

Review of Media

Stigma Project

September 2004

The “faces” of addiction as portrayed by the public news media over the last thirty years, are exemplified by the covers of the popular news magazines, Time and Newsweek:



Feb 12, 2001



May 5, 1997



May 13 1991



Nov. 15, 1987



Sept. 15, 1986



April 24, 1974

It is not difficult to understand the resulting negative stigma that accompanies the mantra of addiction and recovery when being confronted by the above images. Most common today are pictures of faltering actors/performers, such as Robert Downey Jr. featured on the cover of the February 21, 2001 edition of *Newsweek Magazine*. Downey was a frequent item in print and on broadcast news media. His newsworthiness resulted from the many times he appeared in court on drug charges, reinforcing the fact that he had once again relapsed into drug use. Rarely do we see images of people, famous or not, who are successfully leaving treatment centers, or who are proclaiming their place in the community of long term recovery from drug and/or alcohol addiction. On the contrary, other common images, as seen above in several issues of *Time Magazine*, display stereotypes, caricatures, and heart-rending images of those adversely affected by alcohol and drug addiction, such as children. In short, the media is quick to report on negative portrayals of addiction, and slow to report on the successful stories of recovery. It is also of note that the most recent coverage of any issue involving addiction or recovery was from 2001.

The focus on the recovery community when presenting themselves in today's society is to downplay the horrific aspects of addiction. The evolution of what is known as the "New Recovery Advocacy Movement", acknowledges the often difficult path to recovery, addresses that it is a different journey for each individual, and promotes putting forth positive images, highlighting the benefits and rewards of long term recovery in the present, rather than the negative aspects of the past.

This movement, with its positive images, has not yet made the cover of popular news magazines, but is slowly beginning to be addressed in the news print medium. A search of local, national and regional newspaper archives databases was conducted, to find articles dealing with recovery, and/or the effects of stigma on those seeking recovery. The following are abstracts of featured articles from the New York Times and the Los Angeles Times, both nationally distributed newspapers, dealing specifically with the new focus on recovery:

The New York Times

ON THE WEB

Going Public

Jo Piazza. New York Times. (Late Edition (East Coast)). New York, N.Y.: Mar 3, 2002. pg. 14NJ.7

"The stigma comes when people identify the drunk with the Bowery bum sipping wine coolers all day, and they need to realize that the normal society has these tendencies too," said Carl Pope, a member of Friends of Recovery NJ (FOR-NJ), a group in southern New Jersey that is seeking to educate people about the recovery process.

"We're not sure if legislators are aware that there are a lot of people in recovery in New Jersey or even if any of them are in recovery themselves," Mr. [Yury Tarnavsky] said. "These are responsible citizens who pay taxes and who have a voice in their local communities. We eventually want to show the legislators that there are people in recovery who are productive and doing well. It's just one more step to reducing the stigma."

According to a member of the A.A. general services staff who, in accordance with the group's traditions, wished not to be named, "It is a tradition for A.A. members to remain anonymous in their affiliation with the group, and though they may join advocacy groups as free citizens, it is likely for them to keep that affiliation private to keep with the A.A. traditions."

Let's talk recovery; Once rehab had a stigma, then it was almost cool. What does the term mean today, anyway?; [HOME EDITION]

Mary Mcnamara. Los Angeles Times. Los Angeles, Calif.: Nov 8, 2003. pg. E.1

At the Betty Ford Center in Rancho Mirage, the terms "rehab," "detox," and "28 days" are forbidden among the staff and the literature. "This is a licensed addiction hospital," says president and CEO John Schwarzlose in tones meant to kill the sizzle. "Slang like 'rehab' does a disservice to the fact that this is a very complicated disease and today the treatment has become more complex than ever before."

The idea that "rehab" is a quick fix, says [William Moyers], has been reinforced by many health insurance plans, which have in recent years decreased the length of stays they will cover. "[Rush LIMBAUGH] is lucky he can afford a month in rehab," Moyers says. "Most people can't."

In many of the public conversations regarding Limbaugh, supporters have argued that addiction to painkillers is "morally" different from addiction to other substances. Which is why, Schwarzlose says, there have been so many public figures entering treatment for painkillers lately. Some have legitimate painkiller issues, he says, but many are actually addicted to alcohol or other drugs. They claim painkillers, which have a a bit more social acceptance, to save face. (He is not implying that this the case with Limbaugh.)

The New York Times article from 2002, highlights one of the new grassroots recovery organizations, Friends of Recovery-New Jersey. The article does a good job of explaining the organization's platform: that people in successful and long-term recovery are everywhere around us and represent an exact microcosm of society.

The Los Angeles Times article is an expose on the media's attention to high profile cases of addiction, such as Rush Limbaugh, and the subsequent failure of the media to follow such stories to their successful conclusions. William Cope Moyer, from the Hazelden Corporation is featured in this article as saying: "Unfortunately...the high-profile success stories don't make the cover of *People (Magazine)*, while those still struggling often do."

As to those positive images of recovery, they are harder to find. A further search of regional news media retrieved one article from a local newspaper in Kentucky, not nationally distributed, but available on the Internet:

Recovering addicts fight stigma

More than 100 gather at downtown festival

By Scott Sloan HERALD-LEADER STAFF WRITER

Published on September 5, 2004, Page C1, Lexington

Herald-Leader (KY)

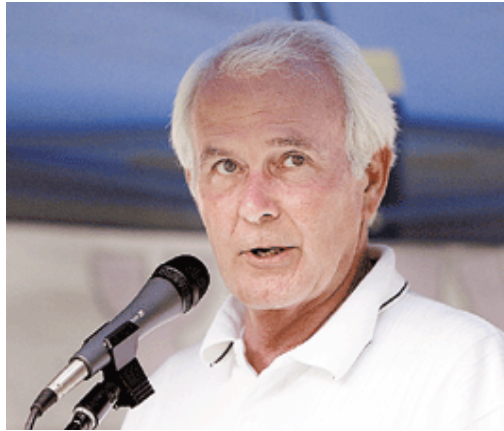
Once upon a time, a prominent television news anchor couldn't keep a job, a graduate student couldn't stay out of trouble and two Louisville women couldn't keep custody of their children.

These aren't Brothers Grimm fairy tales, but each has a happy ending.

Those four people were among more than a hundred yesterday who gathered in Triangle Park to

celebrate recovering from drug and alcohol addiction at Recovery Fest, part of National Alcohol and Drug Addiction Recovery Month.

With a backdrop of hugs and hamburgers, they spoke out, hoping their stories will curb society's discrimination against addicts and inspire current addicts to reach out for help.



Mike Barry, a former WLEX-TV anchorman, talked yesterday in Triangle Park about the alcoholism that at one point left him homeless.

This picture in the *Lexington Herald-Leader*, of a local celebrity, Mike Barry, represents one of the few positive images of recovery found in the media. Due to the fact that this “picture” of health, success, and long-term recovery is such a rarity in the media, it is easy to understand the continued existence of stigma, and the reluctance of many former addicts to publicly come forward and proclaim their membership and participation in the recovery community. It is noted in the above article, that for many, the fear of stigma is a not only a strong deterrent from identifying themselves as being in recovery, but also inhibits others from seeking treatment in the first place. This latter concept is also addressed in an article abstract from a local newspaper in Montana:

GREAT FALLS TRIBUNE

Readers share fear, stigma of life with an alcoholic

April 18, 1999

Editor's note: Fifteen percent of all Montanans drink too much, according to the state figures.

Most of them have parents, spouses and children, many of whom bear the brunt of the drinking.

Following are excerpts from their responses.

"One night, I was out partying with friends at a dance and, for no reason, got really angry with a friend. I began to chew her out right there in public, but suddenly I started to listen to myself and realized to my horror that I sounded just like my mother. After that, it was a three-drink limit and then I was through. I didn't want to be exhibiting any more of that less-than-lovely behavior.

— Pam, northern Montana

"My big thing was protecting my children and never letting anyone know what went on in our house. That just increased our isolation. I was doing all the wrong things for all the right reasons."

— Maggie, Great Falls

The article from the *Great Falls Tribune* contains testimony from 25 Montana residents, who have borne the brunt of shame and stigma, either due to their own addictive behaviors, or those of a close family member.

In addition to and related to the fear of stigma, another deterrent discouraging recovered individuals from publicly speaking out about their life before and currently in recovery has been a misunderstanding of the essence of the "11th Tradition" in *Alcoholics Anonymous*. The tradition speaks of avoiding public proclamation or identification of one's involvement with A.A. This misunderstanding is being overcome, however, due to the fact that the *New Recovery Advocacy Movement* makes no demands on disclosing how one arrived at recovery, nor does it in any way encourage one to volunteer any information that is outside an individual's comfort zone. The following article exemplifies this issue, as well as bringing it a little closer to home:



Ex-drinker helps show others the path to recovery

Seattle Times staff reporter

Living: Thursday, April 25, 2002

Three times in recent years, Jim woke up at Harborview Medical Center. But the fourth time, his was soaked with blood as well as alcohol, the result of crashing his car.

Jim brain was five times over the legal alcohol level on March 12, 2001, his lowest point in 20 years of binge drinking.

He looked up through his haze to find Christopher Dunn, a psychologist who runs Harborview's addiction-intervention service, at his bedside. Jim already knew he was at rock bottom and what he needed to hear were words of hope — that there was a way out of the mess he'd made of his life.

Just over a year later, Jim, a 38-year-old truck driver and divorced father of two, is back at Harborview repeating that message to other drinkers who've hurt themselves or others. He can't promise them a way out of their despair but he can, with penetrating eyes and humble approach, point to his new life of sobriety and say it is possible.

"I was one of the lucky ones," said Jim, who requested his last name not be used because he is a member of Alcoholics Anonymous. "That's why I come back to help."

This above article was retrieved from a search of the *Seattle Times Archives*. It is an example of an individual who reached stable recovery through their association with A.A. and now feels free to reach out and help others still in need of treatment, and also to speak more publicly, yet without revealing details of his A.A. history. The *Seattle Times* has featured a number of articles about individuals in recovery and dealing with the local issues affecting them as well as those still in need of treatment. The articles help to put a successful spin on otherwise tragic stories and also demonstrate that there are many paths to recovery. The abstracts of several of these articles are as follows:



Chef overcomes substance abuse, helps others do the same

By Marc Ramirez Seattle Times staff reporter *Living: Sunday, October 19, 2003*

Their hymn books are as weathered as the lives they've led. But their Sunday-morning suits and freshly slicked hair speak volumes about where these men hope their lives will go next.

Croy listens as some thank God for turning their lives around or apologize for things they've done. In a gravelly voice, he stands and thanks the Lord for waking up sober, instead of coming out of a drunken haze. "It's a life I never thought I'd have."

This summer, Croy turned 50, but more importantly for him, he marked one year of sobriety. For a guy once headed up the banquet-chef ladder, a lifetime of addiction finally proved a recipe for failure.

That's how he ended up here at the center, a Christian-based residence program whose spiritual leader, Major Samuel Southard, now sermonizes: "In our addiction, we cannot, on our own power, restore our sanity. God can."

Such words have given Croy new life, but every day is a struggle to keep it that way. He checks the clock: Five minutes to 10. Time to get to work. "I gotta feed all these guys," he says. "Believe me, it's a blessing. Keeps me clean."



Drug-recovery program gets women's lives back on track

By Tan Vinh Seattle Times staff reporter *Local News: Sunday, April 11, 2004*

A year ago at this time, Cara Warren of Auburn had stuck her little girl with relatives, was eating out of Dumpsters, shooting up heroin and drinking a pint of vodka each day — her family essentially done with her.

Angela Lamb still had custody — barely — of her little boy, but she was snorting, smoking and sometimes eating crystal meth each day to dull the hurt of failed relationships.

But this morning, over an Easter breakfast of sausage, eggs and home fries at Seattle's Union Gospel Mission, Lamb and Warren can each take stock of a year like no other.

Now well into the mission's recovery program, Warren interns as a drug counselor, helping ease newcomers into treatment. "She's a leader," said Lamb.

Lamb's in the recovery program, too, planning to re-enroll in community college in the fall and work with needy children.

"It's unbelievable to see the changes from the first time they came in. It's like death and resurrection," said drug counselor Leila Olsen, who treated the two at the mission's Women and Family Shelter in the

International District.

There, more than 70 women stay daily, mostly to recover from drug and alcohol addictions.

Last year, the program took in about 350 women and their children, some for just a few days but most, like Lamb and Warren, needing longer stays. While in rehabilitation, women take Bible classes and computer classes and work on their GEDs or other career goals.

Lamb and Warren didn't know each other when they found their way to the mission, but each found support in the other, sharing the same struggles and having experienced the same failed attempts to face their addictions, said Lamb, 28.

"When the times are tough, we lean on each other," said 24-year-old Warren, who will complete her treatment this summer. "I didn't think I would live this long."



Showman keeps showing he puts his money where his mouth is

Janet I. Tu Seattle Times staff reporter *Local News: Monday, October 23, 2000*

It surprised no one when the recent grand opening of Ballard's Majestic Bay Theatres turned out to be just that: grand.

The \$5 million, 16-month makeover of the historic cinema was a pet project of Ken Alhadeff, 52, a Seattle businessman and philanthropist. The scion of a prominent old Seattle family, Alhadeff is as well known for his dramatic personality and outsized emotions as for his political and civic contributions.

Outside the theater Oct. 11, floodlights filled the sky. Inside, Kenny - as he is known to his friends - wrapped King County Executive Ron Sims in a bear hug. Sims, in turn, praised Alhadeff and his wife, Marleen, as "people who just give and give and give."

With family wealth, real-estate ownership and personal investments to tap, Alhadeff has pledged some \$10 million over the years to house the homeless, counsel runaway kids, teach hearing-impaired children and recruit future teachers of color.

He pulled together the deal that preserved the exterior of Seattle's historic Coliseum Theatre (owned by his family) and renovated it into a store for Banana Republic.

Consistently among the state's top five contributors to the Democratic Party, political insiders consider him a future contender for public office.

His past is checkered with drug and alcohol addiction, jail time and public contempt for the sale of the beloved Longacres Park racetrack. But now Alhadeff is recognized for his passion, generosity and flamboyant showmanship.

His latest grand gesture - the Majestic Bay - is a melding of his business and philanthropic interests, and of his love for Seattle.

Though spotlighting individuals in recovery, none of the *Seattle Times* articles specifically dealt with issues of stigma or specifically with concepts embraced by *The New Recovery Advocacy Movement*, such as in the above *New York Times* article. The most pertinent article to these issues, and the most recent, however, was from another regional northwest newspaper:

Bridging a Gap ; One woman's surprising recovery from drug addiction cap-

KEN OLSEN, Columbian staff writer. Columbian. Vancouver, Wash.: Sep 7, 2004. pg. C.1

The photograph of [Angie Kasinger] was taken at last year's Hands Across the Bridge celebration for recovering addicts. Kasinger, 22, showed up, chased men and made her counselor furious.

Kasinger logged years of drug abuse before getting to this milestone. She took an experimental hit off a marijuana bong at age 5. She started smoking pot regularly at age 9. From there it's been a smorgasbord angel dust, mushrooms, crack and, for a regrettable seven-year run, meth. The last year of that dark resume, Kasinger was injecting meth.

Hundreds of Washington and Oregon residents, many of whom have kicked drug and alcohol addictions, joined hands on the Interstate 5 bridge on Monday. They were celebrating their victory and the beginning of National Alcohol and Drug Addiction Recovery Month. * A year ago, Angie Kasinger begrudgingly attended the rally, and promptly started using meth again. She dislikes this image of herself, but she keeps the photo on hand as a reminder. * Sporting a white visor and a smile, 22-year-old Angie Kasinger celebrates 10 months of recover. During last year's Recovery Association Project rallyu, her counselor was convinced she would never make it. * Vancouver resident Rachael Barnes hugs her stepdaughter, Michaila Lawson, 7, and reaches out to her niece, Danika Alvarado, during

Unfortunately, the picture accompanying this article from the *The Columbian* in Vancouver, WA was not available for reproduction, but it represents another example of the positive images of recovery. This recent article highlights the heart of the New Recovery Advocacy Movement, that of the recovery community publicly proclaiming and celebrating their recovery at a visible event, in this case kicking off September's **National Alcohol and Drug Addiction Recovery Month**. During events such as these, disparaging images of addiction, are replaced by the confident faces of a recovery community with members who blend differences in culture, economic status, religion, sexual orientation, age and gender. In bonding together and sharing their stories of recovery, these individuals find an empowerment, giving them the strength and conviction to overcome the negative stigmatization of the past and replace it with an acceptance into mainstream society as normal, taxpaying, home-owning, carpool driving individuals.

Though there is not as yet a formal grassroots recovery movement in Washington State, or specifically, the Seattle area, there has been coverage by *Seattle Times* over the past five years relating to the current issues affecting the addiction and recovery communities. Reviewing these articles and enlisting the interest and support of the local news media can be a strong asset to the formation and sustenance of a local organization following in the wake of the. The following are other examples with the titles and bullets of encouraging articles available in the *Seattle Times Archives*:

Gaining horse sense

Wednesday, September 08, 2004 : Local News

Dave Pitkin had it all. He owned a large house in a ritzy San Diego neighborhood, raked in more than \$200,000 annually as a defense attorney and owned 116 acres in the Cascade...

Dave Donohue, Academy Northwest/Family Academy

Sunday, June 13, 2004 : Education

Dave Donohue stands on a stage, arguing with actors playing the role of parents who plead with him to

get help for his drug and alcohol addiction. They freeze, and...

Supreme Court: Employer can refuse to rehire fired addict

Wednesday, December 03, 2003 : Nation & World

Employers can refuse to rehire recovered drug addicts or alcoholics who were dismissed for violating the company's workplace rules, the Supreme Court ruled yesterday. A "no-rehire policy" is...

Suit tests limits of disability law, employers' zero-tolerance rules

Wednesday, October 08, 2003 : Nation & World

It would be wrong not to hire a man for an accounting job because he has a prosthetic leg or to reject the employment application of a telephone receptionist who uses a wheelchair...

Jobs may be factor in addiction

Sunday, September 14, 2003 : Business & Technology

Every workplace has them: those dynamos who never, ever seem to slow down. They can look good, but in some cases the highflier eventually needs a little something to take the edge...

Court program aids drug addicts

Wednesday, November 13, 2002 : Local News

With tears in her eyes and a wide grin, Patricia Sotelo boasts about her job at a local casino. It's the first job she's held down in 15 years. The 38-year-old Everett woman recently...

High-profile rockers spotlight addiction — and treatment programs that are saving lives

Thursday, May 02, 2002 : Living

As it turned out, it was a sad, solitary exit for Layne Staley, the lead voice of Seattle's Alice in Chains, whose death last month followed a long-publicized battle with heroin...

Trials, tribulations of drug reform: State leaning toward treatment over lockup

Sunday, March 24, 2002 : Local News

It's been about 18 years since she took her first drink, 11 years since she tried cocaine, two and a half years since she gave birth to her daughter, and one year since the drug-dealing...

Gospel Choir's Music Is Powerful Medicine For Recovering Addicts

Sunday, July 12, 1998 : Business

More than music makes this gospel choir special. These three dozen men and women are recovering from cocaine, heroin and alcohol abuse. They are the Addicts Rehabilitation Choir.

In conclusion, the stories of positive recovery in the popular print media are beginning to appear with more regularity, though not with frequent pictures or images. . The leaders of the *New Recovery Advocacy Movement* are quick to point out that their biggest asset is the recovery community itself. Millions of people in this country have either experienced or been affected by addiction and are now in long-term recovery. These people are identified by the movement as the resource to change the negative images and replace them with the positive face of recovery. The goal of the grassroots recovery movements is to encourage these people to come forward and tell their positive stories, not only to change public perceptions of recovery, but also to exemplify the benefits of successful recovery to those who are still in need of treatment for drug and alcohol problems. More active local movements and well-publicized events among the recovery community will dictate more widespread coverage from the public news media, both print and broadcast and help spread the message that recovery is real.

Public media coverage is a powerful tool to reduce stigma and reach the masses and communicate the positive "face" of recovery both to the recovery and addiction communities as well as all of society. Media resources that are privately produced are also powerful tools to be used by the recovery community to spread their message. Other than relying on coverage from public news media venues, what are the resources available to the recovery community to promote its cause, attract more recovering individuals to jump on the bandwagon, and place it in a more visible and positive public view? There is an extensive amount of research and literature

dealing with the issue of stigma and recovery. However, an exhaustive search for media resources, which included videos, audio recordings, broadcast mediums, brochures, and publicity packets, resulted in a smattering of materials. A larger number of titles were retrieved in the search as opposed to the number of actual items obtained. This is largely due to the fact that many of these materials are produced by local and regional grassroots movements, and therefore not widely distributed. Many are no longer produced or available. Again, as the recovery community organizes, expands, and finds its “voice” more media materials should be produced and made available. An annotated bibliography of the resources that were retrieved is as follows:

STIGMA/RECOVERY MEDIA RESOURCES

Coalition for Healthy Communities. (2004). *Voices of Success* (booklet). Columbus, OH: CHC.



Subtitled: Mental Health and Addiction Communities: Productive People, Strong Families, Healthy Communities. This booklet displays brief stories and pictures of from recovering individuals in mental health community and the addiction recovery community. A full color version is available for download from the Internet at:

http://www.namiohio.org/CHC_Bro_5.5.pdf

Connecticut Community for Addiction Recovery. (2001). *The Healing Power of Recovery* (video). Wethersfield, CT: CCAR.

Over a year and a half in production, this 30 minute piece masterfully intertwines the stories of CCAR members with the perspective of well-known recovery movement leaders like William White, Stacia Murphy, Thomas Kirk, Don Coyhis, Susan Rook, June Gertig and Rick Sampson. Testimony from CCAR members follows five main themes – Giving Back, Sharing Our Recovery, Honesty & Integrity, Faith & Trust, and Community. The goal is that the viewer will be touched by the healing power of recovery and pass it on to those still struggling with addiction.

The DC/Delaware Addiction Technology Transfer Center & Danya International.

(2000). *The Addiction Stigma Reduction Toolkit: Implementation Guide and Video*. Silver Spring, MD: ATTC.

The video is a compilation of commentaries from the “Stigma Reduction Forum: Breaking the Stigma, Freeing Our Community’s Voices,” held on September 28, 2000. This event brought together an array of advocates, policymakers, and professionals in the addiction treatment field for an interactive forum on combating addiction-related stigma. The kit also includes “A Guide to Reducing Addiction-Related Stigma.” The booklet is designed to help people who are concerned about addiction-related stigma to channel their concerns, frustrations, and even anger into positive action. It is meant to empower people by providing tips, recommendations, tools, and resources to conduct stigma prevention efforts.

Greater Flint Project Vox, Inc. (2004). *Recovery Advocacy 101* (Power Point



presentation). Flint, MI: Project Vox.

Project Vox, (the Latin word for voice), is designed to give a greater voice to people who are alcoholic or drug addicted. This Power Point presentation is designed to assist in presenting information about advocacy groups and specifically names Faces and Voices of Recovery (FAVOR) as a national organization focused on efforts to reduce stigma and discrimination against those in recovery from and still in need treatment from alcohol and drug addiction. This 90 minute presentation is accompanied by a script and has four main objectives:

1. That clients understand that the disease of addiction is not self-inflicted
2. That clients are aware that cultural norms play a major role in the spread of this disease
3. That denial is not a symptom of the disease, it comes from the way we have been socialized.
4. That advocacy is a way of giving back once they stabilize in recovery

Hazelden. (2002). *The Great Awakening: Speaker’s Presentation Kit*. Center City, MN:

Hazelden.

This kit was prepared collaboratively by Hazelden, the Johnson Institute and The Alliance Project to educate about the nature of addiction and the hope that recovery offers by putting a face on recovery. It is also an advocacy tool to motivate the public and legislators to realize the value that

access to treatment and recovery offer to individuals, business and society. The kit includes two videos narrated by William C. Moyer, one intended for the in-house recovery community and one intended for general audiences. The kit also includes two similarly focused CD-ROM presentations, written scripts of the videos, a floppy disk with sample small-space print ad displays and a sample presentation guide, and reproducible informational handouts.

Hazelden. (2003). *Let's Unmask the Stigma Once And...For All*. Center City, MN:

Hazelden.

This advocacy packet is produced by Hazelden's Center for Public Policy, which operates at the grassroots, state, and federal levels in the mission of expanding public awareness and support for effective solutions to addiction. This includes on-going health care reform, ending discrimination, coalition building and putting a face on recovery. The packet includes information about Hazelden, brief facts and statistics in a brochure format, a letter addressed to President Bush (with envelope) supporting the HEART Act of 2003 which can be signed and sent, an information sheet about the HEART Act, and a photocopy of two articles from the Opinion section of the *St. Paul Pioneer Press*: "Mentally Ill Need Treatment, Understanding," and "'Miracle of Recovery' is Withheld From Too Many."

The Institute for Research, Education and Training in Addictions. (2003). *Today* (CD-ROM/DVD). Pittsburgh, PA: IRETA.

The "Today" CD-ROM and DVD features a 1-minute commercial that attempts to undercut the stigma surrounding addiction. It features facts, statistics and visual images of the demographics of addiction in a stylized, attractive visual format. The spot can be viewed at the following website:

<http://www.ireta.org/today/index.html>

Join Together. (2001). *Advocacy with Anonymity* (brochure). Boston, MA: Join Together.

Advocacy with Anonymity

Created by a partnership between the National Council on Alcoholism and Drug Dependence, Inc. and Join Together. Updated in October 2001, this free brochure encourages people in recovery to speak out and share their experiences with policy makers, civic groups and other community leaders. The brochure focuses on how to do this without violating anonymity traditions of 12-step groups. Print copies of the brochure can be ordered on the Join Together website, or a PDF file of the brochure can be viewed or downloaded from:

<http://www.jointogether.org/sa/files/pdf/anonymity.pdf>

The SHARE Committee. (2003). *The Songs of Hope, Awareness, and Recovery for Everyone* (compact disc). Nashville, TN: The SHARE Committee.



A new CD from Nashville country music artists promotes recovery from drug and alcohol addiction and benefits treatment and recovery programs. *Songs of Hope, Awareness, and Recovery for Everyone (SHARE)*, was coordinated and produced by a volunteer coalition of Nashville-based drug and alcohol treatment professionals and music industry executives. Its release was timed to coincide with National Recovery Month in September 2003. *SHARE's* signature song *When Love Rules the World*, is a new recording that showcases the voices of T. Graham Brown, Hal Ketchum, Kathy Mattea, Martina McBride, and sixteen other Nashville artists. Created especially for the SHARE project, the song is accompanied by a video (video was not retrieved) and has been released as a single. The other sixteen songs on this multi-artist collection are reissues of some of the finest country songs of the past 40 years - hits, hidden treasures, and standards.

U.S. Department of Health and Human Services (1999). *Anti Stigma Kit*. Rockville, MD:

Substance Abuse and Mental Health Services Administration.

A packet of information developed by SAMHSA's Center for Mental Health Services to educate the public, amplify the voices of people with mental illness, and eliminate negative images associated with it. The kit includes an Anti-Stigma Poster, Anti-Stigma Fact Sheet, "*Before You Label People, Look at Their Contents*" brochure, "*Your Child's Mental Health-What Every Family Should Know*" brochure, and "*Nurturing Your Child's Mental Health*" bookmark. [Although the packet is primarily focused on the broader issue of mental health and stigma, the contents provide several good examples of materials that could be adapted and implemented by the recovery community]

U.S. Department of Health and Human Services. (2004). *Join the Voices for*

Recovery...Now!: 15th Annual National Alcohol & Drug Addiction Recovery Month (packet). Rockville, MD: Substance Abuse and Mental Health Services Administration.

The title of this packet is the theme of the 15th annual National Alcohol and Drug Addiction Recovery Month, the purpose of which is to celebrate people in recovery who have overcome stigma, denial, and other barriers to treatment – and as a result are leading healthy and productive lives in recovery. This is an extensive packet of materials to assist groups in launching a Recovery Month campaign. The packet includes: Promotional Event Ideas; Speaking Effectively with the Media About Recovery and several media outreach materials including: A Media Advisory; A Press Release; An Opinion Piece; Official Proclamations; and Radio Public Service Announcement Scripts. Electronic versions of the materials can be downloaded from an included CD-ROM. Materials can also be downloaded along with additional materials from:

www.recoverymonth.gov

Williams, Trish. (2000). *Losing Tom: A Documentary Film*. Midland Park NJ: Trish

Williams.



1957



1998

This is a 60 minute video produced as a graduate project by Trish Williams, about her father's lifelong battle with and ultimate death from

alcoholism. The movie is a series of interviews with the author's mother and sisters and her father's friends, detailing the history of the disease in Tom's life leading to the dissolution of their family and his ultimate death. "Losing Tom is about the human condition. It is a film that is multi-layered and grapples with the issues of addiction and it's effects on family systems, the pain and suffering that accompanies alcoholism, death and dying, loss, grief, and family secrets." A detailed website dealing with issues such as Historical & Cultural Issues; Alcoholism-A Disease; Facts About Alcoholism; Alcoholism Today, Alcoholism and the Family; Co-Dependency; The Concept of Addiction; Advanced Alcoholism; and Social Stigma is a companion to the video and can be retrieved at:

<http://www.losingtom.org/>

WMPG 90.0 FM (2004). *Grace Street*. Portland, ME: WMPG Radio.

Grace Street is an innovative live call in talk/music radio show with a focus on addictions and recovery. Great music and good talk offers a "street view" of addictions and a talk/forum for radio listeners seeking a little shelter from the storm. Tuesday evenings 7:30-8:00 p.m. (4:30-5:00 p.m. Pacific Time). The show can be heard live through an Internet connection at:

<http://www.wmpg.org/?programming> (click on "Listen.")