



Recovery Month Toolkit: September 2020

Activities

Stamp Out Stigma and Optum have teamed up for Recovery Month 2020 to celebrate those living in recovery and work together to eliminate the stigma of mental illness and addiction. Treatment is available and recovery is possible, but overcoming stigma is a critical first step in helping people get the support they need. Throughout September there are a number of ways for supporters to show their support:

1. Participate in the official Recovery Month 2020 Twitter chat on **Wednesday, September 30 at 2pm ET**. Follow **@StampStigma** and use the hashtag **#SOSChat** to join.
2. Follow **@StampStigma** and **@Optum** on Twitter and Facebook to stay up to date with the latest resources for Recovery Month.
3. Join the conversation by using the hashtag **#EverydayRecovery** in all of your social posts.
4. Visit stampoutstigma.com/recovery and **read stories from individuals** who have went through or are currently going through recovery.
5. **Share resources** and find substance use disorder and mental health organizations at stampoutstigma.com/recovery.
6. Download the 2020 Observance Calendar [here](#).

We hope you will take these steps and encourage others to do the same.

Twitter Chats - #SOSChat

This month, Stamp Out Stigma will be hosting a **Twitter chat** about **Recovery Month on Wednesday, September 30 at 2pm ET**. Going back to school will be a little different this year, so we will be covering topics like why mental health stigma prohibits many students from seeking treatment, what campus resources are available, the anxieties of returning to school, and what life will be like for virtual students. During the chat, we will help educate and listen to participants about how to reduce the stigma of youth mental health, as well as give participants an opportunity to share resources. Join the conversation by following [@StampStigma](https://twitter.com/StampStigma), and use the hashtag [#SOSChat](https://twitter.com/StampStigma) in your tweets during the chat

Blurb for Newsletter or Blog

September is National Recovery Month! The 2020 **Recovery Month** theme is, “Everyday Recovery.” This theme emphasizes the need to share resources and build networks across the country that support recovery in all its forms.

During September, **[YOUR COMPANY NAME]** is taking this opportunity to discuss substance use disorder recovery. We will be highlighting the importance of speaking openly about recovery and finding treatment, since there is still stigma associated with mental illness and addiction. It’s our job to help end the stigma surrounding mental health by sharing resources and starting conversations. Throughout the month of September, **[YOUR COMPANY NAME]** will encourage family, friends, and loved ones to learn more about mental illness and substance use disorder and what resources are available to help those find treatment. Here are some important facts you should know:

- Among the 20.2 million adults in the U.S. who experienced a substance use disorder, 50.5%—10.2 million adults—had a [co-occurring mental illness](#).
- More women living with a mental illness (48.8%) [received mental health treatment](#) than men living with a mental illness (33.9%).
- The misuse of prescription opioids and use of heroin is one of the [most significant public health issues in the United States](#). Opioid abuse claims more lives than motor vehicle crashes.
- [According to research](#) that tracks individuals in treatment over extended periods, most people who get into and remain in treatment stop using drugs and improve their occupational, social, and psychological functioning.
- [50% of individuals](#) with eating disorders abused alcohol or illicit drugs, a rate five times higher than the general population

Remember, mental illness does not discriminate. Join us on **[YOUR COMPANY’S SOCIAL MEDIA CHANNELS, WEBSITE, ETC]** to help bring attention to the importance of sharing mental health stories and help improve the lives of millions of Americans living with a mental illness.

*If you or someone you know needs help, please
call [1-800-273-8255](tel:1-800-273-8255) for the [National Suicide Prevention Lifeline](#).*

Social Media Posts and Graphics

Using a combination of the posts below and the graphics attached to the zip file, you can create content to post on your organization's social media accounts throughout the month of September.

Sample Posts:

- September is Recovery Month! Share resources and join the conversation by using the hashtag #EverydayRecovery.
- Join the conversation throughout Recovery Month as we celebrate those living in recovery and work together to eliminate the stigma of mental illness and addiction. #EverydayRecovery
- Always remember that recovery is possible. You are not alone. Visit stampoutstigma.com/recovery to learn more.
- Did you know between 1999 and 2018, over 750,000 people died from a drug overdose in the United States? Learn more about recovery at stampoutstigma.com/recovery. #EverydayRecovery.
- In 2018, almost 70,000 people died from drug overdoses. It was a leading cause of injury-related death in the United States. Learn more at <https://buff.ly/3bh51OV>. #EverydayRecovery
- Did you know although African Americans make up only 12.4% of illicit drug users, they represent 33% of drug incarcerations? Learn more at <https://buff.ly/3jxm1Dw>. #EverydayRecovery

Graphics:

- Please see additional link on stampoutstigma.com/recovery.