purple, elevating purple as the color of Recovery Month

WORDS AND IMAGERY TO AVOID

POSITIVE

- ✓ Person with a Substance Use Disorder
- ✓ Alcohol and Drug Use
- ✓ Recurrence of Use
- ✓ Death by Suicide
- ✓ Person in Recovery
- ✓ Person with a Mental Health Disorder

NEGATIVE

- ✗ Addict or Alcoholic
- ✗ Alcohol and Drug Abuse
- ✗ Relapse
- ✗ Committed Suicide
- ✗ Clean/ Sober
- ✗ Crazy

EMOJIS TO AVOID

- Alcohol emojis ex.



- Needle of Syringe emojis ex.



- Emojis representing other substances ex.



CAPITALIZATION

- What capitalization style to be used when writing on social media, i.e., sentence case, title case, no capitals, etc.

RECOVERY MONTH:

- When writing in any form of media always capitalize Recovery Month.

THE TAG LINE:

- This year's tagline should always be title case as shown below:
 - Recovery is for Everyone: Every Person, Every Family, Every Community
- Recovery is for Everyone: Every Person, Every Family, Every Community

SUGGESTED POSTS

DIVERSITY:

Suggested Post:

Each year, Recovery Month emphasizes that

Recovery is for Everyone: Every Person, Every Family, Every Community” to shift our focus to community, we celebrate our diversity and seek to develop deeper understanding, caring, and connection that nurtures recovery.

Suggested Tweet:

When we celebrate our connections to the diversity of people from all walks of life striving for #recovery, we find support and courage to speak up for inclusion, respect, and opportunity. #RecoveryMonth

SPECIFIC LOCATION:

Suggested Tweet/ Post:

Whether our faces and voices are shared through digital platforms or safe, socially-distanced gatherings we celebrate the millions of people who have found, are finding, and have yet to find this path to hope, health, and personal growth. #RecoveryIn[insertlocation] #RecoveryMonth

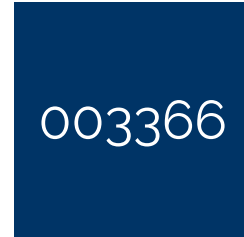
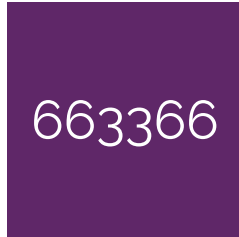
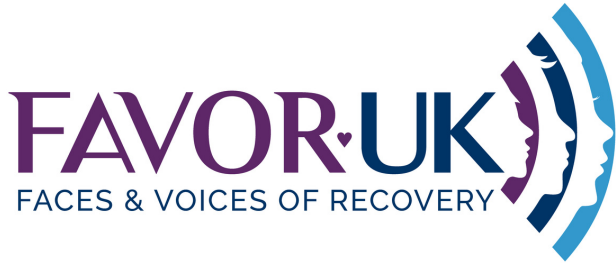
EVENTS/CAMPAIGNS*

- August 31, 2021 – International Overdose Awareness Day (overdoseday.com)
- September 5-11, 2021 – Suicide Prevention Week
- September 9, 2021 – Recovery Month Kick-Off Event
- September 10, 2021 – World Suicide Prevention Day
- September 20, 2021 – National Addiction Professionals Day (naadac.org/national-addiction-professionals-day)
- September 30, 2021 – International Recovery Day (<https://internationalrecoveryday.org/>)

*This list is not exhaustive of all available events and campaigns. Inclusion of websites and resources in this document and on the Recovery Month website does not constitute official endorsement.

DESIGN

The following are options for the Recovery Month Brand Concept

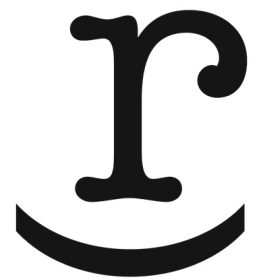


FONT- LUXIA

FONT- RALEWAY

FONT- LUXIA MEDIUM

FONT- RALEWAY BOLD



SOCIAL MEDIA POST

The following designs can be used for your preferred social media platform or newsletters!



Download the Social Media templates or add your pictures to create your own custom Recovery Month post!

Be sure to check back for updates!

[Click here to access Square Templates](#)

[Click here to access Rectangle Templates](#)

COLLECTIVE EXPERIENCE FROM PRIOR RECOVERY MONTHS

What can you do this Recovery Month?

COMMUNITY EVENTS

Organising an event for Recovery Month is an ideal way to celebrate the achievements of the recovery community. Events bring people together to share real life experiences of the power of recovery from addiction to alcohol and other drugs. Before planning your event, consider the criteria that will make it a success. Setting goals will help determine the type of event you host, as well as inform what messages will resonate with the attendees. Possible goals include:

- Spreading knowledge and awareness about addiction to alcohol and other drugs and the different recovery pathways
- Promote prevention, treatment, and recovery support services in your community •Inspire others to champion recovery as possible and attainable
- Secure coverage in the media, blogs or social media platforms to reach those who cannot attend an event or to continue the conversation Events can come in all forms and sizes.
- Proclamation signing: a proclamation is an official announcement by a public official, usually an important local decision-maker. The signing gathers people together to generate enthusiasm and awareness for a common cause.

Community events or activities don't just improve attitudes and reduce stigma, they can also serve as effective fundraisers and offer great opportunities for your community.

There is a multitude of different ways you might try to put your organisation on the map, locally, try to consider what best suits your local community.

Community events can raise funds, increase your profile, promote good relationships with the community and inspire people in the local community at the same time.

INVOLVING THE LOCAL COMMUNITY AND ORGANISING COMMUNITY EVENTS

By declaring September Recovery Month, public officials can alert members of the community that prevention, treatment, and recovery support services are available and that addiction to alcohol and other drugs is a significant issue affecting the local community.

Walk, Run, or Rally:

This can bring you into contact with your local (park/roads and walkway) authorities and community policing teams who can support your event. (This is a great opportunity to get some sponsorship from local businesses.)

WORKING WITH THE MEDIA

To successfully promote your Recovery Month event, it is essential to give the media information that is useful and relevant. Media outreach and the resulting coverage will increase awareness of events and highlight community efforts focused on mental health and substance use disorders. The term “media” refers to the mass means of communication that reach many people through different channels, including broadcast, print, web, and social media platforms.

This document includes the basics of media outreach, including tips on speaking with the media and creating long-term relationships.

DETERMINE A FOCUS

To begin, it is important to differentiate your Recovery Month event from other activities in the area, since members of the media receive many requests to attend and cover events. When determining the focus of your media outreach, use the following factors to increase your chances of coverage:

- **Hot topics:** In the crowded news space, a fresh, timely, and relevant angle will ensure that an event is considered. Check out healthcare trends, such as new research or policies, which may be driving the conversation in the news or on blogs.

- **Local impact:** Research compelling and current statistics that illustrate the prevalence of recovery from mental health and substance use disorders, both locally and nationally.
- **Proximity:** Media outlets have less money to spend on staffing and travel, so make sure you are contacting the most appropriate outlet and person. When reaching out to the media, emphasise the direct connection of the event to the local community, such as the appearance of a local official.
- **Timeliness:** When contacting reporters, take into account how frequently their publications are distributed. Many reporters may request an advance lead time to write about an event before their publications go to print. Other reporters, such as those for broadcast outlets, may only cover “breaking news” live at the event site.

RESEARCH

After establishing the key, newsworthy aspects of your event, identify the appropriate outlets and reporters to contact. To find out who has covered topics related to mental and substance use disorders, set up Google Alerts ([google.com/alerts](https://www.google.com/alerts)), which will notify you when news on the topic you select is published.

ORGANISE

It is helpful to keep your media contacts' information organised and accessible. Media lists are best created in a spreadsheet program. Once you have identified a potential contact, include the following information in your spreadsheet:

- Contact name and title
- Contact outlet
- Email
- Phone number
- Facebook page and Twitter handle
- Pertinent notes (e.g., preferred time and method of contact, previous articles on recovery topics, and remarks from your interactions with this person)

CONNECT

Once the list is complete, reach out to reporters via phone or email, depending on each contact's individual preferences. Reporters often have time limitations, so keep the message short when "pitching" the event. Refer to the end of this document for sample pitches and phone scripts.

Bloggers tend to respond to people they have engaged with previously, so it may be beneficial to send an introductory email to the blogger to break the ice and start developing a relationship.

Once a relationship is established, follow up with details of your Recovery Month event.

Likewise, when "pitching" reporters, start with an introduction and then ask about their availability.

Instead, offer to call back at a different time or connect with a colleague who may be interested in talking about the event.

After the conversation, thank each media contact for his or her time, exchange contact information, and set expectations for potential follow-up. Also, offer to send event materials (such as a promotional flyer) for further details. Confirm by email or phone whether they will be attending.

INTERVIEW

Reporters who cover an event may request an interview with the host, a speaker, or a key member of the host organisation. If your team is presented with an opportunity to be interviewed by a member of the media, prepare for the discussion in advance. Research the interested media contact and anticipate the types of questions that may be asked. To best answer the questions, familiarise yourself with the event and all supplementary materials. Finally, practice answering questions with a friend or colleague.

The day before the interview, confirm the logistics and anticipated length of the interview.

Whether your interview will be in-person or by phone, always be professional and polite. Keep in mind that the goal of the interview is to communicate Recovery Month key messages, event details, and to describe the importance of prevention, treatment, and recovery support services in the local area.

The following tips may also be useful in an interview:

- **Bridging:** This technique allows you to stay on message and avoid answering questions that may steer the conversation to unanticipated areas. Instead of answering the question head-on, find a component of the question that can be tied back to one of the main points. For example, you might say, "That's a great example of the power of recovery..." and then give a main talking point about recovery.
- **Bundling:** This technique allows a person to state a key point and then explain their justification for making the point. For example, a key message may include the phrase, "FAVORUK has a series of initiatives that improve prevention, treatment, and recovery support services." This would be followed by important follow-up points that back up the key message, such as: "Recovery Month supports these initiatives by..."
- **Blocking:** If a reporter asks you a question that you are uncomfortable answering, avoid saying "no comment," as it may appear you are hiding something. Instead, offer to put the reporter in contact with someone who can accurately answer the question. For example, "I am not the best person to answer that question; however, I can put you in contact with a local organisation that can provide the information."

For a successful in-person interview, remember to maintain eye contact, sit up straight, control hand movements, demonstrate enthusiasm and genuine feelings in your voice, and dress professionally. For a successful phone interview, be sure to prepare by rehearsing and drafting notes. Find a quiet place to hold the call, convey a friendly tone in your voice, and ask follow-up questions if needed.

PRACTICE

When speaking with the media, it may be helpful to use the following talking points about Recovery Month, which can be specific to an event.

For a specific event: On **[Date]** at **[Time]**, **[Organization]** is hosting **[Event or Activity]** at **[Location]** to celebrate recovery and encourage individuals with a mental health or substance use disorder to seek recovery and achieve a healthy, happy life. Mental health and substance use disorders can affect anyone, including people in **[City]**, where **[Number]** people have a mental health or a substance use disorder. Our community must remain dedicated to the recovery process by helping people address these preventable and treatable conditions, and support individuals in recovery, as well as their family members.

[Organisation]'s activities are part of Recovery Month. This year, **[Organisation]** will be observing Recovery Month by **[Include the Name and Brief Description of your Recovery Month Activities]**.

FOLLOW-UP

Follow up with any reporters who covered Recovery Month to obtain a final copy of the piece, save their contact for your next event, and provide links to any coverage when reporting on your event. Be sure to promote any featured media pieces by posting on your social media channels and website, and share with your stakeholders and partners.

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Twitter: [@FAVORUK](#)

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