



THIS IS WHO WE ARE.



**FACES & VOICES
OF RECOVERY**

ADVOCATE. ACT. ADVANCE.





FACES & VOICES OF RECOVERY

Our Stories Have Power

Recovery Community
Messaging Training

Overview of the Day

Learning Objectives

Participants will be able to ...

Describe

- Key concepts of the new recovery movement
- Key components in creating a constituency of consequence

Differentiate

- Effective recovery messaging from ineffective recovery messaging

Illustrate

- The value of inclusive messaging internally and externally

Apply

- Key concepts to their lived experience
- The skills and knowledge needed to dismantle stigma

Overview of the Day

Agenda

1. Overview of the Day

2. The Recovery Movement

3. Recovery Messaging: Stigma
and the Words We Choose

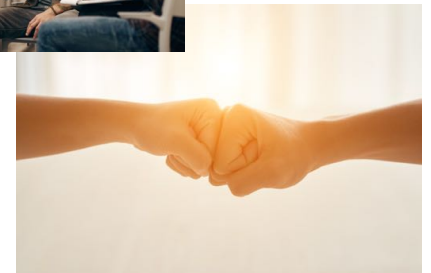
4. Closing

Safe and Brave Agreements



Take Five Minutes

- What makes you feel safe?
- What makes you feel courageous?
- What do these things look like in action?
- How do we hold each other accountable with compassion?



Safe and Brave Agreements



A Few Suggestions

- Confidentiality
- Active Listening
- Offer Grace
- Show Respect
- Encouragement and Gratitude
- Take Space/Make Space
- Your Ideas Here!
 - 1
 - 2
 - 3



In Case of an
Emergency

Ouch

Stretch

Parking Lot



The Recovery Movement

**The
Recovery
Movement**

The History

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The Recovery Movement: The History

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What is a movement?


Health and Wellness Movement- We are fighting for the mental and physical health and wellness of people in recovery from substance use disorder, their families, friends, and allies.

Social Justice Movement- We advocate at all levels of society and government for fair and equitable access to health care, recovery resources, and the tools to eradicate stigma.



**The
Recovery
Movement**

Constituency of Consequence

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The Recovery Movement: Constituency of Consequence

“Policy-makers didn’t necessarily view us as a constituency of consequence before. We started out doing rallies, and they were somewhat effective to tell our stories, but policy-makers wanted to know other things, like, ‘Are they registered? Are they educated on the issues? Do they cast ballots?’”

- *Tom Coderre, SAMHSA Regional Administrator, Recovery Advocate, and Former Rhode Island State Senator*

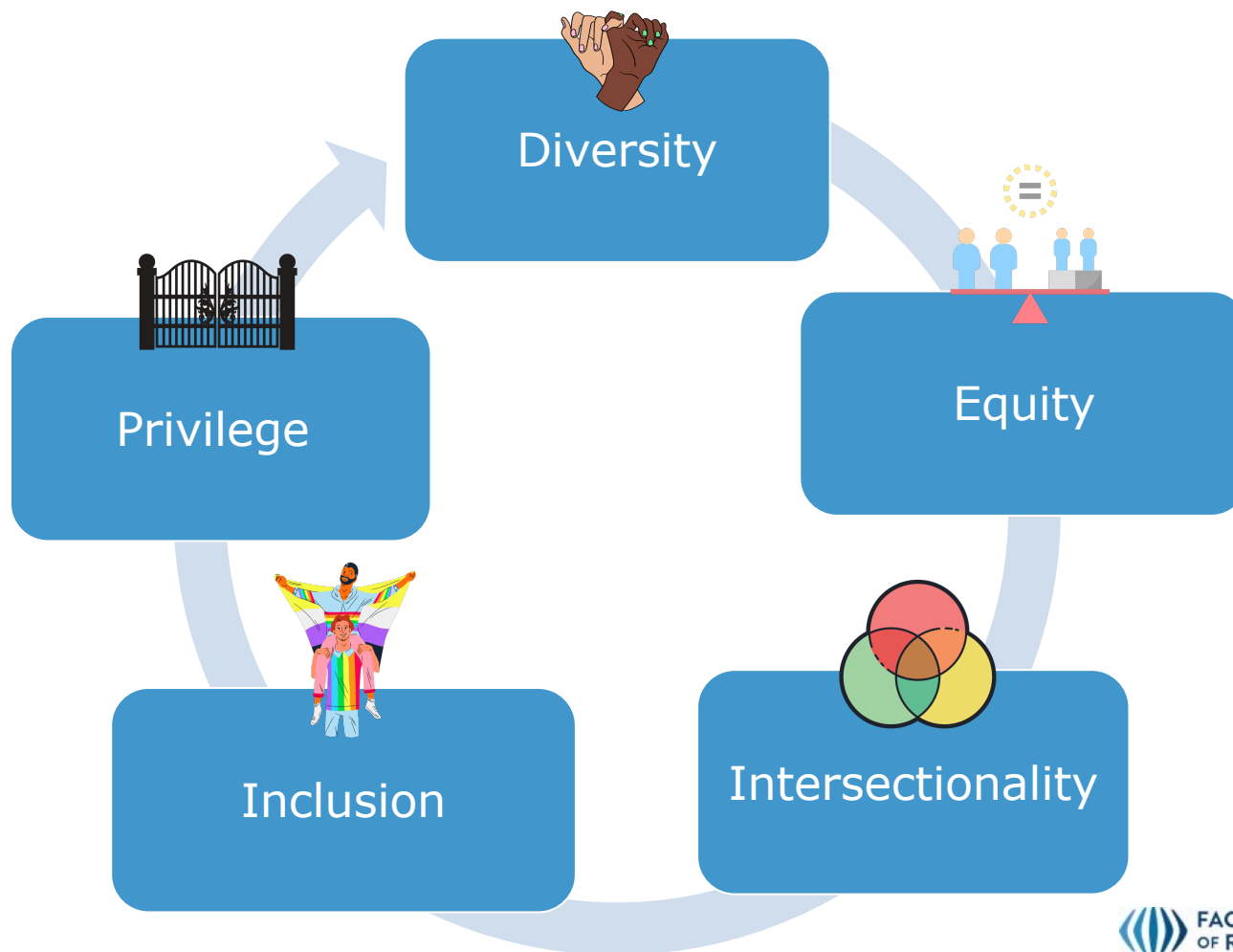
**The
Recovery
Movement**

How can we grow a
constituency of consequence?

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The Recovery Movement:

How to Build a
Constituency of
Consequence



The Recovery Movement: Constituency of Consequence

Diversity is about a rich mix of differences.

Internal Diversity

Race, Age, National Origin, Ethnicity such as BIPOC (Black, Indigenous, , Person of Color) Cultural Diversity, Gender, Sexual Appearance, Physical Ability, Mental Ability

Organizational

Job Function, Work Location, Department, Seniority, Length of Recovery, Recovery Type

External

Interests, Education, Appearance, Citizenship, Geographic Location, Family Status, Spiritual / Religion, Relationship Status, Socioeconomics Status, National Origin, Experiences

World View

Cultural Events, Politics, Historical/Geographical Knowledge.

The Recovery Movement: Constituency of Consequence

EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.

Equality is typically defined as treating everyone the same and giving everyone access to the same opportunities.

Equity refers to proportional representation (by race, class, gender, etc.) in those same opportunities.

What is intersectionality...

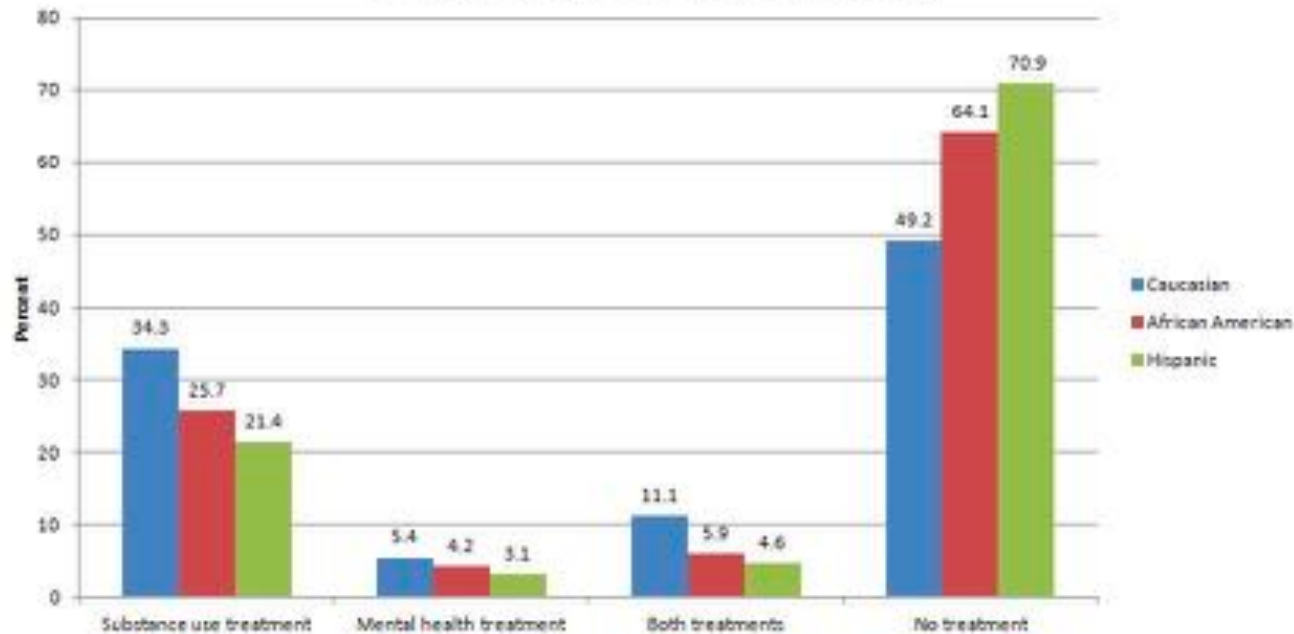


and why does it matter to the Recovery Movement?

The Recovery Movement:
Constituency of Consequence

The Recovery Movement: Constituency of Consequence

Race and Lifetime Treatment History



No treatment

> 50 %Caucasians

71% of Hispanics

64% of African Americans

**The
Recovery
Movement:
Constituency
of Consequence**

Inclusion is
about each person
feeling valued and connected.



The Recovery Movement: Constituency of Consequence

Privilege-

a special right, advantage, or immunity granted or available only to a particular person or group often unearned

White privilege-

"having greater access to power and resources than people of color [in the same situation] do."

- Francis E. Kendall, author of *Diversity in the Classroom and Understanding White Privilege: Creating Pathways to Authentic Relationships Across Race*.



The Recovery Movement: Constituency of Consequence

Why Discuss Privilege at a Recovery Messaging Training?

Other Forms of Privilege

Ability – To be able bodied in a world created for able bodied people.

Class- To have been born into or even work your way into a higher financial bracket.

Gender- To be male in a male-centric world.

Education – Receiving a free education in the wealthiest country in the world.

Religious- To be a member of the countries or regions primary religion.

Privilege = Power =
A Way to Make
Meaningful Change

The Recovery Movement

In Practical Terms:



Reach out to other organizations that serve people the community.



Intentionally advertise your events on diverse media outlets.



Consult with DEI experts in your area.

Survey the community you serve regularly to insure you are meeting all their unique needs.

Listen with compassion and empathy when people with lived experience do speak up.



Make sure your leadership and staff reflect the diversity of your community; both seen and unseen.

The Recovery Movement: Constituency of Consequence

What we missed

TEACH
THE CHILDREN
THE TRUTH



Systemic Racism (13th
Amendment, Redlining)

Regular Racism

The First Opioid Epidemic

Prohibition

The War on Drugs

The Criminal Justice System

Crack Vs. Cocaine

And many more...



**The
Recovery
Movement**

Guided By Principle

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The Recovery Movement: Guided by Principles - Large Group Exercise

Recovery is supported by peers and allies/through relationship and social networks

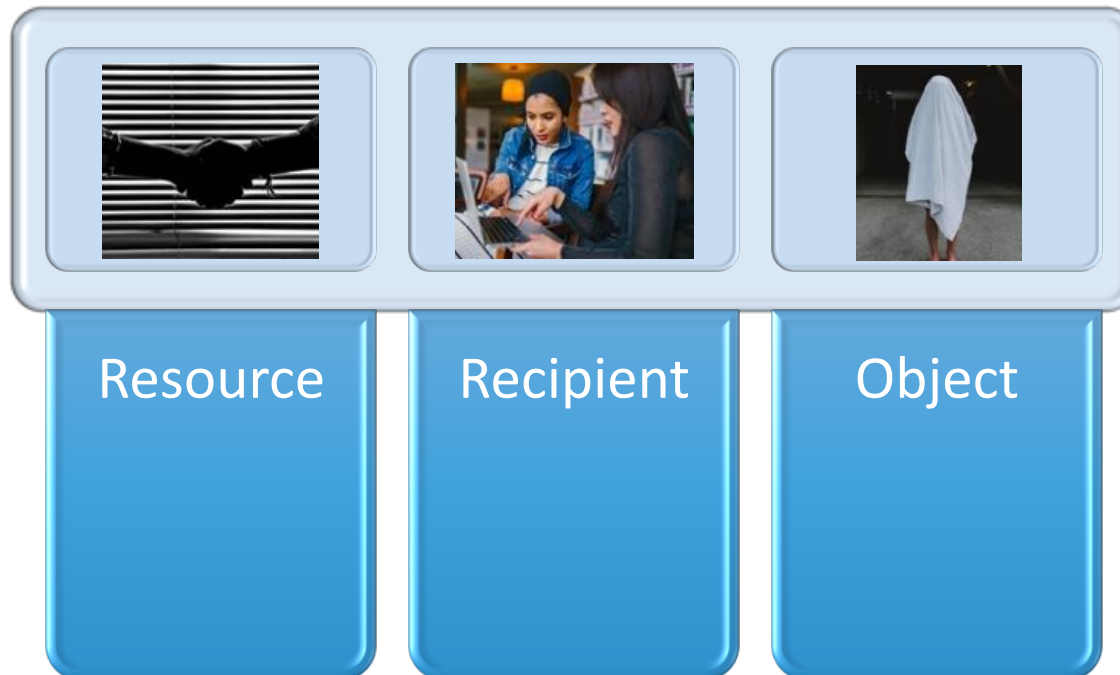
- *How has encountering or not encountering others who look like you, and share similar backgrounds, impacted your ability to connect and speak about your relationship to recovery?*

Recovery involves individual, family, and community strengths and responsibilities

- *How do the values of your family or community impact your ability to speak about your relationship to recovery?*

The Recovery Movement: Guided by Principles

Person Driven



The Recovery Movement: Guided by Principles

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Culturally-Based and Influenced

Individual
Context

Cultural
Context



The Recovery Movement: Guided by Principles

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Multiple Pathways to Recovery



Combinations
& sequences
of multiple
pathways over
time

Culturally &
individually
contextual



Exercise: 15 minutes

What is it like to be a _____

**5-mins
to write**

What is it like to be a _____ and _____

Things that you are or things that you do Your relationship to recovery

What is it like to be a little league baseball coach and a person in long term recovery?

1. **It's like** wanting to be a good example and help children learn better ways to cope then I learned.
2. **It's like** wondering if their parents would still trust me if they knew.

**5-mins
to share**



Recovery

Messaging:

Stigma & the

Words We Choose

Stigma

Recovery Messaging: Stigma



*"All people in recovery
don't face the same stigma."*

Successful Negative Messaging-

- During the Aids Pandemic
- The Crack Pandemic
- The War on Drugs

Recovery Messages: Stigma

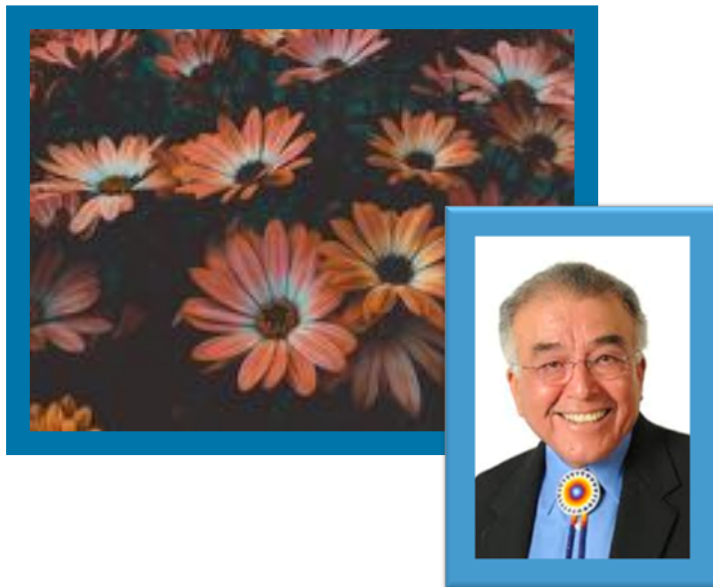
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What can you do to reduce stigma?

- Know the facts
- Be aware of your attitudes and behavior
- Choose your words carefully
- Educate others
- Focus on the positive
- Support people
- Include everyone



Recovery Messaging: The Words We Choose



"Words are important. If you want to care for something, you call it a 'flower;' if you want to kill something, you call it a 'weed.'"

- Don Coyhis, Founder, White Bison, Inc. and the Wellbriety movement

Recovery Messaging: 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,
and person in long-term recovery

The Recovery Movement: Constituency of Consequence



**8-mins
to write**

The Tale of Two Stories

Tell me about a time when you felt excluded and about a time when you felt included.

- **Who** was involved?
- **When** did it happen? (time of your life)
- **Where** did it take place? (be specific)
- **What** happened? (the actual story)
- **How** did it make you feel?
- **Why** do you think it happened?
- **How** did you learn, grow, or heal from it?



**5-mins
to share**

Positive Recovery Messaging

Q & A

Overview of the Day

Learning Objectives

Participants will be able to ...

Describe

- Key components of effective recovery messaging
- Key components of messaging in recovery advocacy

Differentiate

- Appropriate messaging per audience and situation

Conceptualize

- The current recovery landscape versus the future recovery landscape

Apply

- Newly acquired knowledge and skills
- Appropriate messaging that fits the audience and setting

Overview of the Day

Agenda

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1. Overview of the Day

2. Storytelling for Recovery

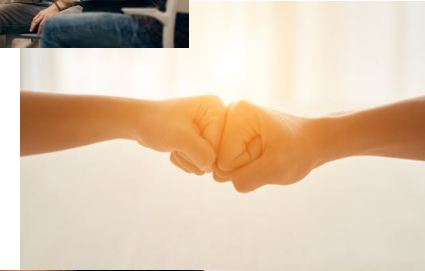
3. Impactful Recovery Messaging

4. Closing

Safe and Brave Agreements



Review Suggestions From Day 1



Safe and Brave Agreements



A Few Suggestions

- Confidentiality
- Active Listening
- Offer Grace
- Show Respect
- Encouragement and Gratitude
- Take Space/Make Space
- Things you would like to add...



In Case of an
Emergency

Ouch

Stretch

Parking Lot



Storytelling For Recovery

Recovery Messaging: Storytelling for Recovery

Impactful Messaging Requires

Authenticity

Representation

Clarity

Appeal

Recovery Messaging: Storytelling For Recovery

A Thought on Authenticity



“To be authentic, we must cultivate the courage to be imperfect — and vulnerable. We have to believe that we are fundamentally worthy of love and acceptance, just as we are. I’ve learned that there is no better way to invite more grace, gratitude and joy into our lives than by mindfully practicing authenticity.”

— Brené Brown

Recovery Messaging: Storytelling For Recovery

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“Representation is also important. Addiction does not discriminate, and yet, recovery spaces — social media spaces included — are overwhelmingly white. It’s important for Black folks and other people of color (POC) to see themselves in recovery and be represented in the recovery movement.”

- Tawny Lara - *15 Black Recovery Advocates and Pages to Follow on Instagram*

Recovery Messaging: Storytelling For Recovery

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Knowing Your Audience

Knowing your audience helps you figure out what content and messages people care about. Once you have an idea of what to say, knowing your audience also tells you the appropriate tone and voice for your message.

To Be Articulate

Is to know your audience and to, authentically, speak to them in a way that is familiar and easily understandable.

<https://www.activecampaign.com/blog/know-your-audience>

**Positive
Recovery
Messaging**

Your Recovery Story

Recovery Messaging: Your Recovery Story

Elevator Speech

When Can
I use It?



When Speaking to

- Family
- Friends
- Neighbors
- General Public



When Writing

- Articles
- Newsletters
- Blogging
- Etc.



In Public Spaces

- Media
- Social Media
- Public
Speaking

Recovery Messaging: Your Recovery Story

Where
Can I use
it?

Your Recovery Story



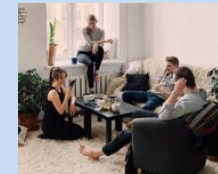
Community Spaces

- Religious settings
- Employment
- Schools
- Legal Settings
- Health Care Settings



Recovery Spaces

- Mentorship
- Service work



Familiar Spaces

- Friends
- Family
- Neighbors

Recovery Messaging: Your Recovery Story

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1. Who is your audience?

2. Why did they ask *you* to speak?

3. What do you want them to walk away feeling?

4. What is the essential element of your story?

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

- *Maya Angelou*

"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that."

- *Dr. Martin Luther King*

Recovery Messaging: Your Recovery Story

Introductions

- **I'm a person in sustained recovery which means to me**
 - I no longer have a problematic relationship with substances/certain substance
- **My family / member and I are in sustained recovery, which means to me**
 - We've become healthier together, enjoying family life together
- **I am an ally to people in recovery, which means to me**
 - I am willing to make adjustments in my personal and professional life to ensure more opportunities for people in or seeking recovery

Identify
yourself

Stating your
relationship to
recovery
(self, family,
ally)

Recovery Messaging: Your Recovery Story

The Beginning

- **Hook**
 - Joke, Question, or Interesting Statement
- **The Who/When/Where**
 - Who: The people involved
 - When: When in time does this occur
 - Where: (location) Where on the planet does this happen
 - **Work/Home/Community/Other?**

The Beginning

Hook & Who,
When, Where

Recovery Messaging: Your Recovery Story

The Middle

- **What**
 - This is your opportunity to...
 - **Share details of your story**
 - **Focus on recovery, overcoming, & hope**

The Middle

What?

Recovery Messaging: Your Recovery Story

The End

- **Moral**

- What did you learn- that would be valuable to the audience
- How did you grow - what changed

The End

Moral

Recovery Messaging: Storytelling for Recovery

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Tips:

- **Stand Still**
- **Speak Loudly and Slowly**
- **Make Eye Contact**
- **Vary Your Cadence and Volume, Tone of Voice**
- **Use Gestures When Appropriate**





Impactful

Recovery

Messaging

Refining Our Messages for Impact

Messaging Lessons From Historical Movements



AIDS Movement

- Headline: Silence=Death
- Supporting Story: Plenty of Blame to Go Around, New York Times, 1987
- Statistic: 84,800 new HIV infections and 562,000 total number of people living with HIV
- Quote: ACT UP, FIGHT BACK, FIGHT AIDS!

In the World I See

- List things about your local and global recovery community that you would like to change if you had the resources to do so.
- Start your list item with, *"In the World I See..."*

**5-mins to
write**



In the World I Dream

- Now take the items on that same list and rewrite them as if they have been fixed. What does success look like?
- Start each list item with, *"In the World I Dream..."*



There will always be marginalized members and groups in any community, and they deserve to be included and to have others stick up for them. If I am in a more privileged position, it is my responsibility to hold the door open for others and to help them up the rungs of the ladder.

- Tom Hill (2012)



Positive Recovery Messaging

Q & A



Closing

Closing: Recovery Messaging Resources

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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*
- *Advocacy with Anonymity* pamphlet
 - Available in Spanish and English

Closing: Recovery Messaging Resources

- **Changing the Narrative:**
www.changingthenarrative.news
- **How Being Black Can Shape Your Recovery Experience**
 - Written by Jocellyn Harvey
- ***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
- **Why It's Difficult to Talk About Recovery As a Latina**
 - Written by Irina Gonzalez

Closing: Additional Recovery Resources

- facesandvoicesofrecovery.org
- ihs.gov/mspi/bppinuse/treatmentbp/
- jaanetwork.org/resources/jewish-resources.php
- recoveryanswers.org
- samhsa.gov
- thetemper.com
- Whitebison.org/
- williamwhitepapers.com



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