

Mission	Importance of bringing Colorado recovery resources for mental health and/or substance use disorders to the attention of advocates, activists, individuals, and groups.			
Goals	What do we want to accomplish?			
	Challenge stakeholders to build “Recovery Ready” communities statewide in a positive framework	Promote the implementation of prevention, treatment and recovery support programs in Colorado	Inspire others to champion recovery as possible and attainable both in and out of recovery communities	Recruit allies. Community members to see the impact of successful recovery whether inside or outside of recovery process.
Definitions				
What does it mean to be “Recovery Ready?”	<ul style="list-style-type: none"> <li>● Based on 3-prong approach access for the user to gain shelter, education, and gainful employment.</li> <li>● There are many paths on the road of recovery</li> <li>● Access to prevention centers at multiple levels                             <ul style="list-style-type: none"> <li>○ K-12; public and private schools</li> <li>○ Higher Ed, community colleges</li> </ul> </li> <li>● MEL (Monitoring, Evaluation, Learning) <a href="#">Youth substance use prevention program</a></li> <li>● Assistance resources for law enforcement departments</li> <li>● Bridging the gap between community, law enforcement and criminal justice system</li> <li>● Access and support for YPR chapters</li> <li>● Access for long term recovery                             <ul style="list-style-type: none"> <li>○ Stabilizing initial recovery through transition to long-term recovery</li> </ul> </li> <li>● Alternative Peer Groups (APG) resources/support</li> <li>● “ALL” inclusive recovery meetings – all pathways of recovery available - a neutral ground support</li> <li>● Family support and education</li> <li>● There is a “buy-in” from communities, law enforcement, providers and employers</li> </ul>			
What does Recovery Mean? SAMHSA definition	<p><b><u>Recovery from Mental Disorders and/or Substance Use Disorders:</u></b></p> <p>A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential. Through the Recovery Support Strategic Initiative, SAMHSA has delineated four major dimensions that support a life in recovery:</p>	<ul style="list-style-type: none"> <li>● <b>Health:</b> overcoming or managing one’s disease(s) or symptoms—for example, abstaining from use of alcohol, illicit drugs, and non-prescribed medications if one has an addiction problem—and for everyone in recovery, making informed, healthy choices that support physical and emotional wellbeing.</li> <li>● <b>Home:</b> a stable and safe place to live;</li> <li>● <b>Purpose:</b> meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income and resources to participate in society; and</li> <li>● <b>Community:</b> relationships and social networks that provide support, friendship, love, and hope.</li> </ul>	<p><b>Guiding Principles of Recovery (SAMHSA):</b></p> <p><i>emerges from hope</i>  <i>is person-driven</i>  <i>occurs via many pathways</i>  <i>is holistic</i>  <i>is supported by peers and allies</i>  <i>is supported through relationship and social networks</i>  <i>is culturally-based and influenced</i>  <i>is supported by addressing trauma</i>  <i>involves individual, family, and community strengths and responsibility</i>  <i>is based on respect</i></p>	

<b>Audiences:</b>	<b>Directly Affected by Substance Use Disorder (SUD)</b>	
Advocates, activists, individuals, and groups.	<p><b>Person seeking or in recovery (PIR)</b>  <b>Service providers</b>  <b>Clinicians</b>  <b>Advocates</b>  <b>Pathways to recovery groups</b></p>	<p><b>Family</b>  <b>Friends</b>  <b>Neighbors of PIR</b>  <b>Co-workers</b>  <b>teammates</b></p>
	<p><b>MESSAGING:</b></p> <ul style="list-style-type: none"> <li>Your story is powerful and provides hope</li> <li>Access tools and resources for short and long term recovery</li> </ul>	<p><b>MESSAGING:</b></p> <ul style="list-style-type: none"> <li>Support your loved ones and utilize resources to learn and be proactive</li> <li>Talk about it to reduce stigma and recognize you’re not alone</li> <li>Support</li> </ul>
	Call to action: click through to resource page	
	<b>Indirectly Affected by Substance Use Disorder (SUD)</b>	
	<p><b>Group 1: Policy Makers</b>  <b>Community Leaders</b>  <b>Elected Officials</b>  <b>MESSAGING:</b></p> <ul style="list-style-type: none"> <li>Policymaking for more resources and access to long term recovery</li> <li>You have the role to listen to your citizens/community</li> <li>Lead the way to end discrimination</li> <li>Public safety factor</li> </ul>	<p><b>General public:</b>  <b>Communities,</b>  <b>Counties,</b>  <b>Statewide</b>  <b>MESSAGING:</b></p> <ul style="list-style-type: none"> <li>See as a community the positive impact of supporting/championing PIR pathway to recovery</li> <li>Vocalize to remove the stigma of hopelessness/shame directed at PIR</li> <li>Movement needs allies – you have the power to influence change</li> </ul>
	<p><b>Group 2: Business Leaders</b>  <b>Lenders / Property Owners</b>  <b>Educators</b>  <b>MESSAGING:</b></p> <ul style="list-style-type: none"> <li>Provide access for PIR to be successful</li> <li>Lead the way to end discrimination</li> <li>Public safety factor</li> </ul>	<p><b>Call to action:</b></p> <ul style="list-style-type: none"> <li>Support legislation</li> <li>Get educated on the issue</li> <li>Engage through volunteering</li> </ul>
	<p><b>Call to action:</b></p> <ul style="list-style-type: none"> <li>Stress importance of supporting recovery</li> <li>Provide support and access to jobs, education, housing</li> </ul>	

Timeline	Town Hall Punch List	Social Media Tactics
June	<ul style="list-style-type: none"> <li><input type="checkbox"/> Establish planning workgroup</li> <li><input type="checkbox"/> Date for Town Hall selected</li> <li><input type="checkbox"/> Venue selected</li> <li><input type="checkbox"/> Identify and invite Speakers</li> <li><input type="checkbox"/> Identify and invite panelists</li> <li><input type="checkbox"/> Identify facilitator (Justin?)</li> <li><input type="checkbox"/> Begin identifying stakeholders/champions to invite to event</li> </ul>	<p>Awareness</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Build tool kit to share with collaborators/partners</li> </ul>
July	<ul style="list-style-type: none"> <li><input type="checkbox"/> Begin initial promotions for Town Hall</li> <li><input type="checkbox"/> Develop press releases</li> <li><input type="checkbox"/> Gather event promotion tools                             <ul style="list-style-type: none"> <li>o Community calendar listings</li> <li>o My events/meet up</li> <li>o Online community paper groups</li> <li>o Business partnerships</li> </ul> </li> <li><input type="checkbox"/> Develop agenda messaging/content with planning workgroup</li> </ul>	<p>Education and define Recovery Ready</p>
July	<ul style="list-style-type: none"> <li><input type="checkbox"/> Send Save the Dates to invitees (first week of July)</li> <li><input type="checkbox"/> 6 weeks out – begin sending invitations                             <ul style="list-style-type: none"> <li>o Calls, Email, Personal invitations</li> </ul> </li> </ul>	<p>Townhall and Recovery Ready</p>
August	<ul style="list-style-type: none"> <li><input type="checkbox"/> 4 weeks out – send reminders</li> <li><input type="checkbox"/> Send out media releases</li> <li><input type="checkbox"/> Prep for Live streaming / FB practice run</li> <li><input type="checkbox"/> Prep materials                             <ul style="list-style-type: none"> <li>o Handouts</li> <li>o Nametags</li> <li>o Swag?</li> </ul> </li> <li><input type="checkbox"/> Set up catering requirements</li> </ul>	<p>Townhall and Recovery Ready</p>
<p>September</p> <p><b>Town Hall Live</b></p> <p><b>Sept. 13</b></p> <p><b>1:30 – 3:00 pm</b></p> <p><b>Judicial Center 1D</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 1 week out – reminder to RSVPs</li> <li><input type="checkbox"/> Town Hall Event!</li> <li><input type="checkbox"/> Follow up with momentum created                             <ul style="list-style-type: none"> <li>o Leaders, audience</li> <li>o messaging, future promos</li> </ul> </li> </ul>	<p>Townhall and Follow up</p> <p>Extend momentum for 2018</p>

SM Platform		June/July Awareness	June/July Education	July PIR Success Cycles	August Resources	September Recovery Ready
<b>Pinterest</b> Infographs		Awareness	Education	PIR Success cycles	resources	recovery ready
<b>TWITTER</b> CHATS 2 per month	INDirect	General Public	Policy Makers	Lenders	Property Owners	Recovery Ready TH
	Direct	Person In Recovery	Service Providers/Clinics	Friend, Family Neighbors	Person In Recovery	Recovery Ready TH
<b>FACEBOOK</b> Livestreams	INDirect	1 Interview		1 Q/A	1 Interview	<b>Town Hall Live</b> <b>Sept. 13</b> <b>1:30 – 3:00 pm</b> <b>Judicial Center 1D</b>
	Direct		1 Interview	1Q/A	1 Interview	
<b>INSTAGRAM</b> Video stories		Behind the scenes	Planning/prep	Event coordination	Humanizing event	behind scenes
<b>YouTube</b> 30-90 second messages		General Public Person in Recovery	Policy Makers Service Providers	Lenders Friends, Family	Property Owners Person in Recovery	Recovery Ready TH Short live interviews
<b>Linked In</b> Focus on professional & business leaders	INDirect	articles	blogs	testimonials	Changed behaviors or attitudes	Town hall
	Direct	articles	blogs	testimonials	Partner with issue	Town hall