Our Stories Have Power

Recovery Community Messaging Training

Section One (Abbreviated)

FACES & VOICES OF RECOVERY

2020 Recovery Leadership Summit   June 15-16

Introductions

- Dean LeMire, facilitator

- About this training

- Key updates to this training

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Overview of the Day

Learning Objectives

Participants will be able to …

Describe

- Key concepts of the New Recovery Movement
- Key components of recovery advocacy messaging

Differentiate

- Effective recovery messaging from ineffective recovery messaging

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Overview of the Day

1. Welcome & Introduction

2. Overview

3. The Recovery Movement

4. Recovery Messaging Section A

- Components
- Challenges & Objectives
- Needed Voices, Venues, Misconceptions

Closing

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Part 3

The
Recovery
Movement

The Recovery Movement: The Recovery Community
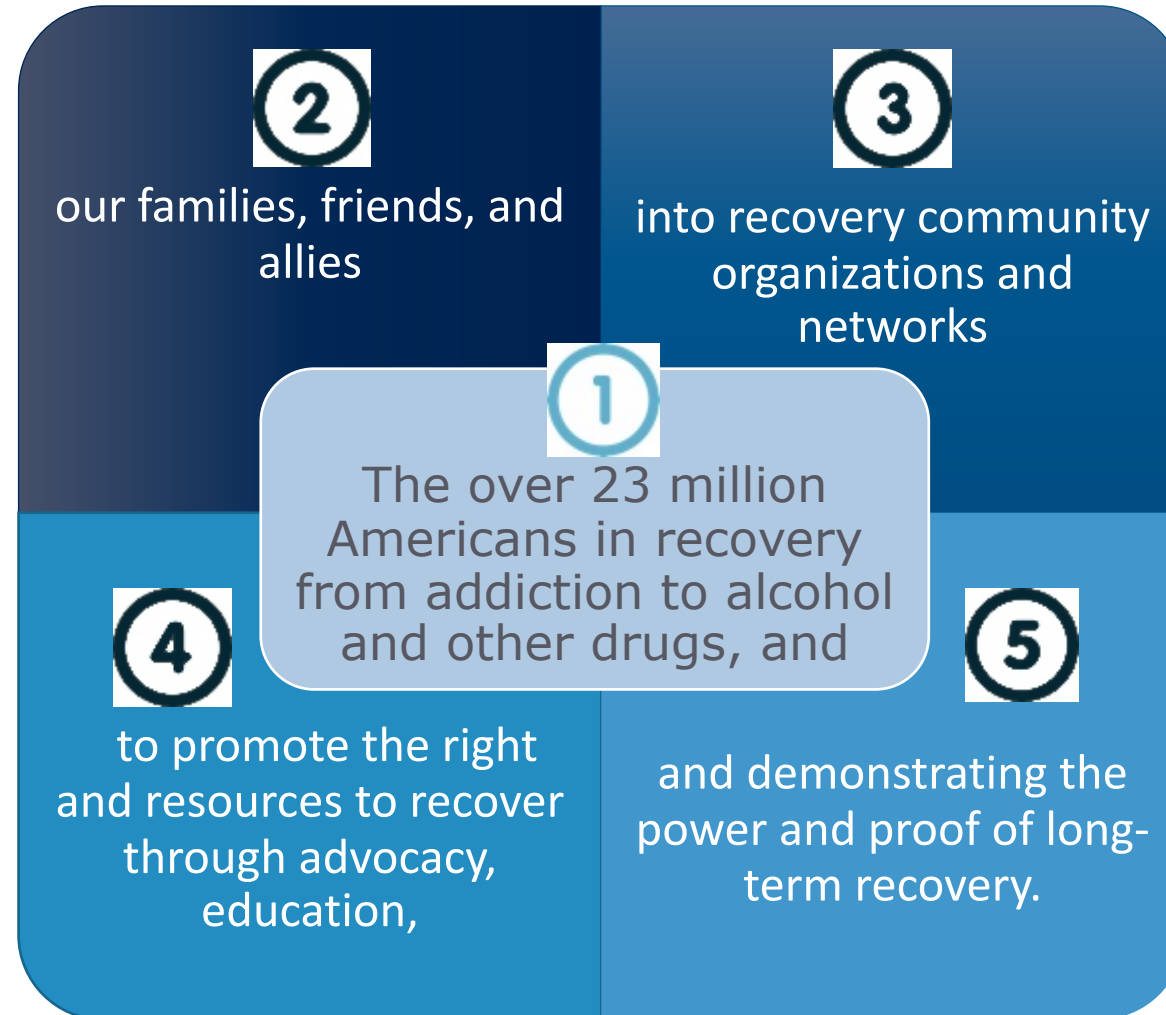

People in recovery from substance use disorders,
their family members, friends, and allies

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The Recovery Movement

Faces & Voices of Recovery is dedicated to organizing and mobilizing…

1 The over 23 million Americans in recovery from addiction to alcohol and other drugs, and

2 our families, friends, and allies

3 into recovery community organizations and networks

4 to promote the right and resources to recover through advocacy, education,

5 and demonstrating the power and proof of long-term recovery.

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In other words...

To bring the proo
power of recove
everyone in Ame

The Recovery Movement

How can we grow a constituency of consequence?

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The Recovery Movement

Inclusion

Honoring differences

Alignment

Speaking as one voice

Photo credit: Advocates for Recovery Colorado

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The Recovery Movement: Guided by Principles

Recovery …

- Emerges from hope
- Is person-driven
- Occurs via many pathways
- Is holistic
- Is supported by peers and allies
- Is supported through relationship and social networks

- Is culturally-based and influenced
- Is supported by addressing trauma
- Involves individual, family, and community strengths and responsibility
- Is based on respect

SAMHSA
Substance Abuse and Mental Health
Services Administration

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The Recovery Movement: Person-Driven

| Resource | Recipient | Object |

(Lofquist, W.A., 1983)

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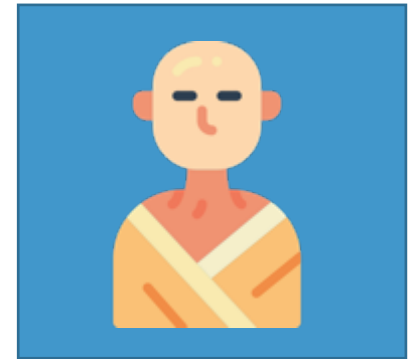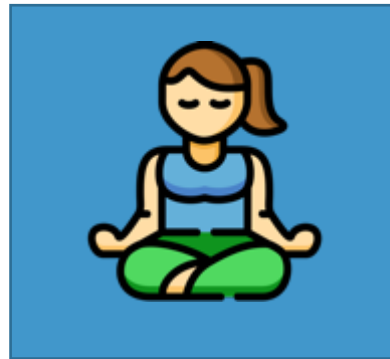
The Recovery Movement: Multiple Pathways of Recovery

Combinations & sequences of multiple pathways over time

+10,841

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The Recovery Movement:
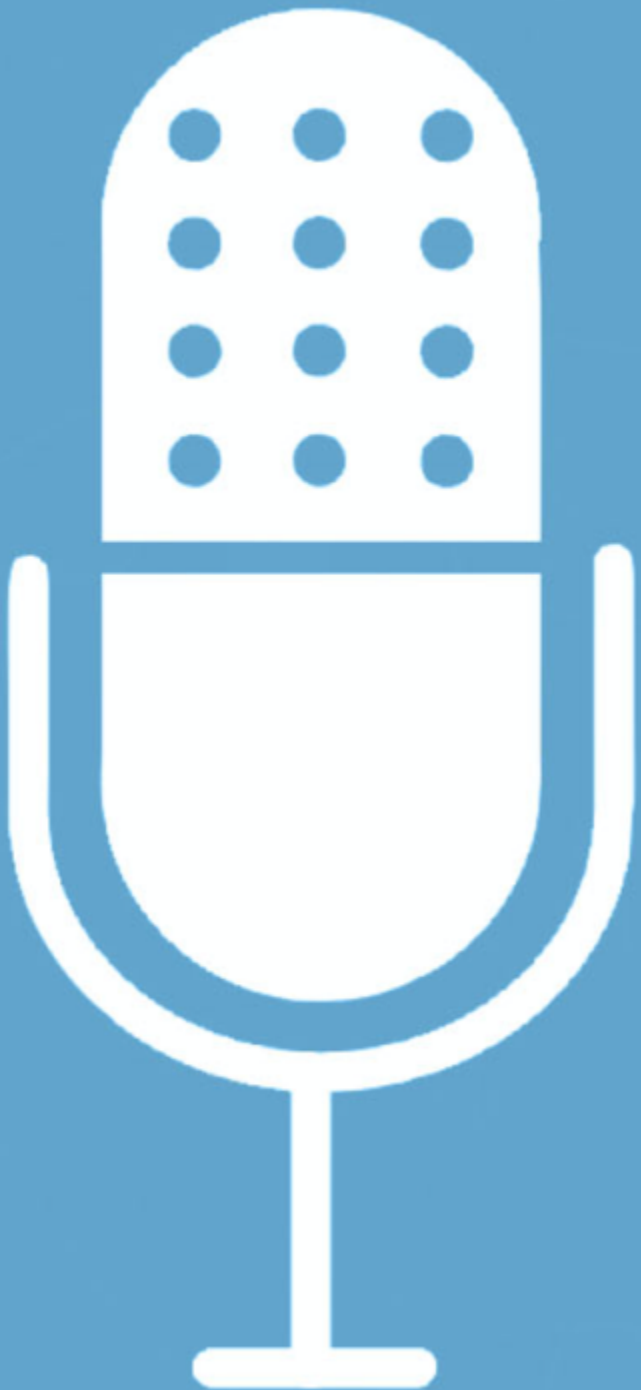## Multiple Recovery Identification Types
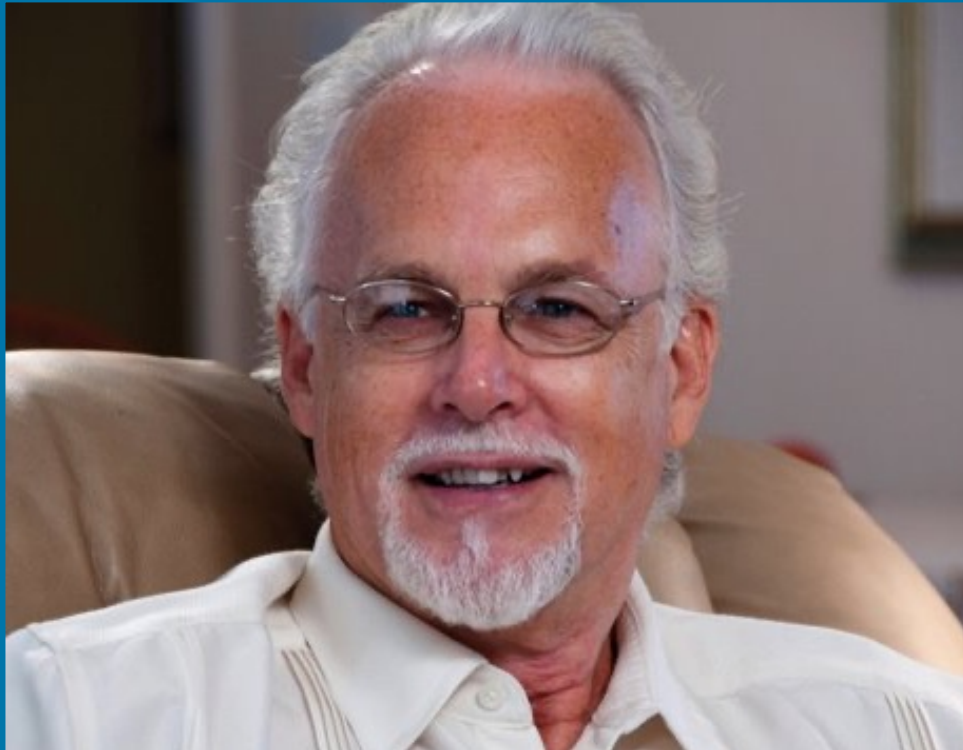
Positive

Negative

Part 4

Recovery

Messaging

Section A

Recovery Messaging Sec. A: Impactful Messaging Requires

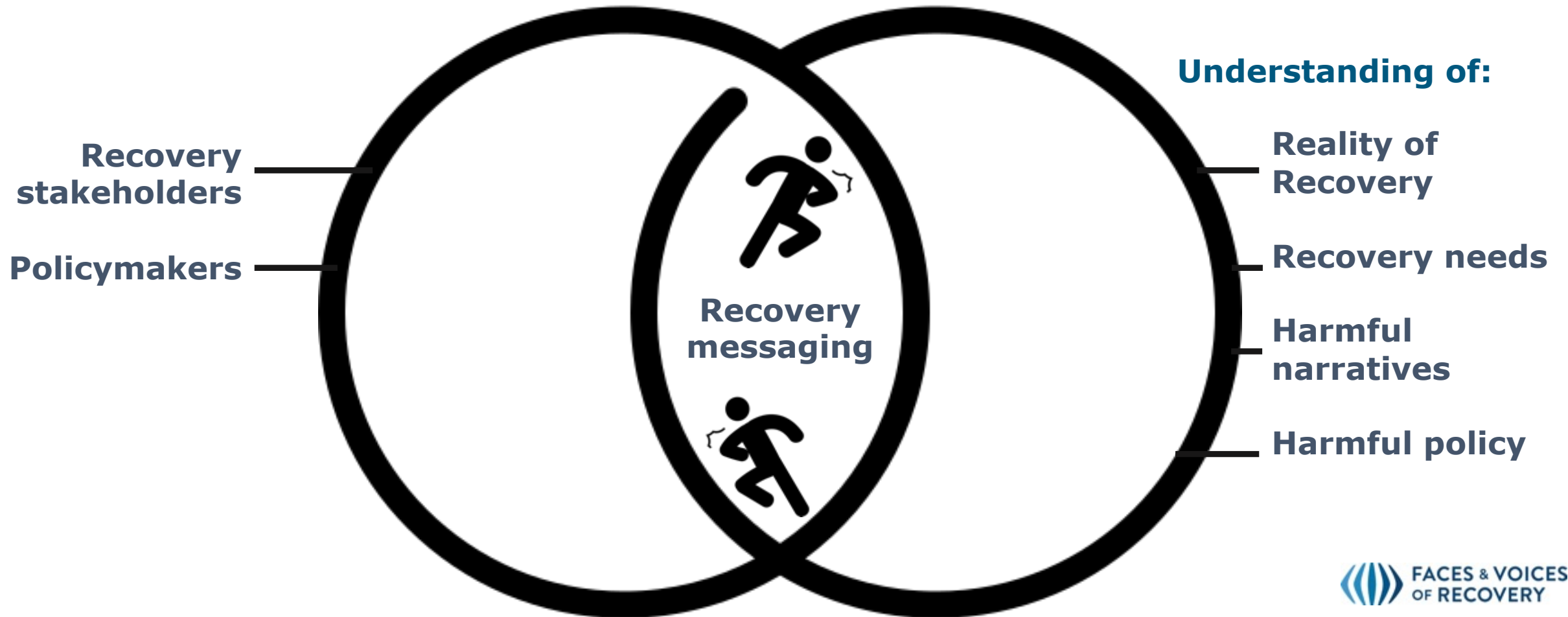|	$A + B$ $= C$	
Authenticity	**Clarity**	**Appeal**

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Recovery Messaging Section A: A Message of Hope

"Many of us have carried a message of hope on a one-to-one basis; this new recovery movement calls upon us to carry that message of hope to whole communities and the whole culture."

- William L. White, recovery historian, author, Person in long-term recovery

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Recovery Messaging Section A: Addressing Key Challenges

Recovery stakeholders

Policymakers

Recovery messaging

Understanding of:

Reality of Recovery

Recovery needs

Harmful narratives

Harmful policy

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Recovery Messaging Section A: Objectives

- **Build** power among adversely impacted people & communities

- **Build** a strong national recovery movement organized at the local, state, and national levels

- **Expand** opportunities for recovery initiation and maintenance

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Recovery Messaging Section A: Objectives

- **End Stigma**: Put a face and a voice to recovery to break down misconceptions and change attitudes

- **End discrimination**: Achieve a just response to substance use and substance use conditions as crises of public health and human rights

- **Replace** harmful policies affecting recovery stakeholders

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Recovery Messaging Section A: Needed Voices

Lend voice & hope to:

- People using medications in their recovery

- People of color

- People in criminal justice system

- Transgendered & non-binary persons

- Active military & veterans

- People who speak non-English languages

- Family members who have lost loved ones to addiction

- Young people in recovery and their families

- People in non-abstinence-based recovery

Combinations of these & other groups

Q: Whom are we missing?

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Recovery Messaging Section A: When can I use it?

When speaking to	When writing	During media interviews
Family	Articles	
Friends	Newsletter	
Neighbors	Blogging, etc.	
General public		

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Recovery Messaging Section A: Misconceptions

12-Step Traditions

- 11th and 12th Traditions discuss anonymity
- Recovery status vs. recovery affiliation

ADVOCACY
WITH
ANONYMITY

How can we stand up for our
RIGHTS while honoring
the ANONYMITY
tradition of our
TWELVE-STEP groups?

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Recovery Messaging Section A: Misconceptions

Advocacy can be liberating _and_ risky

- Identity changes

- Multi-party vulnerability

- Prioritize self care

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Recovery Messaging Section A: Components

Make it personal	Speak with one voice	Focus on recovery
Adds credibility and breaks down negative perceptions	Personal stories + consistent messaging = maximum impact	Not the disorder

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Recovery Messaging Section A: Introductions

There are four primary parts to recovery messaging introductions:

1 Identify yourself

2 Stating your relationship to recovery

(self, family, ally)

3 Describing what recovery means to you

4 Explaining why you are sharing your recovery status

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Recovery Messaging Section A: Person in recovery

- **I'm a person in sustained recovery which means to me**
  - I no longer have a problematic relationship with substances/certain substance
  - I've been able to create a better life for myself, my family, and/or my community
  - Sustained recovery has given me new hope and stability

- **I'm speaking out (sharing this with you) so that others will have the opportunity to live a life in recovery**

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Recovery Messaging Section A: Family members

- **My family / member and I are in sustained recovery, which means to me**
  - My son/daughter/husband/wife) has successfully changed their problematic relationship to substances
  - We've become healthier together, enjoying family life together
  - Sustained recovery has given me and my family new purpose and hope for the future

- **I want to make it possible for others to have the same opportunity**

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Recovery Messaging Section A: Allies

- **I am an ally to people in recovery, which means to me**
  - I am inspired by people who overcome adversity involving substance use
  - I make efforts to overcome my own biases and misconceptions about people with substance use disorders
  - I am willing to make adjustments in my personal and professional life to ensure more opportunities for people in or seeking recovery

- **I want others like me to share my enthusiasm for recovery**

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Part 5

Closing

Closing: Recovery Messaging Resources

Available at www.facesandvoicesofrecovery.org

- **Recovery Messaging from Faces & Voices of Recovery**

- **Recovery Messaging Questions and Answers**

- **Tip Sheet for Media Interviews**

- ***2018 Recovery Voices Count Toolkit***

- ***Our Stories Have Power DVD***

- ***Advocacy with Anonymity* pamphlet**

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Closing: Recovery Messaging Resources

- *Stigma Reduction Through Recovery Contact*
    - Written by Bill White, Tom Hill & Greg Williams

- *The Recovery Closet: Reflections on Coming Out, Part 1*
    - Written by Bill White, Tom Hill & Greg Williams

- *The Recovery Closet: Reflections on Coming Out, Part 2*
    - Written by Bill White, Tom Hill & Greg Williams

- Changing the Narrative: **www.changingthenarrative.news**

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Closing: Additional Recovery Resources

- *www.williamwhitepapers.com*

- *www.samhsa.gov*

- *www.recoveryanswers.org*

- *www.facesandvoicesofrecovery.org*

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