



SAMHSA

Substance Abuse and Mental Health
Services Administration

RECOVERY MONTH TOOLKIT

2022

Every Person. Every Family. Every Community.



WWW.SAMHSA.GOV/RECOVERY



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ABOUT RECOVERY MONTH

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.

The Substance Abuse and Mental Health Services Administration (SAMHSA) aims to increase public awareness surrounding mental health and addiction recovery. In the years since Recovery Month launched, SAMHSA has timed announcements of initiatives and grant funding during Recovery Month, while collaborating with private and public entities to celebrate individuals in long-term recovery.

This year, to address the nation's mental health and overdose crisis, SAMHSA is launching initiatives that increase access to prevention, harm reduction, treatment and recovery services and supports, celebrate the strong and proud recovery community, and applaud the dedication of service providers and community members across the nation who make recovery possible.

Read the White House Proclamation on [National Recovery Month, 2022](#).

MARKETING AND PROMOTIONAL MATERIALS

Materials for a successful Recovery Month

SAMHSA Recovery Month Branding and Images

The 2022 SAMHSA Recovery Month colors include the following hue codes:



Recovery Purple
#704b9d



SAMHSA Light Blue
#85bce4



SAMHSA Blue
#5191cd



SAMHSA Dark Blue
#1f419a

Font options for Recovery Month include:

- Fonts approved in the SAMHSA Branding Guide, including Arial font
- Recovery Month fonts:

BEBAS NEUE CYRILLIC

Mont

2022 Recovery Month images can include the following:





SAMHSA Social Media Accounts

On SAMHSA's social media channels, we will be sharing information about recovery and Recovery Month throughout September and beyond. Following and distributing information posted on these accounts is highly encouraged to further expand Recovery Month's reach.

- Website: samhsa.gov/recovery-month
- Facebook: www.facebook.com/samhsa
- Twitter: [@samhsagov](https://twitter.com/samhsagov)
- Instagram: [@samhsagov](https://www.instagram.com/samhsagov)

Social Media

Download sample social media posts and graphics featuring SAMHSA resources that your organization can post during Recovery Month from here:

www.samhsa.gov/recovery-month.

Stickers

On SAMHSA's social media channels that use GIPHY stickers, such as Facebook and Instagram, there are Recovery Month stickers uploaded and available for public use.



To access the stickers, use the Story function on either Facebook or Instagram. Upload a Recovery Month image, post, or background content. To locate the stickers, use the following instructions:

- Tap the sticker icon at the top of the story page. →
- Tap the search bar at the top.
- Type in @recoverymonth
- Select the sticker you would like to add to your story.



You can also access the stickers via the following link:

[The GIPHY Recovery Month Sticker Account](#)

The individual links to the stickers can be found here:

- [Round Recovery Month Sticker](#)
- [Purple Every Person. Every Family. Every Community. Sticker](#)

Hashtags for Promotion

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 five hashtags per post.

The following are hashtags that can be included with every post:

#RecoveryMonth – in combination with other hashtags

#RecoveryisPossible – in combination with other hashtags

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

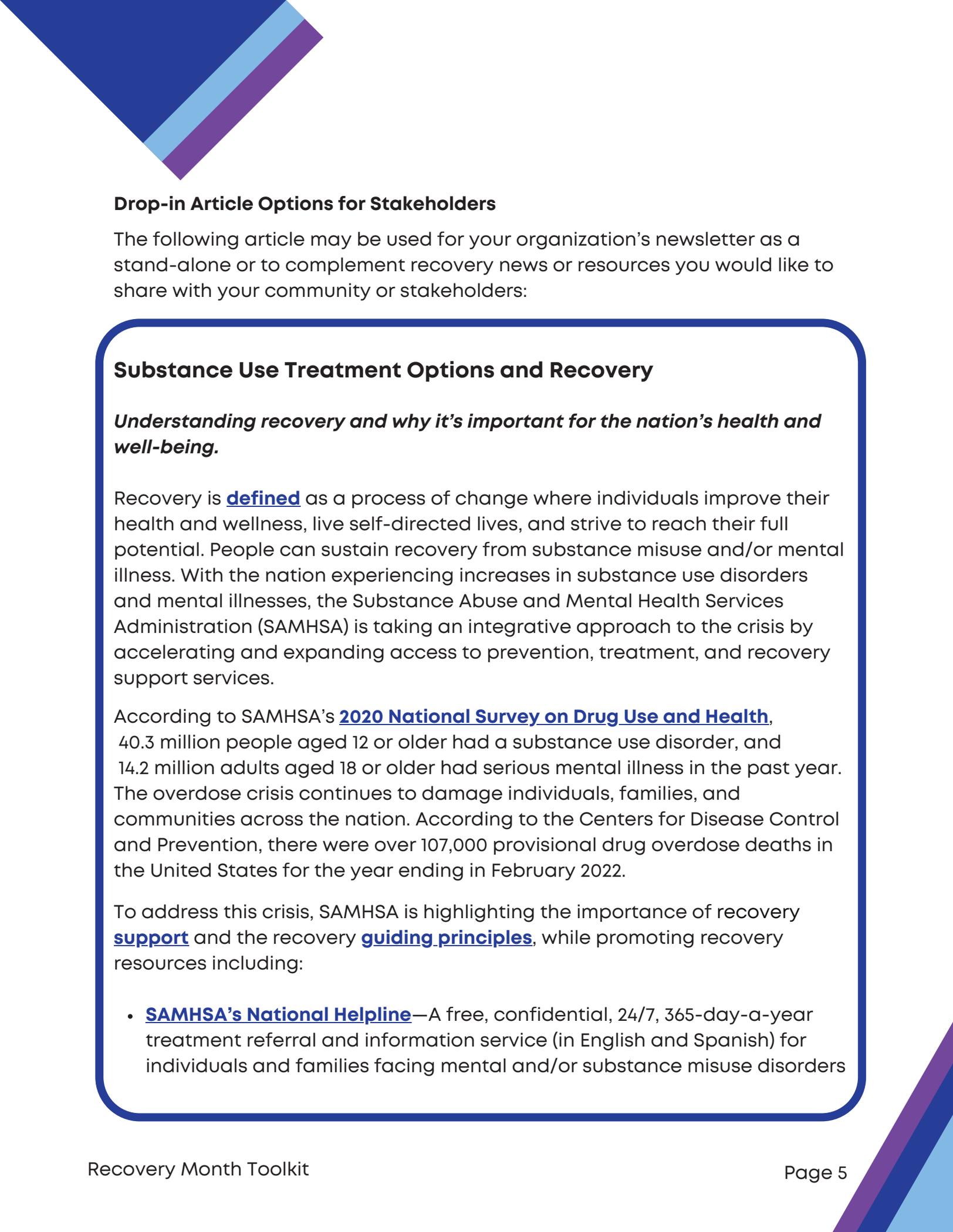
#RecoveryMonth[Insert Location] – when highlighting community events or your area

#RecoveryIsPossible[Insert Location] – when highlighting resources or community events or your area

Vlogs

Watch Recovery Month video messages from:

- [Acting Deputy Assistant Secretary for Mental Health and Substance Use](#)
- [Assistant Secretary for Mental Health and Substance Use](#)



Drop-in Article Options for Stakeholders

The following article may be used for your organization's newsletter as a stand-alone or to complement recovery news or resources you would like to share with your community or stakeholders:

Substance Use Treatment Options and Recovery

Understanding recovery and why it's important for the nation's health and well-being.

Recovery is **defined** as a process of change where individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential. People can sustain recovery from substance misuse and/or mental illness. With the nation experiencing increases in substance use disorders and mental illnesses, the Substance Abuse and Mental Health Services Administration (SAMHSA) is taking an integrative approach to the crisis by accelerating and expanding access to prevention, treatment, and recovery support services.

According to SAMHSA's [2020 National Survey on Drug Use and Health](#), 40.3 million people aged 12 or older had a substance use disorder, and 14.2 million adults aged 18 or older had serious mental illness in the past year. The overdose crisis continues to damage individuals, families, and communities across the nation. According to the Centers for Disease Control and Prevention, there were over 107,000 provisional drug overdose deaths in the United States for the year ending in February 2022.

To address this crisis, SAMHSA is highlighting the importance of recovery **support** and the recovery **guiding principles**, while promoting recovery resources including:

- [SAMHSA's National Helpline](#)—A free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for individuals and families facing mental and/or substance misuse disorders

- The new [**988 Suicide & Crisis Lifeline**](#) (formerly known as the National Suicide Prevention Lifeline)—A national network of local crisis centers that provide free and confidential emotional support to people in suicidal or substance use crisis, or emotional distress 24 hours a day, 7 days a week across the United States
- The SAMHSA [**Online Treatment Locator**](#)—A confidential and anonymous source of information for persons seeking treatment facilities in the United States or U.S. territories for substance misuse/addiction and/or mental health illness

SAMHSA is also focused on the nation’s youth, who are increasingly at risk. Recent data show that American youth aged 0–24 years old accounted for 6,000 overdose deaths in 2020, a 66% increase from 2019. Among adults ages 18 or older in 2020, 21% (or 52.9 million people) had any mental illness (AMI) in the past year. The percentage of past-year AMI is highest among young adults (ages 18 to 25); 10.2 million people or 30% of individuals in this age group had AMI.

As part of the efforts to raise awareness of the recovery process, SAMHSA is hosting a panel of young adults on September 30, 2022, [**International Recovery Day**](#), moderated by Tom Coderre, Acting Deputy Assistant Secretary for Mental Health and Substance Use at SAMHSA. Panelists will discuss their recovery journeys, while sharing success stories and provide hope that recovery is possible.

SAMHSA is proud to celebrate Recovery Month and provide the resources individuals need to begin and stay on their unique recovery journeys.

About SAMHSA

SAMHSA is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. One of SAMHSA’s most important missions is reducing the impact of substance use and mental illness on America’s communities.

Follow SAMHSA on social media:

[**@facebook.com/samhsa**](#)

[**@twitter.com/samhsagov**](#)

[**@youtube.com/samhsa**](#)

[**@instagram.com/samhsagov**](#)

[**www.samhsa.gov/blog**](#)

Words and Imagery to Avoid

Words:

- Drug-users/drug abusers
- Addicts
- Alcoholic
- Abusers
- Meth user, crackhead, junkies, or other stigmatizing terms for drug use
- Persons who relapsed
- Committed suicide, failed/successful suicide, completed suicide
- Clean/Sober
- Survivor
- Mentally ill, insane, mental defect, asylum, suffers from or is afflicted with [conditions], crazy, or other ableist terms (e.g., “spaz,” “nuts,” “defective”)
- High-risk people, high-risk populations, vulnerable populations, priority populations
- Violent language such as: killing it, taking a shot at/best shot, pull the trigger, take a stab at, go off the reservation
- Avoid words that are overused in recovery (e.g., phrases like “One day at a time”)

Images:

- Images that display stereotypical power or status inequities (e.g., portraying white persons only as healthcare providers and people from racial and ethnic minority groups only as patients)
- Images that only reflect one age or race demographic
- Clichéd imagery and toxic positivity images (e.g., images with phrases like “It could be worse”)
- Images of hypodermic needles and other paraphernalia
- Images of drugs
- Images of straitjackets

Emojis such as:

- Alcohol emojis
- Needle or syringe emojis
- Emojis representing other substances (such as pills)

There are many SAMHSA resources available to those who want to access inclusive alternatives. For resources, please access the SAMHSA [Resource Guide](#), *Overcoming Stigma, Ending Discrimination*, and the SAMHSA [webpage](#), *The Power of Language and Portrayals: What We Hear, What We See*.

Additional sources:

- The American Academy of Pediatric's [policy statement](#) issued in June 2022 that provides inclusive language options and words to avoid
- Centers for Disease Control and Prevention's [Preferred Terms for Select Population Groups and Communities](#)
- American Psychological Association's [Inclusive Language Guidelines](#)
- CDC's [Inclusive Images](#)

RECOVERY MONTH PANEL DISCUSSION EVENT

As part of the efforts to raise awareness of the recovery process, SAMHSA is hosting a panel of young adults on September 30, 2022, [International Recovery Day](#), moderated by Tom Coderre, Acting Deputy Assistant Secretary for Mental Health and Substance Use at SAMHSA. Panelists will discuss their recovery journeys, while sharing success stories and providing hope that recovery is possible.

The panel will be accessible to the public on September 30 at 1:15 p.m. EDT via livestream on SAMHSA's [Facebook page](#).

**RECOVERY MONTH
PANEL DISCUSSION**

Young Adults in Recovery – Making Small Choices, Everyday.

September 30th, 2022 1:15 PM EDT
Streamed Live on [Facebook](#)

Tom Coderre
Moderator,
SAMHSA

Kamil Arrington
Panelist

Sammy Garcia
Huerta
Panelist

Dirk Whitebreast
Panelist

Beth Leiphoitz
Panelist

Every Person. Every Family. Every Community.

SAMHSA
Substance Abuse and Mental Health
Services Administration

RECOVERY EVENTS

Your guide to all the latest SAMHSA Recovery Events

Visit the Recovery Month [webpage](#) for the latest information about recovery events.

MEDIA

Media inquiries should be sent to: media@samhsa.hhs.gov, or call **240-276-2130 (press 4)**.



Media Advisory

SAMHSA To Host Virtual Panel Discussion During Recovery Month: “Young Adults in Recovery—Making Small Choices, Every Day”

WHAT: The Substance Abuse and Mental Health Services Administration (SAMHSA) in partnership with Mobilize Recovery will host a panel of young adults who will share their personal recovery journeys on September 30, 2022, [International Recovery Day](#). Moderated by Tom Coderre, Acting Deputy Assistant Secretary for Mental Health and Substance Use at SAMHSA, the panel aims to highlight success stories and to emphasize that recovery is possible for every person, family, and community.

According to the National Center for Health Statistics, in 2020, 40.3 million people aged 12 or older had a substance use disorder. The Centers for Disease Control and Prevention also reports that there were 100,306 drug overdose deaths in the United States during the 12-month period ending in April 2021, an increase of 28.5 percent from the 78,056 deaths during the same period the year before. The SAMHSA panel will spotlight these issues and heighten knowledge about the recovery process.

WHO: Panel participants include:

- Moderator: [Tom Coderre](#), Acting Deputy Assistant Secretary for Mental Health and Substance Use at SAMHSA;
- Panelist: [Beth Leipholtz](#);
- Panelist: [Samuel Huerta](#);
- Panelist: [Dirk Whitebreast](#); and
- Panelist: [Kamil Arrington](#).

WHEN: September 30, 2022, at 1:15 p.m. EDT

WHERE: Livestreamed via SAMHSA's [Facebook page](#).

CONTACT: media@samhsa.hhs.gov; 240-276-2130 (press 4)

ABOUT SAMHSA: SAMHSA is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. SAMHSA's mission is to reduce the impact of substance use and mental illness on America's communities.

The following is a list of recovery resources:

- SAMHSA's [National Helpline](#)—A free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for individuals and families facing mental and/or substance misuse disorders
- The new [988 Suicide & Crisis Lifeline](#) (formerly known as the National Suicide Prevention Lifeline)—A national network of local crisis centers that provide free and confidential emotional support to people in suicidal or substance use crisis or emotional distress 24 hours a day, 7 days a week across the United States
- The SAMHSA [Online Treatment Locator](#)—A confidential and anonymous source of information for persons seeking treatment facilities in the United States or U.S. territories for substance misuse/addiction and/or mental health illness
- [Recovery and Recovery Support](#)—An overview about the recovery process, including guiding principles and cultural awareness and competency
- The SAMHSA [Office of Recovery](#)—Established to ensure that the voices of individuals in recovery are heard and to support the expansion of recovery support services across the country

Please visit www.samhsa.gov for more information.

FEDERAL RESOURCES

Resources for finding treatment



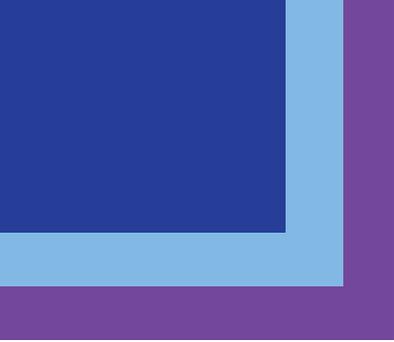
It is critical that SAMHSA and stakeholders provide a united front when referring the public to treatment. The following is a list of links, which highlight the available recovery services:

The public can be referred to the following SAMHSA webpages:

- [**SAMHSA Recovery and the Recovery Support Webpage**](#): This page is a general overview about recovery and the SAMHSA offices.
- [**SAMHSA Find Treatment Webpage**](#): This page lists resources depending on the type of condition someone is trying to recover from.
- [**Youth.gov**](#): This page contains information for youth regarding mental health and substance use services.

SAMHSA [**Online Treatment Locators**](#): The SAMHSA Online Treatment Locators allow any person to search for specific treatment options near them related to their situation. Below is a current list of the find treatment options:

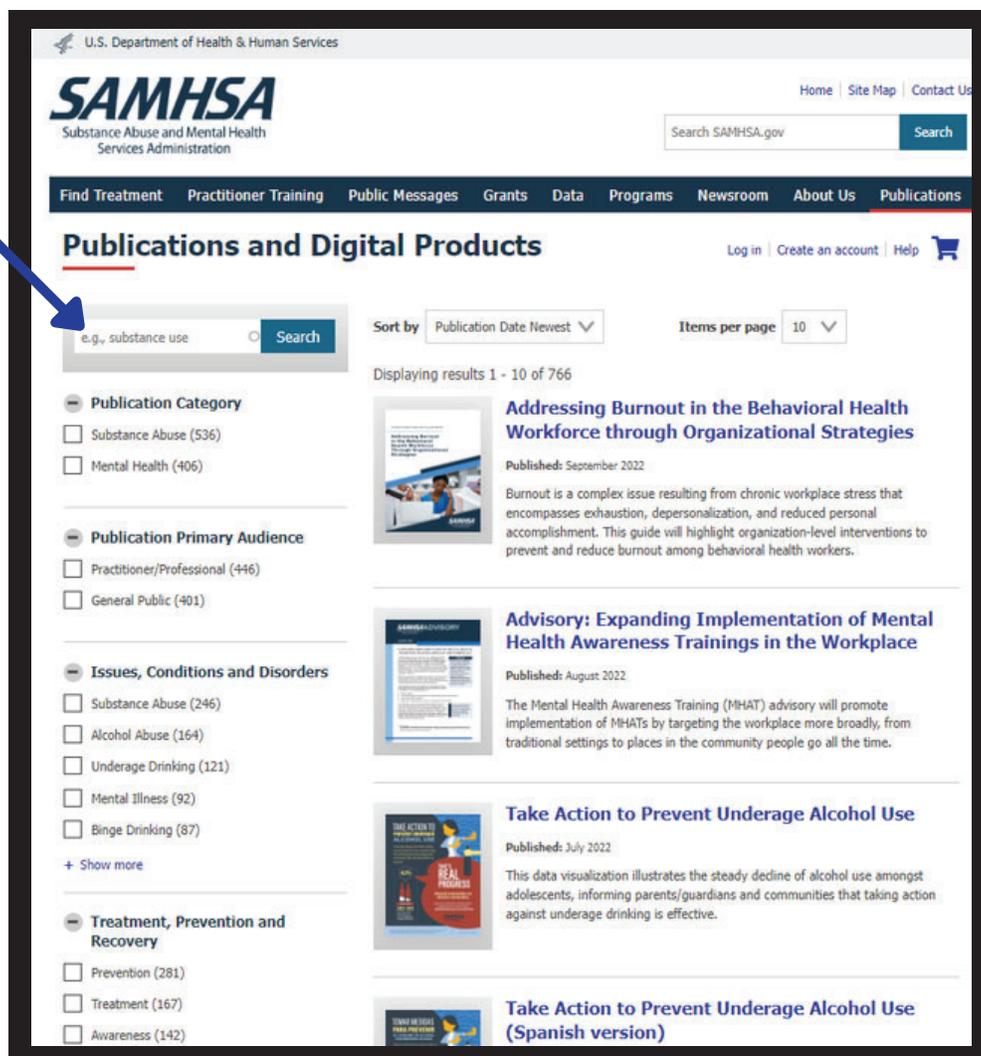
- [**Substance Use Treatment Locator**](#): Millions of Americans have a substance use disorder. Help is available, treatment works, and people recover every day. Find a state-licensed treatment facility near you.
- [**988 Suicide & Crisis Lifeline**](#): 24-hour, toll-free, confidential support for people in distress. Prevention and crisis resources for you or your loved ones.

- 
- **Behavioral Health Treatment Services Locator**: A confidential and anonymous source of information for persons seeking treatment facilities in the United States or U.S. territories for substance use/addiction and/or mental health problems.
 - **SAMHSA's National Helpline**: This Helpline provides 24-hour free and confidential treatment referral and information about mental and/or substance use disorders, prevention, and recovery in English and Spanish.
DIAL: 1-800-662-HELP (4357)
TTY: 1-800-487-4889
 - **Buprenorphine Practitioner & Treatment Program Locator**: Find information on locating practitioners and treatment programs authorized to treat opioids, such as heroin or prescription pain relievers.
 - **Disaster Distress Helpline**: SAMHSA's Disaster Distress Helpline provides 24/7, 365-day-a-year crisis counseling and support to people experiencing emotional distress related to natural or human-caused disasters.
DIAL or TEXT: 1-800-985-5990
 - **Early Serious Mental Illness Treatment Locator**: Find treatment programs in your state that treat recent onset of serious mental illnesses such as psychosis, schizophrenia, bipolar disorder, and other conditions.
 - **Veterans Crisis Line**: Reach caring, qualified responders with the Department of Veterans Affairs.
DIAL: 988 then press 1
TEXT: 838255
- 

- **[Opioid Treatment Program Directory](#)**: Find treatment programs in your state that treat addiction and dependence on opioids, such as heroin or prescription pain relievers.
- **[Drug-Free Workplace Helpline](#)**: Assists employers and union representatives with policy development, drug testing, employee assistance, employee education, supervisor training, and program implementation.
DIAL: 1-800-WORKPLACE (967-5752)

SAMHSA Store Products

The SAMHSA store offers a wide range of recovery products for the public where publications such as the *Facing Addiction in America: The Surgeon General’s Report on Alcohol, Drugs, and Health Full Report* are available [for download](#). Additional publications and digital products—such as posters, brochures, and videos—can be found by searching in the [SAMHSA store](#).



Additional Resources From Federal Agencies

The table below lists government agencies that provide substance use and recovery resources for the public.

FEDERAL AGENCY	LINKS
Centers for Disease Control and Prevention, Injury Center/Drug Overdose	<u>Recovery is Possible: Treatment for Opioid Addiction</u> <u>Rx Awareness</u>
Drug Enforcement Administration	<u>Raising Drug-Free Young People</u>
U.S. Food and Drug Administration, Drug Safety and Availability	<u>Information about Medication-Assisted Treatment</u>
U.S. Department of Health and Human Services, Office of the Assistant Secretary for Health	<u>Adolescent Health</u>
U.S. Department of Health and Human Services, Recovery Care and Support Services	<u>What Is Recovery?</u>
National Institutes of Health, National Institute on Drug Abuse	<u>Recovery</u>
U.S. Department of Housing and Urban Development, Recovery Housing Program	<u>Recovery Housing Program</u>
USA.gov (affiliated with all U.S. government agencies)	<u>Mental Health and Substance Abuse</u>

Questions? Contact us.

SAMHSA's mission is to reduce the impact of substance use and mental illness on America's communities.

5600 Fishers Lane, Rockville, MD 20857

1-877-SAMHSA-7 (1-877-726-4727)

www.samhsa.gov

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Substance Abuse and Mental Health
Services Administration

