

“Thriving in Recovery” Campaign Goals

Over the past 15 years, The Council of Southeast Pennsylvania has committed financial resources and staff to identify and operationalize evidence-based strategies and practices. We are expanding programs, skills and technology within the organization and our communities. All of these targeted efforts are designed to combat and reduce the costly impact of addiction on individuals, families and our communities. With an objective of raising **\$400,000**, The “Thriving in Recovery” Campaign will provide the finances to help broaden these programs and services throughout the five counties of southeast Pennsylvania as follows:

- **Remove barriers that prevent an individual’s ability to access and sustain long-term recovery**
- **Offer education, training, overdose rescue, and recovery support to reduce the opioid epidemic and untimely deaths to so many in our region**
- **Provide education, skill building and early intervention for individuals and families to prevent addiction from moving from one generation to the next**
- **Expand advocacy, outreach and targeted recovery support to veterans and their families**
- **Increase understanding and proactively address stigma and discriminatory practices related to addiction and co-occurring issues**

The Council will accomplish these goals by launching a publicity campaign, “Thriving in Recovery,” to highlight the benefits of investing in recovery. Showing that individuals with addiction and related disorders can and do thrive, dispelling the myth that relapse is inevitable and individuals in recovery are fragile. This multimedia campaign will release stories and videos of individuals and families who are thriving in recovery, providing hope and inspiration to those still struggling with addiction. The campaign will highlight research-based advances in treating and supporting long-term recovery such as, brain research, medications, and recognition of multiple pathways, to help sustain health and long-term recovery.

The Council will draw from the experience of launching many successful advocacy and awareness campaigns and events. Following are a few examples:

- **Pennsylvania Recovery Organization-Achieving Community Together (PRO-ACT)**

Launched as an expansion of our grass-roots initiative to influence public opinion and policy, PRO-ACT actively advocated for and successfully represented the recovery community to reinstate the enforcement of Pennsylvania Act 106, a law that protects minimum mandated treatment guarantees. This region-wide enrollment campaign was initiated to educate individuals and providers regarding rights covered under the Act and is still ongoing.

- **HBO Addiction & Recovery Communities Take Action Campaign**

The Council was selected by HBO to launch the premiere of the film titled “The Addiction Project” and managed the “Take Action” Campaign which brought together and coordinated the regional campaign. This campaign engaged segments of the community throughout the 5 counties to take action including, businesses, faith-based organizations, education systems, health care organizations, and families to host events to educate and take actions in each sector.

- **“Recovery Walks!”**

Started in September, 2001, “Recovery Walks!” occurring annually in Philadelphia has grown to be the largest event of its kind in the Nation with over 25,000 participants in 2015. Participants include individuals in recovery, their family members, friends, allies and organizations. These individuals walk to put a face on recovery, to show that recovery is possible and to represent a constituency of consequence in southeastern Pennsylvania.

Over the next three years we will collaborate and coordinate with individuals, communities and organizational partners to expand advocacy, prevention, intervention and recovery support services throughout Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.

It is our hope that we can take actionable steps together to change the course of alcohol and other drug problems in our region.



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