



# UK Recovery Walk and Conference 2024

## Social Media Communication Pack

Firstly, thank you for being part of this years UK Recovery Walk and Conference. Your support is invaluable as our small charity with a big voice continues to make a difference to families and communities in the UK.

This year we have put together a social media marketing plan. We hope that this will raise the profile of the UK Recovery Walk and Conference and that, as a result, we will see record numbers at both events.

This year we have put together a social media marketing plan that will deliver a consistent and joined up approach to our marketing campaign. As part of this pack there is a spreadsheet that details what day to post, what to post and, where appropriate, the name of the graphic that should be used as part of the post.

**PLEASE ENSURE THAT POSTS ARE POSTED ON THE DAYS SHOWN ON THE SPREADSHEET AND THAT THE FOLLOWING ORGANISATIONS ARE TAGGED IN ALL POSTS.**

**THE SPREADSHEET ALSO INDICATES WHERE ONE OFF TAGS SHOULD BE APPLIED.**

X (Twitter)	Facebook
<p>@favoruk @camdencouncil @changegrowlive @turningpointuk @forwardtrust @humankind_uk @phoenixfutures1 @abbeycare @wearewithyou @castlecraig @training_rca @islingtonbc @cpparktrust</p>	<p><a href="https://www.facebook.com/FAVORUK">https://www.facebook.com/FAVORUK</a> <a href="https://www.facebook.com/LBCamden">https://www.facebook.com/LBCamden</a> <a href="https://www.facebook.com/changegrowlive">https://www.facebook.com/changegrowlive</a> <a href="https://www.facebook.com/TurningPointSocialEnterprise">https://www.facebook.com/TurningPointSocialEnterprise</a> <a href="https://www.facebook.com/ForwardTrust/">https://www.facebook.com/ForwardTrust/</a> <a href="https://www.facebook.com/Humankindcharity/">https://www.facebook.com/Humankindcharity/</a> <a href="https://www.facebook.com/phoenixfuture">https://www.facebook.com/phoenixfuture</a> <a href="https://www.facebook.com/AbbeycareRehab/">https://www.facebook.com/AbbeycareRehab/</a> <a href="https://www.facebook.com/wearewithyoucharity">https://www.facebook.com/wearewithyoucharity</a> <a href="https://www.facebook.com/CastleCraigHospital">https://www.facebook.com/CastleCraigHospital</a> <a href="https://www.facebook.com/RecoveryCoachAcademy">https://www.facebook.com/RecoveryCoachAcademy</a> <a href="https://www.facebook.com/IslingtonBC/">https://www.facebook.com/IslingtonBC/</a> <a href="https://www.facebook.com/crystalpalaceparktrust/">https://www.facebook.com/crystalpalaceparktrust/</a></p>

**PLEASE ALSO ALWAYS USE THE FOLLOWING HASHTAGS**

**#UKRW2024    #UKRECOVERYWALK**

If you do not post the various messages directly to your own social media channels, please ensure that you share the posts from FAVOR UK to your own walls. This will ensure maximum exposure to this years walk and conference.



## Foreword

Welcome to the UK Recovery Walk 2024 in the vibrant city of London! It is my distinct pleasure to join you all today, united in our mission of hope, resilience, and transformation. This year's walk, our 16th annual event, stands as a powerful testament to the collective strength of our recovery community. It showcases the incredible journeys of those beginning their path to recovery, celebrates those who have enjoyed many years of freedom from addiction, and honours the services and loved ones who have supported us every step of the way.

For me personally, this event is a sort of homecoming. It was here in London that I found my own recovery and spent the first three years building a solid foundation on which the rest of my recovery has been built. Therefore, this walk holds a very special place in my heart.

At Faces & Voices of Recovery UK (FAVOR UK), we stand as a beacon of hope for individuals and families affected by alcohol and other drug addictions. Our organisation is driven by the voices of those with living and lived experiences, advocating for a balanced and compassionate system that ensures equitable access to high-quality services for all, from harm reduction to abstinence.

### Our Journey and Impact

Reflecting on the past year, we have all faced numerous challenges, from the ongoing cost of living crisis to the alarming rates of drug and alcohol-related deaths. Yet, amidst these adversities, our community has demonstrated unparalleled resilience. The Dame Carol Black Review and the national drug strategy have brought much-needed funding to our sector, and FAVOR UK has been at the forefront, ensuring these resources are wisely invested to benefit those in need.

Our advocacy has led to significant milestones, including the Right to Recovery Bill in Scotland, which promises to guarantee access to necessary addiction treatment. This legislation is a groundbreaking step towards destigmatising addiction and integrating recovery services within the broader healthcare system.

### Celebrating Recovery

Today, we celebrate recovery as a powerful and transformative force. The UK Recovery Walk is not just a march through Crystal Palace Park; it is a symbol of the hope and optimism that defines our community. Each step we take is a testament to the thousands who walk this path, proving that recovery is not only possible but thriving.

### Looking Ahead

As we move forward, our commitment remains unwavering. We will continue to challenge policymakers, advocate for equitable access to services, and provide the necessary support and resources to those in need. Our work is only possible through the generosity of our sponsors, the dedication of our volunteers, and the tireless efforts of our team.

One of the most inspiring developments on the horizon is the potential for groundbreaking legislation in Scotland with the Right to Recovery Bill. This bill aims to enshrine in law the right to access and choose from a range of treatments, from harm reduction interventions to recovery-oriented services. Such legislation would be a monumental step forward, ensuring that everyone has the legal right to the treatment they need, fostering an environment where recovery can flourish.

In closing, I extend my heartfelt thanks to everyone who has supported FAVOR UK. Your dedication and commitment are the driving forces behind our success. Together, we are making a tangible difference in the lives of individuals and families across the UK. Let us walk today with pride, hope, and the unwavering belief that recovery is possible for everyone.

Thank you for being part of this incredible journey.

Annemarie Ward  
**Chief Executive | Faces & Voices of Recovery UK**

# FAVOR UK Annual Conference

13 September 2024

Hinde Street Methodist Church, London, W1U 2QJ

# DISRESPECT!

This years conference will explore three themes related to disrespect, addiction and recovery; **DISRESPECT** and stigma in addiction, **RESPECT** and self-care in recovery and **RESPECT** for others and being of service in recovery.



## Keynote Speaker - Dame Carol Black

Dame Carol Mary Black is a British physician, academic, specialising in rheumatology. She was President of the Royal College of Physicians from 2002 to 2006, advised the British Government on the relationship between work and health from 2006 to 2016, and was Principal of Newnham College, Cambridge from 2012 to 2019. She is an expert on the disease scleroderma. She has authored four independent reviews for the UK Government: of the health of the working age population in 2008 as National Director for Health and Work; of sickness absence in Britain in 2011 as co-chair; and of employment outcomes of addiction to drugs or alcohol, or obesity, in 2016; and of illicit drugs in England, Part 1 on supply and demand, and the market for drugs of which was published in February 2020, and Part 2 on prevention, treatment and recovery was published in 2021.

## SCHEDULE

<b>10.00am</b>	<b>Welcome from Annemarie Ward</b>	<b>12.50am</b>	<b>Expert by experience</b>
	<u>Disrespect and Stigma in Addiction</u>	<b>1.05pm</b>	<b>The Gift</b> Emily Pearson (Founder and Managing Director, Our Mind's Work, and Big World Recovery)
<b>10.10am</b>	<b>Stigmatisation of people with alcohol use disorder</b> Dr Aswin Dhanda (Associate Professor of Hepatology, University of Plymouth and Honorary Consultant Hepatologist, University Hospitals Plymouth NHS Trust)	<b>1.35pm</b>	<b>Lunch</b>
<b>10.40am</b>	<b>Stigma: a barrier to women accessing drug and alcohol treatment</b> Sarah Page (Associate Professor, Staffordshire University) and Sophia Fedorowicz (Expert Citizens CIC)		<u>Respect for others &amp; being of service in recovery</u>
<b>11.10am</b>	<b>Expert by experience</b>	<b>2.35pm</b>	<b>Build on Belief</b>
<b>11.25am</b>	<b>Recovery is Good for Business</b> Naetha Uren (Founder and Director, Recovery Coach Academy)	<b>3.05pm</b>	<b>Expert by experience</b>
<b>11.55am</b>	<b>Coffee break</b>	<b>3.20pm</b>	<b>Break</b>
	<u>Respect for self and self-care in recovery</u>	<b>3.45pm</b>	<b>Inclusive Recovery Cities</b> Professor David Best (Director, Centre for Addiction Recovery Research, Leeds Trinity University)
<b>12.20am</b>	<b>Hepatitis C testing and treatment in recovery</b> Louise Hansford and Tony Mullaney (Hep C Elimination Coordinators, NHS Addictions Provider Alliance)	<b>4.15pm</b>	<b>Keynote Speech</b> Dame Carol Black
		<b>4.40pm</b>	<b>Close</b>



## Professor David Best

Dr. David Best is Professor of Addiction Recovery at Leeds Trinity University, Honorary Professor of Regulation and Global Governance at The Australian National University and Adjunct Associate Professor of Addiction Science at Monash University (Melbourne). He is also chair of the Prisons Research Network of the British Society of Criminology. He is also an Affiliate Senior Scientist at the Public Health Institute in California and a founding member of the College of Lived Experience Recovery Organisations in the UK. Trained as a psychologist and criminologist, he has worked in practice, research and policy in the areas of addiction recovery and rehabilitation of offenders. He has authored or co-edited seven books on addiction recovery and desistance from offending, and has written more than 230 peer-reviewed journal publications and around 70 book chapters and technical reports.



## Assoc. Professor Ashwin Dhanda

Dr Dhanda is an Associate Professor of Hepatology at the University of Plymouth and an Honorary Consultant Hepatologist at the South West Liver Unit at University Hospitals Plymouth NHS Trust. He has a clinical and academic interest in alcohol use disorder and alcohol-related liver disease. He is part of a national MRC-funded consortium aiming to reduce death from alcohol-related liver disease and leads a workstream to validate a novel bioassay to measure response to steroid therapy. He is also leading a qualitative study to understand patient experience after diagnosis with this condition. He was Chief Investigator for the MIRAGE trial testing a new type of psychological therapy to treat alcohol use disorder in people with liver disease. Some of his current work centres around the NIHR-funded ARMS-Hub partnership, a network of experts and people with lived experience of alcohol-related liver disease. Research priorities around dealing with stigma have been identified and work is ongoing to address these.



## Assoc. Professor Sarah Page

Prior to working at Staffordshire University, Sarah Page worked in a strategic management role helping partnerships work more effectively together to tackle poverty, inequalities and crime related issues. Sarah currently researches predominately around alcohol, drug and gambling addiction from a shared learning and social justice perspective. She is an Associate Professor in Social Justice and Social Learning in the School of Health, Education, Policing and Social Sciences at Staffordshire University. Sarah continues to input into strategic partnerships through research to help with action plan forming and service development and design. She engages students in professional research projects under the umbrella of the Staffordshire University Crime and Society Group. Sarah also has practitioner experience of working within the Criminal Justice System with offenders (both young offenders and adult offenders) in a therapeutic capacity addressing addiction issues.



## Emily Pearson

With an extensive career spanning over 25 years in the fields of mental health, substance use, and health and social care, Emily possesses an unparalleled depth of knowledge and experience. Emily's unique perspective allows her to seamlessly integrate best practices from health and social care into Our Mind's Work where she is Founder and Managing Director helping employers to foster mentally healthy workplaces that thrive. Emily, is also a plant-hoarding, loving wife and mother, human owned by a very cute dog and a woman in recovery from a Ketamine addiction, all rolled into one quirky 5 foot 1 and a half package. Emily has now added Recovery Coaching to her professional bow, tackling the stigma of addiction for women and highlighting the impact female hormones can have on self-medication.



## Naetha Uren

Naetha Uren is the Owner/Founder and CEO of Recovery Coach Academy (CCAR.UK) and Director of a Recovery Coach Community CIC. Naetha trains and supports Recovery Coaches in the UK and internationally to create a ripple effect to support individuals, organizations, and communities to positively promote recovery from addictions (substance use, alcohol, gambling, etc.) Naetha is the glue to 4 generations living under one roof: thriving in recovery. She works with her daughter, their combination of credible lived experience and professional skills, mean they provide a unique and valuable perspective along with a passion to educate and share Recovery Coaching. They have also created a community for Recovery Coaches where they provide opportunities to engage, enhance and elevate Recovery Coaching; and are now helping to establish Recovery Friendly Workplaces.



# **UK Recovery Walk 2024**

**11am - Saturday 14 September**  
**Crystal Palace Park, London, SE1 2GA**



**For more information visit**  
**[www.facesandvoicesofrecoveryuk.org/ukrw24](http://www.facesandvoicesofrecoveryuk.org/ukrw24)**



**@FAVORUK**



**@FAVORUK**

# Faces and Voices of Recovery UK Annual Conference

13 September 2024

Hinde Street Methodist Church, Thayer Street, London, W1U 2QJ

## ~~DIS~~RESPECT!

This years conference will explore three themes related to respect, addiction and recovery; **DISRESPECT** and stigma in addiction, **RESPECT** and self-care in recovery and **RESPECT** for others and being of service in recovery.



**Dame  
Carol Black**

Author of UK Gov  
Independent Review  
of Drugs



**Dr David Best**

Professor of Addiction  
Recovery at Leeds  
Trinity University



**Dr Ashwin  
Dhandra**

Associate Professor  
Hepatology at  
Plymouth University



**Sarah Page**

Associate Professor  
of Social Justice at  
Staffordshire University



**Emily Pearson**

Visionary Thought  
Leader & founder/CEO  
of Our Minds Work



**Naetha Uren  
RCP-F**

Founder & CEO  
of Recovery Coach  
Academy

To purchase tickets please visit <https://www.facesandvoicesofrecoveryuk.org/ukrw24/>

# UK RECOVERY WALK LONDON 20 24



**Saturday 14 September 2024  
Crystal Palace Park  
London**

# FAVOR UK Annual Conference 2024

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## MEET OUR SPEAKER

### David Best

Professor of Addiction Recovery at  
Leeds Trinity University

David Best is Professor of Addiction Recovery at Leeds Trinity University, Honorary Professor of Regulation and Global Governance at The Australian National University and Adjunct Associate Professor of Addiction Science at Monash University (Melbourne).

David is also chair of the Prisons Research Network of the British Society of Criminology. He is also an Affiliate Senior Scientist at the Public Health Institute in California and a founding member of the College of Lived Experience Recovery Organisations in the UK.



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## MEET OUR SPEAKER

### Ashwin Dhanda

Associate Professor of Hepatology and  
Honorary Consultant Hepatologist

Dr Dhanda is a Consultant Hepatologist and Clinician Scientist with an interest in translational research relating to inflammatory liver diseases, particularly alcohol-related liver disease. He is part of a national MRC funded consortium aiming to minimise death from alcoholic hepatitis and is leading a workstream to validate a novel bioassay to measure response to glucocorticoid (steroid) therapy.

He is also Chief Investigator of a pilot randomised controlled trial of Functional Imagery Training to treat alcohol dependence in patients with alcohol-related liver disease



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## MEET OUR SPEAKER

### Emily Pearson

**Visionary Thought Leader and Founder and CEO of Our Minds Work**

Emily is a pioneering visionary thought leader in the workplace mental health and wellbeing sector. With a career spanning over 25 years in the fields of mental health, substance use, and health and social care, she possesses an unparalleled depth of knowledge and experience.

Her unique perspective allows her to seamlessly integrate best practices from health and social care into Our Mind's Work where she is Founder and Managing Director helping employers to foster mentally healthy workplaces that thrive.



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### Sarah Page

Associate Professor in Social Justice  
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Sarah continues to input into strategic partnerships through research to help with action plan forming and service development and design. Group. She also has practitioner experience of working within the Criminal Justice System with offenders (both young offenders and adult offenders) in a therapeutic capacity addressing addiction issues.



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### Dame Carol Black

Author of UK Governments Independent Review on Drugs

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She has authored four independent reviews for the UK Government. Her Independent Review on Drugs was published in two parts; part 1 on supply and demand, and the market for drugs was published in February 2020, and Part 2 on prevention, treatment and recovery was published in 2021.



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## MEET OUR SPEAKER

### Naetha Uren RCP-F Founder & Director, Recovery Coach Academy

Naetha trains and supports Recovery Coaches in the UK and internationally to create a ripple effect to support individuals, organizations, and communities to positively promote recovery from addictions (substance use, alcohol, gambling, etc.) Naetha is the glue to 4 generations living under one roof: thriving in recovery. She works with her daughter, their combination of credible lived experience and professional skills, mean they provide a unique and valuable perspective along with a passion to educate and share Recovery Coaching. They have also created a community for Recovery Coaches where they provide opportunities to engage, enhance and elevate Recovery Coaching; and are now helping to establish Recovery Friendly Workplaces.



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# Travelling to Crystal Palace Park for the UK Recovery Walk?

**Here's our handy travel guide and rough prices so you know what to expect and where to go when you arrive.**

## **By Train**

Crystal Palace Park is just a short walk from Crystal Palace Station or Penge West Station, both of which are on the Windrush Overground Line. View Southern Railway's "Plan Your Journey" and TFL's "Journey Planner" for more information. A travel card for Zones 1-4 which covers the above named stations costs around £12 for unlimited travel.

## **By Car**

There are four car parks within the park, accessible via the Thicket Road, Anerley Hill and Crystal Palace Park Road entrances. Please note car parking charges will apply from the end of June 2024, for full info visit this page.

## **By Bus**

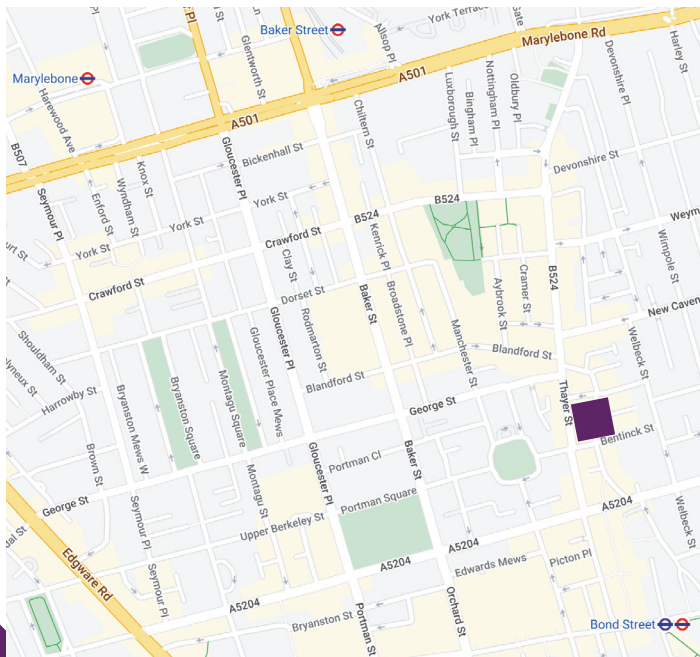
There are 8 buses that travel past Crystal Palace Park. Details can be found at <https://tfl.gov.uk/modes/buses>. A one day TFL bus pass costs around £6 but bear in mind the buses take a long time.

## **By Plane**

The most convenient airport to fly to is London City, but flights are expensive. A cheaper alternative would be to fly into London Heathrow and catch the tube to Crystal Palace. Catching the tube from Heathrow costs around £13 for an all day pass but the journey takes around 90 minutes.

# FAVOR UK Annual Conference 2024

13 September 2024 - Hinde Street Methodist Church, W1U 2QJ



The venue for the FAVOR UK 2024 Annual Conference is Hinde Street Methodist Church.

The location of the church is shown on this map. The nearest underground station is Bond Street which is just a five minute walk away.

Baker Street and Marylebone stations are a ten and fifteen minute walk away respectively.

All three stations are shown on the map so you can easily find your way to Hinde Street.

To purchase tickets please visit <https://www.facesandvoicesofrecoveryuk.org/ukrw24/>



# TODAY

## **FAVOR UK Annual Conference**

Hinde Street Methodist Church, London W1U 2QJ

**~~DIS~~RESPECT!**

**Dame Carol Black • Dr David Best  
Dr Ashwin Dhanda • Sarah Page  
Emily Pearson • Naetha Uren**

To purchase tickets please visit  
<https://www.facesandvoicesofrecoveryuk.org/ukrw24/>

# TOMORROW

## **UK Recovery Walk**

**Crystal Palace Park, London SE19 2GA**

# FAVOR UK Annual Conference

## 13 September 2024

Hinde Street Methodist Church, London, W1U 2QJ

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<b>Disrespect and Stigma in Addiction</b>		12.20am	<b>Expert by Experience:</b> Respecting yourself in Recovery
10.10am	<b>Stigmatisation of people with alcohol use disorder</b> Dr Aswin Dhanda (Associate Professor of Hepatology, University of Plymouth and Honorary Consultant Hepatologist, University Hospitals Plymouth NHS Trust)	1.05pm	<b>The Gift</b> Emily Pearson (Founder and Managing Director, Our Mind's Work, and Big World Recovery)
10.40am	<b>Stigma: a barrier to women accessing drug and alcohol treatment</b> Sarah Page (Associate Professor, Staffordshire University) and Sophia Fedorowicz (Expert Citizens CIC)	1.35pm	<b>Lunch</b>
11.10am	<b>Expert by Experience</b> The impact of stigmatisation on the recovery journey	<b>Respect for others &amp; being of service in recovery</b>	
11.25am	<b>Recovery is Good for Business</b> - Naetha Uren (Founder and Director, Recovery Coach Academy)	2.35pm	<b>Build on Belief</b> Respecting the Recovery of others in the LERO environment
11.55am	<b>Coffee break</b>	3.05pm	<b>Expert by experience</b>
<b>Respect for self &amp; self-care in recovery</b>		3.20pm	<b>Break</b>
		3.45pm	<b>Inclusive Recovery Cities</b> Professor David Best (Director, Centre for Addiction Recovery Research, Leeds Trinity University)
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		4.40pm	<b>Close</b>

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# Your Walk Route

