

Slide 55

**Vulnerabilities for addiction and recovery**

- Choice of Drug
- Route of Administration
- Dose
- Frequency
- Length of Use
- Motivations for Use

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There are also other factors such as how a person uses or takes a drug – is he snorting the cocaine or smoking it? We now know that there are at least two major factors that contribute to developing an addiction. One is the concentration of the drug that reaches the brain and the other is the amount of time it takes to get to the brain. The quicker the drug gets there and the more that reaches the brain – the greater the potential for addiction in a shorter amount of time. So while snorting cocaine takes up to 15 minutes to really peak in your brain because it has to go through many systems, the nasal passages, the entire blood stream; smoking cocaine peaks in the brain in about 8 seconds because it only has to go through the lungs, one chamber of the heart and then straight to the brain. In fact any addicting drug that can be made able to be inhaled will intensify its ability for addiction.

Slide 56

**Environmental factors contributing to addiction and recovery**

- Availability
- Acceptability ----- Pressure
- Alternatives to drug use
- Settings (religious, parties, alone)
- Presence of conditioned cues

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Another factor that we sometimes don't think about or realize how strong they can be are what are called external factors. For example some places – bars; people – drinking or drugging friends; availability – having drugs or alcohol in the house; can make recovery very difficult. That's because we develop conditioned cues that have been anchored into that primitive part of the brain.

You may have heard about Pavlov's dog, which is about the classical conditioning of the brain. For those of you who are not familiar with the classical conditioning area of science study, Dr. Pavlov conducted an experiment where he allowed a dog to get very hungry. Then he pushed a bowl of food in front of the dog and simultaneously rang a bell. The dog would salivate at the sight and smell of the food before it ate. This was done a number of times and it didn't take very long for the experimenter to simply ring the bell, and even if there wasn't any food, the dog would salivate.

Slide 57

**What about relapse?**

- Complex triggers and anchors (internal and/or external) can set off physiological chain reaction in the body coming from the brain.
- Examples of external triggers:
  - cash
  - Fridays
  - using "buddies"

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Now when you think about relapse, it makes a lot of sense why it can be hard for people in active addiction and even recovery to put themselves in situations that could trigger the brain to create a physiological craving. It is like the story of Pavlov's dog. But we now know that is actually an even stronger association. In fact new research is showing that for many people the response in the brain to those triggers happens so fast that they may feel the craving without even knowing they were exposed to the trigger. There are many other examples of external cues that can trigger a craving response. Can you think of some?

Slide 58

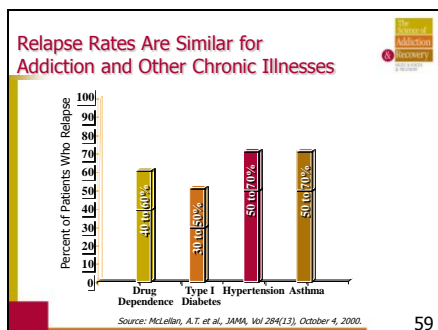
**What about relapse?**

- Examples of internal triggers:
  - loneliness
  - celebration
  - emotional pain

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And these are an example of three internal states that can create a craving – So now you can see that it's not about "weak will" or simply saying "no thank you" to a cocktail at a party. It's a very serious part of what is addressed when people enter treatment and a very important part of a person's successful recovery process.


Slide 59



The good news is that people in recovery do very well after treatment, in fact better than people with other kinds of chronic diseases. A study was published in the *Journal of the American Medical Association* showing that relapse rates for people who really need to manage their recovery on a daily basis. As you can see, people in recovery from addiction do better than people with hypertension, asthma and just about as well as people with diabetes.

Slide 60

Science is revealing much about addiction and recovery **and** what works in treatment and other pathways to recovery.



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So Science (*read slide*)

Slide 61

**Recovery can and does happen!**

Research has shown that:

- The brain has a remarkable ability to adapt, heal and change.
- The key is the length of time and experiences after drug leaves system.




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Slide 62

**The recovery process takes time**

- For the brain to heal
- To reduce the effects of relapse cues
- To learn new ways of reacting to the environment



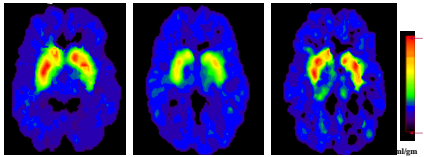
62

And what we now know is (*read title and slide*)

Slide 63

**Recovery is real!**

**Partial Recovery of Brain Dopamine Transporters in Methamphetamine (METH) Abuser After Protracted Abstinence**



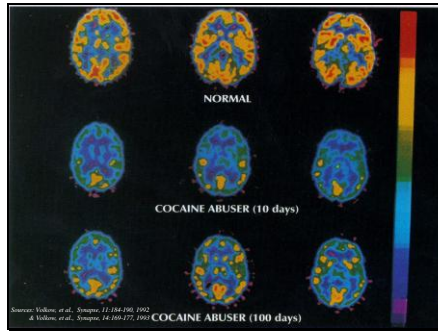
Normal Control      METH Abuser (1 month detox)      METH Abuser (14 months detox)

Source: Volkow, ND et al., *Journal of Neuroscience* 21, 9414-9418, 2001.

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Now let's go back to the slide I showed you at the beginning of the presentation. We are showing through scientific research that the brain has this remarkable capacity to heal and return to a more normal state of functioning.

Slide 64



Here is another slide of the recovery healing process. The top three images are people who have no addiction to alcohol or other drugs. The middle row images are three people who stopped using cocaine 10 days prior to these images being taken and the bottom row are the same three people after 100 days of recovery. Certainly not yet back to normal, but definitely on the way.

Slide 65

### Helping the Brain Heal

Managing and sustaining recovery may mean:

- Pharmacologically
- Behaviorally
- Contextually

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So we have to understand that managing and sustaining recovery may mean help medically, with counseling on how to live without the drug in your brain and body and recovery support in some way from family, friends and community.

Slide 66

### Managing your recovery

- Wellness and full reengagement with the community
  - biological/physical
  - behavioral/emotional
  - environmental

66

So in the recovery process, people return not only to physical health again but to wellness, reuniting with their family, friends and community, establishing social connectedness.

Slide 67

### Now you know! Like other chronic diseases

- The pathways to recovery are many
- People attain and stay in recovery every day
- If relapse occurs, like other chronic conditions, the recovery journey can continue.


67

*(Read the title and slide)*

Slide 68




- There are millions of Americans in long-term recovery.
- Recovery is a Reality



68

And the message is *(read slide)*

Slide 69



### Additional Resources

- National Institute on Drug Abuse (NIDA)  
[www.nida.nih.gov](http://www.nida.nih.gov)
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)  
[www.niaaa.nih.gov](http://www.niaaa.nih.gov)
- Substance Abuse and Mental Health Services Administration (SAMHSA) and Center for Substance Abuse Treatment (CSAT)  
[www.samhsa.gov](http://www.samhsa.gov)
- HBO's Addiction  
[www.hbo.com](http://www.hbo.com)
- Join Together  
[www.jointogether.org](http://www.jointogether.org)

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Slide 70



The Science of Addiction and Recovery  
– for Everyone!

Trainer: Flo Hilliard  
[fhilliar@wisc.edu](mailto:fhilliar@wisc.edu)

Faces & Voices of Recovery  
[www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org)

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Our Stories  
Have Power



FACES & VOICES OF RECOVERY

## Recovery Messaging from Faces and Voices of Recovery

Here's language that you can use to talk about recovery from addiction to alcohol and other drugs. This messaging is a result of in-depth public opinion research with members of the recovery community and the general public. We encourage you to use this "messaging" or language whenever you're speaking – as a person in recovery, a family member or friend.

*"This recovery messaging is excellent. Thanks to Faces & Voices of Recovery for its leadership in developing messages to all Americans that clearly and passionately convey the living reality of long-term recovery from addiction." – William White, Author and recovery advocate*

### **WHY RECOVERY MESSAGING IS IMPORTANT**

Faces & Voices of Recovery has found a way to describe and talk about recovery so that people who are **NOT** part of the recovery community understand what we mean when we use the word "recovery." One of the important findings from our research is that the general public believes that the word recovery means that someone is trying to stop using alcohol or other drugs.

We have found a way talk about recovery in a clear and credible way that will help move our advocacy agenda forward, making it possible for more people to get the help they need to recover.

1. Make it personal, so that we have credibility
2. Keep it simple and in the present tense, so that it's real and understandable
3. Help people understand that recovery means that you or the person that you care about is no longer using alcohol or other drugs. We do this by moving away from saying "in recovery" to saying "in long-term recovery" and by using concrete examples from our lives to talk about stability and mentioning the length of time that the person is in recovery.
4. Talk about your recovery...not your addiction
5. Help people understand that there's more to recovery than not using alcohol or other drugs, but that part of recovery is creating a better life

## Recovery Messaging/pg 2

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### MESSAGING OR LANGUAGE FOR A PERSON IN RECOVERY

I'm (your name) and I am in long-term recovery, which means that I have not used (insert alcohol or drugs or the name of the drugs that you used) for more than (insert the number of years that you are in recovery) years. I am committed to recovery because it has given me and my family new purpose and hope for the future, while helping me gain stability in my life (insert concrete examples to personalize). I am now speaking out because long-term recovery has helped me change my life for the better, and I want to make it possible for others to do the same.

### MESSAGING OR LANGUAGE FOR A FAMILY MEMBER OR FRIEND OF A PERSON IN RECOVERY -- insert new message here

I'm (your name). My (insert son, daughter, mom, dad, friend) is in long-term recovery, which means that (insert he/she) has not used (insert alcohol or drugs or the name of the drugs that he or she used) for more than (insert the number of years) years. I am committed to recovery because it has given me and my family new purpose and hope for the future. I am now speaking out because long-term recovery helped us change our lives for the better (insert concrete examples to personalize), and I want to make it possible for others to do the same.

### **HOW AND WHERE TO USE THESE MESSAGES**

We hope that you will use these messages day in and day out. "Staying on message" means using the same language or message over and over again, until it becomes part of our common understanding. You may get sick of saying it, but a unified message, from the entire recovery community, is what we need to do now. This basic message will help us maintain our focus and continuity as it gets integrated into everything that we do. In the future, when there's greater public understanding of recovery, we will be able to change our basic message.

Remember to use this recovery messaging any time you write or speak about recovery, publicly or privately:

- When you're talking to your family, friends and neighbors
- When you're introducing yourself and speaking in public
- When you're being interviewed
- When you're meeting with elected officials, public policy makers and others in government
- When you're writing for your job or for newsletters, web blog posts, etc.
- ALWAYS!

### **WHAT'S NOT IN THESE MESSAGES AND WHY**

*We have side-stepped engaging in a discussion about whether or not addiction is a health issue and gone straight to our message: Real people, their sons and daughters, friends, neighbors and co-workers are in long-term recovery from addiction and their lives, and the lives of their families are better because of it. That's why we need to make it possible for even more people to get the help they need, and once they are in recovery, remove barriers that keep them from sustaining their recovery.*

***"I'm a recovering addict (alcoholic) or I'm an addict (alcoholic)."*** When people hear the words addict or alcoholic, it reinforces the idea of a revolving door; that you or the person in your family is still struggling with active addiction.

***"Addiction is a disease." "Addiction is a health problem."*** In our research, and as we're sure you know from your own experience, we found that many people believe that addiction is a moral issue, not a health problem. Even when someone says that they believe it's a health problem, when we scratched below the surface, we found that because of their personal experiences and/or prejudices, it's difficult for many Americans to truly believe that addiction is a disease or a health problem.

People in the recovery community are experts about recovery. Researchers and the heads of federal agencies, like the National Institute on Drug Abuse, are experts about addiction and can deliver this message with credibility.

***Information about 12-step programs.*** The message does not mention a particular 12-step fellowship, whether AA, NA, Al-Anon or other programs to address concerns that people may have about their anonymity and the traditions of their fellowship.

***A definition of recovery.*** This message describes recovery, so that the person you are speaking with or the audience you are addressing, understands what recovery means, that you or your family member is in long-term recovery and that others should have the opportunity to recover as well. You are not speaking out as a physician who is diagnosing a person who needs treatment referral; an insurance company deciding whether or not someone's care should be covered; or an academic researching addiction and recovery.

### **LONG-TERM RECOVERY MESSAGING and PUBLIC POLICY**

There's a reason that people all over our country are organizing to support recovery – to change local, state and national policies that restrict access to recovery and remove discriminatory barriers to sustained recovery. Faces & Voices of Recovery uses recovery messaging in all of our public policy work. We encourage you to do the same. Here are a few examples of how it can be used.



## Recovery Messaging/pg 4

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### 1). Funding for recovery community organizations

Issue: The federal government's Substance Abuse and Mental Health Services Administration has a program called the Recovery Community Services Program (RCSP) that funds a small number of recovery community organizations to provide peer recovery support services. Faces & Voices has successfully advocated for the program, restoring funding after it was cut. Hundreds of organizations applied for seven grants in the most recent round of funding.

Looking ahead, we will be advocating for an expanded program, the only federal program supporting the work of recovery community organizations. To use recovery messaging to ask that more organizations receive RCSP support, a recovery advocate would say,

#### Recovery Messaging:

"I'm (*your name*) and I am in long-term recovery, which means that I have not used alcohol or other drugs for more than (*insert the number of years that you are in recovery*) years.

I am committed to recovery because it has given me and my family new purpose and hope for the future, while helping me gain stability in my life (*use concrete examples*).

I am now speaking out because long-term recovery has helped me change my life for the better, and I want to make it possible for others to do the same.

I know that recovery support services help people newly in recovery find jobs, housing and transportation, making it possible for them to achieve long-term recovery. Hundreds of recovery community organizations have applied for the federal government's Recovery Community Services Program, yet very few grants are awarded. We want to make it possible for even more people to achieve long-term recovery, we urge you to quadruple funding for the Recovery Community Services Program."

### 2). Restoring Voting Rights for People with Drug Convictions

Issue: Nationally, more than four million Americans are denied the right to vote as a result of laws that prohibit voting by felons or ex-felons. In 48 states (with the exception of Maine and Vermont) and the District of Columbia prisoners cannot vote, in 36 states felons on probation or parole are disenfranchised, and in 11 states a felony conviction can result in a lifetime ban long after the completion of a sentence.

#### Recovery Messaging:

"I'm (*your name*) and I am in long-term recovery, which means that I have not used alcohol or other drugs for more than (*insert the number of years that you are in recovery*) years.

I am committed to recovery because it has given me and my family new purpose and hope for the future, while helping me gain stability in my life (*use concrete examples*).

## Recovery Messaging/pg 5

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I am now speaking out because long-term recovery has helped me change my life for the better, and I want to make it possible for others to do the same.

I am one of more than four million Americans who have been denied the right to vote because of a criminal conviction while I was using drugs. I've turned my life around and have a job and am paying taxes. I want to be more involved in my community. People in recovery like me should not be denied the right to vote."

### 3). Rally for Recovery!

Issue: Each September people in recovery, their families, friends and allies organize and participate in Rally for Recovery! activities during National Recovery Month. At these events, recovery community organizations hold walks, picnics, concerts, register voters and speak out about advocacy campaigns that they are working on to support recovery.

#### Recovery Messaging:

"I'm (*your name*) and I am in long-term recovery, which means that I have not used alcohol or other drugs for more than (*insert the number of years that you are in recovery*) years.

I am committed to recovery because it has given me and my family new purpose and hope for the future, while helping me gain stability in my life (*use concrete examples*).

I am now speaking out because long-term recovery has helped me change my life for the better, and I want to make it possible for others to do the same.

Join us on Saturday at the State Capitol at 3:00 pm, where we will be speaking out about recovery in our community and Senator Jones will lead a march of 1000 people from all walks of life in our town in support of recovery. After the march, there's a community fair with lots of food, music and activities for kids. We hope you can join us to support recovery!

### 4). Spending Priorities

Issue: There's a growing movement to reduce spending for prisons and jails and shift resources to support people in the community.

#### Recovery Messaging:

"I'm (*your name*) and I am in long-term recovery, which means that I have not used alcohol or other drugs for more than (*insert the number of years that you are in recovery*) years.

I am committed to recovery because it has given me and my family new purpose and hope for the future, while helping me gain stability in my life (*use concrete examples*).

I am now speaking out because long-term recovery has helped me change my life for the better, and I want to make it possible for others to do the same.

## Recovery Messaging/pg 5

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The War on Drugs has crowded our prisons. We can't afford to waste limited resources on an expensive revolving door. We should invest in helping people get the help they need in the community and make it possible for them to regain their families, their lives and their jobs."

If you'd like help developing messaging for a public policy advocacy campaign, please contact us at [info@facesandvoicesofrecovery.org](mailto:info@facesandvoicesofrecovery.org)

### RESOURCES:

Faces & Voices of Recovery's 2004 Hart/Teeter survey of the general public and 2001 survey of the recovery community can be found at:

[http://www.facesandvoicesofrecovery.org/resources/public\\_opinion.php](http://www.facesandvoicesofrecovery.org/resources/public_opinion.php)



## PERSONAL MESSAGING WORKSHEET

**Instructions:** Use Faces & Voices recovery messaging to create your own message. In the space below use your own life experiences to personalize the messaging. For example, you could say I've been in long-term recovery as a family member for the past 15 years and I have learned to make healthy choices for myself and my family and regain serenity and sanity in our lives.

**Note:** If your family member hasn't found recovery yet, you can talk about your hope for the future. If you've lost a family member or loved one to addiction, you can talk about your loss if you want to share that information, and about why you think that it's important for other people to get the help they need to recover.

### MESSAGING OR LANGUAGE FOR A FAMILY MEMBER

I'm (*your name*). My family and I are in long-term recovery, which means that for the last (*insert the number of years that your family member has been in recovery*) years my (son, daughter, mom, dad) has not used alcohol or other drugs. In that time, we've become healthier together, enjoying family life in our home (*insert concrete examples to personalize*). I am committed to recovery because it has given me and my family new purpose and hope for the future. I am now speaking out because long-term recovery helped us change our lives for the better, and I want to make it possible for others to do the same.

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# The Tip Sheet for Media Interviews

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**GMMB**

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WASHINGTON DC | LOS ANGELES | SEATTLE

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## **Why is the Media Important?**

- **An opportunity to tell your story**  
Inform, motivate and persuade a large audience by using the media tools available to you.
- **An opportunity to communicate broadly**  
A media interview will allow you to reach a larger segment of the population and ensure that your side of the story gets told.

## **Truths About Media**

- **It can be hard to control the story**  
Unlike advertising, you cannot always control the message conveyed in a media interview and the reporter is likely to edit the piece however he or she wishes. More discipline may be required on your part to keep the story going in the direction you want it to go.
- **The cameras are always on**  
If you don't want it printed or broadcast don't say it. Assume from the moment you pick up the phone or walk into an interview that everything you say can and WILL be recorded and/or quoted. Microphones may be "hot" and picking up what you say, even after the interview is technically finished.

## **Before the Interview**

- **Know your message**  
What do you want your audience to take away? Continue to emphasize and repeat this main idea throughout the interview.
- **Develop three or four key talking points that convey your message**  
Weave these points into all of your answers. Anticipate what questions may be asked and be prepared with answers. If you are successful at staying on message you can help shape the news story.
- **Learn about the reporter and the outlet**  
Visit the outlet's website to read or watch their previous stories and find out more about their typical audience. The type of outlet will have an impact on the sort of talking points that you prepare. You can also find out more about many reporters by visiting MediaBios at [www.tjfr.com](http://www.tjfr.com).



- **Learn about the story**

Find out the goal of the story and try to get a sense of the types of questions that you may be asked.

- **Rehearse anticipated questions**

After you get an idea of what the reporter might ask you, practice your answers to these questions a few times. Even better, do it in front of a mirror, a friend or a video camera.

- **Relax and focus**

Breathing exercises go a long way toward helping you relax and calm jittery vocal cords. Get to your location 10-15 minutes early and spend time practicing your core message points.

- **Chat with the interviewer**

Right before the interview begins, chat with the reporter to make sure you both have an understanding of the topics that will be discussed. This is especially important for broadcast interviews, so you do not get caught off-guard on camera. This is also the time to “request” a question that hits your key message.

## **During the Interview**

- **Make your first words the most memorable**

Interest levels diminish quickly, so make sure that the first words out of your mouth are on message and hit some of your key talking points.

- **Keep your audience in mind**

The reporter you are speaking with is not your target audience. You are speaking to people as they watch the TV news in their living rooms, listen to the radio in their cars, or read newspapers on the subway. Communicate in a way that engages them – speak “real American,” don’t use arcane jargon, and always try to translate your “news” to their lives in a way that is relevant and compelling.

- **Be enthusiastic**

Show your audience how interested you are in the topic. Now, it is time to convey your compelling stories to readers, viewers and listeners.

- **Keep your answers succinct**

Don’t feel compelled to keep talking! Most responses to questions should be 18-30 seconds. You shouldn’t feel nervous when no one is talking. Wait for the reporter to ask you the next question.

- **Control the interview**

You can steer the content of your interview. Remember your core message points and gently shift back to them in all of your answers. If a reporter asks a question you cannot or won't answer, you might say, "I can't address that issue, but I can tell you..." (or) "That is interesting, but the issue here is..." If the reporter's question is vague, don't be afraid to ask for some clarification.

**Sample Bridging Phrases**

*Ways to get from their question back to your message*

- What we've found is that...
- As [title/position/organization/point of view], I care about...
- But I'm here to talk about...
- I don't know, but what I do know is...
- The most important point we can get across to people is...
- That's an interesting point. However, for [organization/point of view]...
- I can't speak for them (him/her), but I can say...
- I'm not really qualified to speak to that issue, but I can say...
- I'm [not up to speed on/haven't studied] that particular issue, but I can say...
- As the leading [organization], we believe the most important issues are...
- As [position/organization/point of view], many of us struggled with this issue. And our (conclusion, reaction, sense, etc.) is...
- *If appropriate:* As [organization], we're not in the business of determining (whatever issue the reporter is trying to steer to). Our job is to analyze trends to inform policymakers and the choices they have to make.
- *If appropriate:* The [organization] does not advocate for specific policies, rather we...

- **Localize and Personalize**

Try to make the topic personal to the audience. Including local facts or stories can make an interview more compelling to the listener as well as the reporter.

- **Never say "no comment"**

It makes you look guilty and untrustworthy. If you can't comment on a point, use a transitional phrase, such as "I'm not an expert on that subject, but..." and return to your message points.

- **Do not repeat negative words or inaccurate facts included in a reporter's question**

Simply correct the inaccuracies and shift to an appropriate message point.

- **Don't worry about repeated questions**

If the reporter's questions are the same, the content of your answers should remain the same. Reporters sometimes ask the same question more than once in order to get a simpler cleaner answer. However, they may also be trying to get you to go further in your response than you may wish to.

## **After the Interview**

- **Review**

Take some time to think about your questions and answers to prepare for your next interview.

- **Send follow-up information**

This is a good opportunity to send the reporter any more information that you may have about the topics discussed in the interview. Keep good notes of any promise you made to follow-up – and keep them.

## **Special Tips: Television Interviews**

- **Dress appropriately for the situation**

You'll almost never be overdressed wearing a business suit, unless this is a story with a unique focus.

Women should avoid wearing elaborate jewelry, or clothing with busy patterns. Avoid open-toe shoes.

Men should wear business shirts of muted color. Avoid striped shirts. Generally, dark colored suits and ties without intricate patterns "read" best.

If you wear a uniform or other work-related clothing, ask the producer or reporter if they would like you to appear as you dress for work. For example, if you are a physician, it would be appropriate to wear a white coat and stethoscope if you are discussing medical or health-related issues.

If you wear eyeglasses, make sure they are not giving off "light hits" on camera. If you do a lot of television interviews, consider getting non-reflective lenses.

- **Consider wearing make-up or powder**

The bright lights of television will make you look paler than normal, and the heat can cause perspiration. If you are offered powder, take advantage of it.

- **Ask for water before you begin**

If your mouth or throat gets dry, you will be glad it is there during the interview. However, do not use ice as cold can affect your voice.

- **Don't be afraid to start your response over again.**

If the interview is taped, your answer will be edited, so start over if you feel your answer was unclear. Of course, you can't do that easily during a live broadcast interview. If you must, use a transition phrase, such as "Look at it this way..." and rephrase your answer.

## **Facial Expressions**

- **Smile**

Smile a little more than usual and overemphasize positive expressions. Negative characteristics are exaggerated on TV and a neutral appearance may look angry or frustrated.

## **Posture**

- **Get comfortable**

The more relaxed you look, the more convincing you will be. Lean slightly forward. Try crossing your leg at the knees or ankles.

- **Maintain eye contact with the interviewer**

Don't worry about the camera. Never look straight into the camera unless you are doing a satellite interview, in which case you talk directly into the camera. Have a conversation with the interviewer and focus on him or her.

## **Physical Expression**

- **Be natural**

Most gestures should be in the triangle from the bottom of your chin to your waist, and generally should not extend beyond the width of your shoulders.

- **Be careful about nodding your head**

It's great to be involved in the conversation when appropriate, but be careful of nodding during a negative question and looking like you agree.

## **Voice**

- **Use a conversational, upbeat tone**

Try not to be monotone. Highlight points with variations in voice pitch and intensity, and use of dramatic pauses when appropriate. You can hear it in your voice when you smile. Stay focused and positive.

- **Relax**

You should strive to speak at a normal speed, with an informal tone.

## **Special Tips: Satellite TV Interviews**

- **Ask for an equipment test before you go on-air**

Check with technicians to make sure all the equipment is working properly beforehand and ask to test the IFB – the earpiece through which you will hear the interviewer. Also ask whether you will be hearing yourself delayed through the earpiece.

- **Look straight into the camera**

Talk to the camera as if it were a person with whom you are having a conversation.

- **Place an index card with the interviewer's name and location under the lens of the camera**

Remember with whom you are speaking– use her/his name as you would in a natural conversation.

- **Be as friendly as you would be if you were face-to-face**

## **Special Tips: Conference Phone Interviews**

A recent trend in taped television interviews is for the camera crew to set-up your interview in a remote location (for example, your office conference room), with the reporter phoning in to interview you. You will hear the questions over a speakerphone, and need to respond as if the reporter is sitting in front of you.

- **Ask someone – perhaps a staff colleague – to “sit in” as the reporter**

Look at him/her and direct your answers to him/her, not the camera or the speakerphone.

- **Speak in a natural voice**

Resist the temptation to shout your answers toward the speakerphone – even if the reporter can't hear you well.

## **Special Tips: Radio Interviews**

- Keep answers short and lively.
- It's okay to refer to notes, but don't read directly from them.
- Remember – you need to convey sincerity and enthusiasm through your voice. SMILE – they will hear it in your voice!

## **Special Tips: Going “Off the Record”**

- **Off The Record:** generally refers to a statement that cannot be directly quoted in a story or attributed to you. Often used to provide a reporter with a tip –

they would generally need to substantiate your statement before reporting it. However, some reporters believe they may use the quote to persuade other people to react [for example: “Someone in the organization feels X. Do you agree?”].

- **On Background:** Generally refers to information and context that can be used in helping the reporter develop the story but cannot be attributed to you.
- **Not For Attribution:** Quotes that can be used but not attributed directly to you. For example, a characterization to a defined group of people [“a high-ranking official said...”]

There are no hard and fast rules, and different reporters may have different standards for these types of interviews. *If you do use one of these tools, it is important that you clearly and explicitly establish the ground rules up front with the reporter to reduce the chance of misinterpretation.*

- If you are asked to go “off the record” or provide statements “on background” or “not for attribution” -- or ask for it yourself – explicitly discuss what that means with the reporter so that you both share a common understanding.
- If it comes up during an “on the record” interview, ask for all recording equipment to be turned off. Move away from the cameras or microphones.

You may also choose to tell a reporter that, if they would like to use one of your statements from an “off the record,” “on background,” or “not for attribution” conversation in a story as a direct quote attributed to you, they may call back and ask you if a specific statement may be used on the record.

## Our Stories Have Power



FACES & VOICES OF RECOVERY

## Recovery Messaging Questions & Answers

### Tips to Remember When You're Answering Questions

- Personalize your message
- Stick to your message
- Repeat your message when possible – repetition is effective
- You are speaking for yourself
- You represent the recovery community
- You are the expert on recovery

These Q &As are for people in recovery, family members, friends and allies. They are suggestions and aren't the only points that you can make. You will notice that some parts of the answers are in bold. Experts have told us that phrases such as these are helpful in garnering media attention. Please remember that **this is an internal document for the use of recovery advocates, so please don't share it with the media.**

### **Q: Tell me about your experience with your addiction?**

**A:** My experience with addiction was a difficult time for me and my family. More important, I am in long-term recovery today. Recovery is not about the past; it is about the present and the future. Twenty million Americans, like me, have made better lives for themselves and their families through long-term recovery. I am speaking out to show all Americans that recovery IS a reality. I want others to be able to achieve what I have.

### **Q: What is your personal experience with addiction?**

**A:** Person in Recovery: My life was difficult until I got the help I needed. Addiction crept into every aspect of my life, just as recovery has now improved every aspect of my life. I am now in long-term recovery, which means I have not used alcohol or drugs for x years. Through my recovery, I have gained stability in my life. I have been able to focus on my family and our lives together, my job and my community. I am speaking out about the promise of long-term recovery because it worked for me, and I hope to help others to achieve it as well.

## Questions & Answers/pg 2

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Family Member: Our family's life was difficult until my *(son/daughter/husband/wife)* got the help *(he or she)* needed. *(He or she)* is now in long-term recovery and hasn't used alcohol or drugs for x years. This allowed our family to regain stability and hope for the future. I am speaking out about the promise of long-term recovery because it worked for me and my family, including my *(son/daughter/husband/wife)*, and I hope to help others to achieve it as well. **Recovery has allowed us to put the past in the past** and to live a life that is better than what we could have imagined possible.

**Q: What do you mean when you talk about your recovery as a family member?**

**A:** I've learned to make healthy choices for myself and my family. Our family has not had to deal with the negative effects of addiction in our home for the past x years. Our recovery has allowed us to live a balanced life that is better than what we could have imagined possible.

Note: If your family member hasn't found recovery yet, you can talk about your hope for the future. If you've lost a family member or loved one to addiction, you can talk about your loss if you want to share that information, and about why you think that it's important for other people to get the help that they need to recover.

**Q: What is long-term recovery? Is it different from "general" recovery?**

**A:** For me, long-term recovery means that I haven't used drugs or alcohol in x years. It has brought stability to my life, and given me and my family new purpose and hope for the future. I am now speaking out as part of Faces & Voices of Recovery because long-term recovery works and we need to expand treatment and recovery services and remove barriers to long-term recovery so others can achieve what I have.

**Q: What do you say to critics who think that addiction to alcohol and drugs is a personal failing and that recovery simply requires more personal responsibility?**

**A:** There are many reasons that people struggle with addiction. I am not here today to say how or why people face addiction. Instead, I am here to tell you what I know. People can and do recover from addiction, like I have, if they get the help they need.

**Q: Should addiction to alcohol and other drugs be treated like other medical conditions?**

**A:** There are many pathways to long-term recovery and we need to make sure that effective treatment and recovery support services are available so that people can get the help they need, when they need it. Whether or not you think addiction is a disease or an illness, it is a public health crisis. Alcohol and other drug problems cost federal, state and local governments over \$450 billion a year.

**Q: How effective has the War on Drugs been?**

**A:** Jails and prisons are overcrowded with a majority of inmates having committed crimes (nearly 80 percent of all crime in our country is drug-or alcohol-related) that were alcohol or drug-related. Community-based drug treatment provides bigger crime reduction returns than prison – for every dollar spent on drug treatment in the community, the state saves \$18 in benefits. According to Gil Kerlikowske, the director of the federal Office of National Drug Control Policy, "Treatment and prevention can be half the cost of incarceration. You can't arrest your way out of the problem."



## Questions & Answers/pg 3

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**Q: What is Faces & Voices of Recovery? What do you do?**

**A:** Faces & Voices of Recovery is a national organization committed to organizing and mobilizing the millions of Americans in long-term recovery from alcohol and other drug addiction, our families, friends, and allies, to speak with one voice. We are dedicated to changing public perceptions of recovery, promoting effective public policy in Washington and in all 50 states, and keeping a focus on the fact that recovery works and is making life better for over 20 million Americans. It is our collective strength that will ensure our success, and it is our mission to bring the power and proof of recovery to everyone in America.

**Q: What is the Recovery Bill of Rights?**

**A:** Faces & Voices of Recovery released The Recovery Bill of Rights in 2008. It's a statement of the principle that all Americans have a right to recover from addiction to alcohol and other drugs. We are calling for policies that will end discrimination, broaden social understanding and achieve a just response to addiction as a public health crisis.

**Q: What success has Faces & Voices had?**

**A:** Faces & Voices started Rally for Recovery! in 2006, uniting recovery community organizations across the country as part of National Recovery Month – over 70,000 people participated in 90 events in 2009. Faces & Voices has advocated successfully for:

- Funding for recovery community organizations
- Enacting The Paul Wellstone Mental Health and Addiction Equity Act in 2008 and for strong regulations when the law goes into effect in January 2010
- Ending restrictions that kept people with drug convictions who want to go to school from receiving federal student financial aid

In each of these successes, people in long-term recovery and their families told their recovery – not their addiction – stories. These victories show that the recovery community can have an impact and that, speaking together with one voice, we can make a difference. People in recovery should be allowed the same rights as other Americans. Our past should not determine our future success.

**Q: Doesn't speaking out violate the 12-step tradition of anonymity?**

**A:** Not at all. Everyone's recovery journey is different, and we recognize that speaking out is something that each individual must decide to do based on his or her level of comfort. Personally, speaking out about long-term recovery is important to me because it has helped me change my life for the better, and I want to make it possible for others to do the same. There also are many ways that people can support recovery behind the scenes. As we gain confidence in our recovery, we can be more visible and vocal to break down stigma, reverse discriminatory policies and protect the policies that help people achieve long-term recovery.

**Q: Why are you involved in advocating for recovery?**

**A:** By our silence, we let others define us. Today, I am here to break the silence to show that recovery is a reality. I am here to advocate on behalf of others who are trying to stabilize their lives and achieve long-term recovery. I want to do my part to educate and mobilize others around the power and promise of long-term recovery because it is working for over 20 million Americans. Faces & Voices of Recovery has given me the platform to speak out, and I encourage others to do the same.

**Q: Why is it important for members of the recovery community to speak out with one voice?**

**A:** It is the only way those of us in long-term recovery, our families, friends and allies will be able to effectively spread the word that recovery is working for over 20 million Americans. When we speak out with one voice, it shows policy makers, our friends, neighbors and employers that we're no different than anyone else. I am committed to speaking out so that others can get the help they need to recover.

**Q: Is it important for people in recovery to be advocates?**

**A:** It is important to first understand that recovery is very personal, and everyone's experience is different. This principle helps guide people as they decide how or if to advocate for those things that matter to them. Faces & Voices of Recovery believes in the power of advocacy to help change public opinion, public policy, and break down barriers formed by the misconceptions that tend to surround recovery. We believe that advocacy can help recruit people to get involved in whatever way they are comfortable to support recovery. People in long-term recovery and their families are the experts when it comes to recovery and their voices need to be heard.

**Q: What should Congress and the states do to support those in long-term recovery?**

**A:** Policymakers at the local, state and national levels should focus on reversing discriminatory laws that keep people from getting jobs, housing, education and treatment. We need to expand treatment and recovery services and support other programs that help people achieve long-term recovery. Our elected officials need to understand that over 20 million Americans have made better lives for themselves and their families through long-term recovery. Faces & Voices of Recovery and [name of your organization] will be working to ensure that Congress and state legislatures hear our voices and know where we stand.

**Q: What's the difference between AA, NA and other 12-step programs and what you're doing?**

**A:** 12-step programs like AA, NA or AI-Anon are one way that people work to sustain their personal recovery. Faces & Voices of Recovery and grassroots recovery community organizations around the country are doing something different. We are bringing people together to educate the public about the reality of recovery, change public policies to support recovery and in some cases, offer peer recovery support services.

**Q: Tell me about Rally for Recovery!**

**A:** Each September, in communities across the country, people in recovery, their family members and friends join together and Rally for Recovery! as part of National Recovery Month. Here in [City], more than [number] participate. At Rally for Recovery! events, recovery community organizations register voters and speak out about advocacy campaigns that they are working on to support recovery. To find out more about Rally for Recovery! and how to organize one in your community, go to the Faces & Voices of Recovery Web site at [www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org).

**Q: Is your organization only for people in recovery?**

**A:** Faces & Voices of Recovery exists to support, organize, and mobilize everyone in the recovery community, from those in recovery to friends, families, and other allies – anyone whose life has been touched by addiction and recovery. Everyone is welcome to join and help us spread the word that recovery is a reality and that it is making life better for over 20 million Americans and their families. It is our collective strength that will ensure our success, and it is our mission to bring the power and proof of recovery to everyone in America.

**Q: Does everyone who is involved in Faces & Voices of Recovery have to speak out?  
Are there other ways to get involved?**

**A:** We encourage everyone to get involved – in our national organization and in one of the many local and statewide recovery community organizations across the country – in whatever way they feel most comfortable. They can attend recovery community organization meetings in their hometowns, provide financial support for our initiatives, share their story, or simply tell us they support our mission. We're an open and inclusive organization and respect that people can get involved in different ways. Just as there are many pathways to recovery, there are many pathways to supporting recovery.

**Q: How can people get involved?**

**A:** Join Faces & Voices of Recovery and [name of local recovery community organization]. Faces & Voices of Recovery exists to support, organize, and mobilize everyone in the recovery community, from those newly in recovery to friends, families, and other allies – anyone whose life has been touched by addiction and recovery. You can connect with others, get involved, and spread the word that recovery is a reality. Visit Faces & Voices Web site at [www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org) to sign up, or call us at 202.737.0690 [and information about local recovery community organization].

**Other Questions**

Here are some other questions that you may be asked that you might want to think about:

Q: Where can people get help in your community?

Q: Were you arrested or did you commit crimes to support your drug habit?

Q: How can people find out about your organization?

Q: Did you neglect your children and family while you were using?

Q: Were you discriminated against?