BEGUZERY

Thank you for your interest and contribution to Canada's Annual Recovery Day Celebrations. It is a great honor for all of us to share this time in making history with you.

These events are possible with the support by all of us in recovery and those that support recovery to be able to engage to have our story, our voice, and our passion serve a great purpose - helping to break the stigma that surrounds this disease.

This toolkit has been put together to help you with your endeavors of putting together your own city's Recovery Day celebration.

Our MISSION is to build awareness, challenge social stigma and celebrate the role recovery plays in improving lives for individuals, families and communities. We believe that recovery saves lives. We envision a world in which full recovery from addiction is a common and celebrated reality. We want to open this conversation so individuals will not experience shame when seeking help.

Recovery Day all started with an e-mail that was sent on July 30th, 2012 to AnnMarie McCullough and Lorinda Strang. It contained an eight-minute trailer for the movie which at the time was still being produced by Greg Williams – known as 'The Anonymous People'. The film documents the emerging "new recovery advocacy movement" with footage of the rallies and marches that have been happening all over the US for over a decade. After seeing the trailer, the decision was made to immediately start planning Canada's first "Rally for Recovery" in Vancouver – with less than 8 weeks to prepare.

Before September 2012, no one had even heard the term "Recovery Day" in Canada but in a matter of weeks, we witnessed the birth- of not only a 'Recovery Day' in Vancouver, but also a Recovery Day in Victoria with proclamations in both cities that held events as well as a proclamation in Ottawa.

In September 2013, Vancouver, Toronto, Calgary, Edmonton, Saskatoon, Victoria, Regina, Nanaimo, Kamloops, Kelowna, Ottawa and Fredericton all hosted "Recovery Days" on September the 8th. The cities all had proclamations from their respective City's mayors. There were letters of support from the CCSA, CACCF, CASW and the health minister of BC. BC also received an unexpected proclamation from the premier declaring Recovery Day for the entire province.

Also, that month, Lorinda and AnnMarie were in Washington, DC to receive the "rally of the year" award from SAMHSA for Vancouver's Recovery Day in 2012. It was a great honor as well as an amazing opportunity to meet with recovery advocates and government officials that have been working in the field for many years. While there, it was announced that the UN was looking at passing a resolution to declare September "International Recovery" month. This has since come to pass!

In April of 2013, members of the Recovery Day initiatives - AnnMarie McCullough, Lisa Simone and Lorinda Strang formed a new organization-Faces and Voices of Recovery (FAVOR) Canada- modeled after the organization that has been helping organize the recovery movement in the US since 2001.

Faces and Voices of Recovery or "FAVOR" Canada is dedicated to organizing and mobilizing the 5 million Canadians in recovery from addiction, along with our families, friends and allies.

Our goals: to build networks and foster recovery community organizations; to reduce stigma; to raise awareness and bring people together in celebration of recovery. Together, we will demonstrate the power and proof of recovery from addiction and its value to individuals, families and communities across Canada. We support all pathways to recovery and we STRONGLY support initiatives such as Recovery Day and Recovery Month.

In September 2018, over 25 cities celebrated Recovery Day events and this year, we hope to continue to get even more cities joining in. The movement is gaining momentum!





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PROCLAMATION

RECOVERY DAY 2018

WHEREAS The disease of addiction in its various forms creates a tremendous burden to individuals, families and communities in the City of XX;

AND WHEREAS So many hundreds of thousands of steadfast and courageous citizens over the

years have acknowledged their crippling dependencies and moved on to lives of

sobriety;

AND WHEREAS So many have found again their dignity and self-respect and loving regard for

themselves and those around them;

AND WHEREAS these brave souls have discovered and truly learned that honesty and sobriety

and a full return to citizenship all march hand in hand;

AND WHEREAS many have until this day been reluctant to declare openly and without need for

explanation that they live proudly in RECOVERY;

AND WHEREAS these very same people say in unison, "I AM IN RECOVERY," and I am all the

stronger and happier and more richly fulfilled as a person because of it;

AND WHEREAS we choose now to CELEBRATE our RECOVERY and the RECOVERY of those sons

and daughters, brothers and sisters beside us;

NOW THEREFORE I, mayor name, Mayor of the City of xx, DO HEREBY PROCLAIM

insert date, as RECOVERY DAY in the City of XX.

Mayor name

MAYOR



NAHEED K. NENSHI, MAYOR

PROCLAMATION

The disease of Addiction creates a tremendous burden to individuals, families and communities in our city; *Recovery Day* aims to build awareness, challenge societal stigma, and celebrate the role that recovery plays in improving the lives of these individuals, families, and communities.

Whereas:

There is honour in recovery, it needs to be acknowledged,

talked about and celebrated by Calgarians;

Whereas:

Recovery Day aims to influence change in public

perceptions and recognize Calgarians who have embraced

recovery with honesty and humility;

Whereas:

Calgary will be one of 25 cities across Canada to host

Recovery Day as part of the Recovery Movement,

recognized by the United Nations.

On behalf of City Council and the citizens of Calgary, I hereby proclaim September 7, 2014 as:

"RECOVERY DAY"

NAHEED K. NENSHI

MAYOR



Historic City Hall, 700 Macleod Trail South, #8069, Calgary, AB, Canada T2P 2M5 T 403.268.5622 F 403.268.8130 E themayor@calgary.ca

Proudly serving a great city



Exhibitors Application:

With several thousand people "Rallying for Recovery" last year across Canada, the Recovery Day Rally in XXXXXX this year is sure to draw a huge crowd.

On **September XXth** you can take advantage of the opportunity to exhibit your program, agency, product or fellowship at the Recovery Day Rally – at XXXXXXX- insert location

Organization Name:				
Address:		City:		PC:
Contact Name:			Phone:	
Contact Email:				
Treatment Centre \$	XXX	Recovery Group (i	e. AA, NA, etc	e.) \$XXX
Amount Enclosed: \$		_		
Date: insert date and time				
Exhibitor Set-up (insert time)	; take down (ii	nsert time).		
Tents with tables and chairs v	vill be provide	d.		
Please make cheque navable t	to XXXXX.			



Please complete this form and return to Recovery Day by insert date.

Email: xxxx@xxxx

Mail: insert mailing address

THE PROCLAMATION IS READY AND SO ARE

WE!

With over XXXX people 'Rallying for Recovery' last year, this year we are expecting even more at the Fourth Annual Recovery Day Rally and March.

On September XX	JOIN us	on RECO	VERY	DAY:

Where:

When:

What: Get involved by clicking on the forms below, filling out and emailing or faxing them back to the appropriate person:

Becoming a financial supporter
Volunteer – There are many volunteer opportunities
Exhibiting at Recovery Day
Or just come and be a participant!
Rally and March- bring all your clients, alumni, supporters of recovery!
Bringing a banner or sign declaring a positive recovery

JOIN RECOVERY DAY TODAY

www.facebook.com/RecoveryDay (add your FB page)



2018 Application:

With over 1000 people rallying for Recovery last year, the Annual Recovery Day March and Rally this year in insert city XXXXX is sure to draw thousands.

YOU can volunteer on **Day, September** at the Annual Recovery Day Rally –XXXXXXXXX insert location.

All you have to do is tell us about you.

Name: ______Email: _____

I CAN:

Set Up/Clean up
Security
First Aid
Sign language
Hang posters/promote event
Runner/traffic watch
Photography/Videography
Countdown table/info booth

Date: Day, September __, 2018 - time - start and end

Please complete this form and return to Recovery Day by xxxxx, 2018.

Email: xxxx- insert volunteer coordinator email address



DONATIONS AND FINANCIAL SUPPORT

2018 Opportunities to Contribute Financially to Recovery Day/Donations

With thousands of people rallying	for Recovery last year, the	e <mark>XX</mark> Annual Recovery Day March and Rally
onis sure to	o draw thousands.	
		uires financial support to stage the event. chairs, publicity, signage, and more.
Please join us as a financial suppo	rter of Recovery Day <mark>2018</mark>	
Financial Supporter Registration		
Organization/ Company/ Individua	al Name:	
Address:		
City:		
PC:		
Contact Name:		Phone:
Contact Email:	_	
Amount Enclosed: \$		
Please make cheque payable to _ Please complete this form and ret		, 2018.
Email:	Mail	



Script for Recovery Day speakers

For speakers in recovery

Introduction	
"My name is	and I am a person in recovery/or long term recovery.
Concepts/Ideas to be porta	rayed in sharing:

- Circumstances of life experiences that perpetuated a life in addiction
- Finding recovery and sharing what recovery has given you
- What "recovery" means to you
- Discuss whether the social stigma of addiction within society/institutions/organizations had any impact on your story
- How you see recovery impacting the community
- Impacts to the medical or criminal justice system

For presenters/speakers not in recovery

Introduction	
"My name is	and I am in support of recovery.
Ideas for sharing content:	

- Feel free to discuss what recovery from addiction means for you, impact it may have had on your life, both personally or professionally
- Why you have chosen to participate and be involved with a recoverybased event
- Any related work you have done, or population you have been involved with where you have seen firsthand the impact and negative consequences of addiction as well as discussing solutions you have experienced (both those that have demonstrated positive results and those that are not working within our society).



Additional Guidelines:

The National Committee for Recovery Day requests that specifics regarding programs of recovery, treatment centres/facilities, anonymous fellowships, and spiritual paths not be disclosed during sharing.

Recovery from addiction can be found in a variety of ways and settings. While some may utilize 12 step programs, treatment centres, or professional counselling, others find recovery through religion, other spiritual experiences and some through "natural" recovery. The methods and specific details regarding how one has arrived in recovery is not the primary focus. Putting a face to recovery brings visibility to a way of living and a solution to the progressive and fatal illness of addiction. It portrays to the public at large a strong and positive image of those who have found recovery, hopefully reducing social stigma and the negative preconceptions of those afflicted with this disease. Recovery, no matter how an individual has arrived there, is something to be celebrated and supported, and shedding a bright light on what has long been kept in the dark will hopefully inspire others to seek assistance and bring about change within our societal systems.

Addiction is not isolated to the individual afflicted with the disease...it impacts family units, the medical community, the criminal justice system, and many other public and societal systems. Understanding this impact and having insight regarding both impact and strategies, whether positive or negative, will aid in providing direction for future endeavours. On the same note, the influence of recovery on the individual, family, and society as a whole is also pertinent to highlight and understand. We cannot change what we do not know, and having an open forum to portray the impact of both addiction and recovery holds great potential.



PRESS RELEASES

6th ANNUAL RECOVERY DAY

Immediate Release

Ν

MEDIA RELEASE
September , 2018 – People suffering from addiction are often judged as having moral weakness. Even once they have found recovery, that stigma may continue. Recovering from an addiction is hard enough, but for many former substance abusers, even more difficult is dealing with society's judgment.
A new recovery movement is being organized at the local, provincial and federal level, one that is aimed at keeping the focus on the fact that recovery works and is making life better for millions of Canadians. Recovery Day aims to put a face and a voice on those who have found the solution. By sharing these success stories, those who are still suffering can see that recovery is possible.
Along with other cities across Canada, (your city) is rallying and celebrating throughout the month of September to raise awareness and reduce stigma.
(Your City) Annual Recovery Day takes place at on (date) from (time). The event is being accompanied by an official proclamation by the Mayor, recognizing Recovery Day in the City. The celebration will include medical expert speakers, celebratory messages, personal stories of recovery and (#) booths
representing (your city) recovery support services.
Our panel of speakers includes: (Example of Calgary's Recovery day speaker line up from 2014)

Honorable Mayor Naheed Nenshi,

Brian McGratten, NHL star, Calgary Flames and individual in long term recovery,

Dr. Michael Trew, Chief Medical Officer and Senior Medical director of Addiction and Mental Health,

Annie McCullough - Co founder, Faces and Voices of Recovery Canada & Recovery Day Canada,

Dr. Nicole Sheeren, Behavioral Neuroscientist, Scientific Director and Program Officer at The Norlien Foundation Cory Hetherington – Chairperson of FAMH (Foundation of Addiction and Mental Health) and person in long term recovery.

Where: Address When: Date and time

For media information or to arrange interviews contact: (name) (email) or (phone number)



Key media talking points:

We have seen the era of treatment; we are now in the era of recovery.

Recovery Day has grown from 2 events in 2012 to 12 events in 2013 and 25 events for 2014. In 2016, 30 cities were involved and we continue to add more cities as the people are inspired to participate.

There are close to 5 million people in recovery in Canada - this is a constituency of consequence. When you add in their friends, families, and allies, you are talking about 80-90% of the population being affected.

RECOVERY MESSAGING TRAINING by FAVOR CANADA

Trainers

Annie McCullough & Lisa Simone

What is a Message?

- · An exchange of information using words
- The most important information you want your listener to hear
 It is crucial that you know what you want to say and leave in people's minds.

Grounded in Research

Faces & Voices' recovery messaging is based on research

Survey of the Recovery Community

Survey of the General Public

Focus groups of the recovery community & the general public (8 groups in 4 cities)

Conducted by Peter D. Hart & Associates & Robert M. Teeter's Coldwater Corporation

http://www.facesandvoicesofrecovery.org/resources/public_opinion.php

Recovery Community

 88% believe it is very important for the public to see that thousands get well every year

General Public- Destiny Project 2012

- A majority (83%) have been affected by addiction
- A majority (67%) believe that there is a stigma toward people in recovery
- A majority (74%) say that attitudes & policies must change

Who are You Talking to?

- Family
- Friends
- Neighbors
- Co-workers
- Media
- Public officials

Your Messaging Goals

- Have effective, credible language that you can use to talk about your life and experiences
- Know how to use the message in different situations
- Make it possible for more people to get well

Personalizing the Message

- There are many ways to develop a message
- · Messages aren't designed as one-size-fits-all
- Our message has been adapted for many different groups:
- People using medication in their recovery
- Family members who have lost loved ones to addiction and others
- Find your own voice by using these messages as a guide.

Your Frame of Mind

- Speak with one voice
- Make it personal; it adds credibility and breaks down misperceptions
- Talk about your recovery, not your addiction your recovery story

12-Step Anonymity

- These messages don't violate the traditions of 12-step fellowship
- Help us educate others in 12-step groups about their right to speak out!

Core Message

The Problem:

- Need more opportunities for people to achieve long-term recovery
- Need more effective treatment and recovery support services
- There are discriminatory policies
- The public and policymakers don't know about the reality of recovery

Core Message

The Solution:

- A strong national recovery movement organized at the local, provincial and federal levels
- Putting a face and a voice on recovery to break down misperceptions that will change attitudes (stigma)
- Advocating to change policies (discrimination)

What's Not in the Message and Why

- I'm an addict (or alcoholic)
- I'm a recovering addict (or alcoholic)
- Addiction is a disease
- Information about 12-step programs, for examples membership in AA or NA or AI-Anon
- A "definition" of recovery

Recovery Messaging Resources

Recovery Messaging from Faces & Voices of Recovery

- Recovery Messaging Questions & Answers
- The Tip Sheet for Media Interviews
- Our Stories Have Power DVD featuring interviews by people in recovery, family members and friends
- Visit <u>www.facesandvoicesofrecovery.org</u> <u>www.facesandvoicesofrecovery.ca</u> will soon have the trainings available for download Faces & Voices of Recovery Website

Recovery Day Critical Path	
Date of event	
Time of event	
Location of event	
Event coordinator/contact person	
Target audience – who Who is this promotion targeted at? What does the audience need to know? What will hold their interest?	
Message – what What do you want to say to the target audience? What do you want them to know/do?	
Objectives – why Be clear about what you hope to achieve with this event.	
Description of event – what is Recovery Day?	
Risk assessment – what Identify possible risks and develop strategies to minimise risks.	
Evaluation criteria established What were our aims/objectives? Did we achieve what we set out to do? Did it come in on budget? What were the intended/unintended outcomes? How do we measure effectiveness? What tools do we use to measure our success?	
Checklist Who will be involved in the event Date/s of event determined Location/venue for event booked Target audience determined Message determined Objectives set Risk assessment completed Evaluation criteria established	

Budget, Invites	Assigned to	Action	Date to be completed
Budget □ Source identified			
□ Sponsorship□ Break-even point established?□ Have you accounted for the GST?			
Protocol ☐ Request to invite VIP's in writing and timely (six to eight weeks prior to event) ☐ Protocol issues (relating to funding, attendees, etc.) ☐ Anything that needs to be approved by Recovery Day team ☐ Mayor's office notified ☐ Media and News notified			
Invitations Mailing list generated/updated Invitation composed Invitation checked Printer RSVPs Invitation list compiled Names on list and titles/addresses checked for accuracy Special guests/speakers alerted to make time in diaries Invitations sent			

Media, Talent, Sound, Staffing, Accessibility	Assigned to	Action	Date to be completed
Advertising □ Press, radio TV, school newsletter □ Education News □ Media release			
Talent □ Book and brief □ Rehearsals			
Signage □ Organize plaques, banners if necessary □ Other signage produced			
Program/running sheet/speeches □ Program finalized □ Running sheet written □ Program/running sheet sent to speakers □ Speakers fully briefed □ Speeches written			
Security ☐ Security alerted ☐ Occupational health, welfare and safety concerns addressed ☐ Provision of first aid			
Audio/visual requirements PA system CD or tape player Lapel or handheld microphone Lighting Extra electrical requirements Lectern			
Staffing □ Extra required □ Volunteers to meet and greet guests			
Ambience □ Floral arrangements, pedestal – can the theme of the event be followed in flowers? □ Background music			

Accessibility, Hospitality	Assigned to	Action	Date to be completed
Guest comfort ☐ Wheelchair access ☐ Toilet facilities			
Hospitality ☐ Welcome signage at entrance ☐ Ushers briefed			
Housekeeping ☐ Cleaning before and after ☐ On standby during the event			
On the day Time for set up by whom Time for tear-down by whom Dais, stage Tables, chairs layout Chair covers Floor plan VIP seating Book courier/transport Name tags Clear location directions Registration			
After the event Person responsible Debrief Guest feedback Guidelines for improvement next time Evaluation against criteria Thankyou's			

2015 Recovery Day Calgary Production Schedule as an example only.

TIME	RUN TIME	Guest	Description	COMMENTS
11:15:00	0:45:00	Musical Guest	Musical guest set #1	
12:00:00	0:05:00	Lisa	Welcome Remarks	Mention ERP, bathrooms, Introduce musical guest and honored speakers
12:05:00	0:05:00	МР	Read Proclamation personal remarks and introduce His Worship Mayor	
12:10:00	0:07:00	Mayor	His Worship Mayor	
12:17:00	0:01:00	Lisa	Introduce gratitude speaker #1 (Wendy)	
12:18:00	0:05:00	Wendy	Wendy Welcome Remarks and Introduce Annie	Thank RD volunteers
12:23:00	0:05:00	speaker #1	Annie	Bio
12:28:00	0:00:30	Lisa	introduce gratitude speaker #2	Master of ceremonies
12:28:30	0:05:00	speaker #2	Paige	Person in Long Term Recovery
12:33:30	0:00:30	Lisa	introduce gratitude speaker #3	Master of ceremonies
12:34:00	0:07:00	speaker #3	Nicole	bio
12:41:00	0:00:30	Lisa	Introduce gratitude speaker #4	Master of ceremonies
12:41:30	0:05:00	speaker #4	Stacey	bio
12:46:30	0:00:30	Lisa	Introduce gratitude speaker #5 (Norma)	Master of ceremonies
12:47:00	0:05:00	speaker #5	Norma Fuchs	Al-Anon bio. Who she is
12:52:00	0:00:30	Lisa	Introduce gratitude speaker	Master of ceremonies
12:52:30	0:07:00	speaker #6	Dr.Michael	bio
12:59:30	0:00:30	Lisa	introduce gratitude speaker #7 (Cory)	Master of ceremonies
1:00:00	0:05:00	Speaker #7	Cory Hetherington	bio

1:05:00	0:00:30	Lisa	introduce gratitude speaker #8 (Brian)	Master of ceremonies
1:05:30	0:07:00	Speaker #8	Brian	bio
1:12:30	0:02:00	Lisa	Prepare crowd for Serenity Prayer	Cue music while crowd gets in circle
1:14:30	0:01:00	Group prayer	Serenity Prayer I	
1:14:30	0:02:00	Lisa	Closing Remarks	Master of ceremonies

Job	Time in	Time out	Phone number	Description	Confirmed
Set Up				Help with banners, tables, misc ad hoc request	
Set Up				Help with banners, tables, misc ad hoc request	
Set Up				Help with banners, tables, misc ad hoc request	
Set Up				Help with banners, tables, misc ad hoc request	
Set Up				Help with banners, tables, misc ad hoc request	
Setup				banners- big one	
First Aid				be available if needed	
Vendor Area Manager				Make sure vendors know where they go	
Information Tent				have info on event	
Information Tent				have info on event	
Information Tent				have info on Drug Prevention Network	
Info tent				families & friends of recovery	
info tent				have info on Drug Prevention Network	
Information Tent				have info on Drug Prevention Network	
Recovery Countdown				add and keep track of celebrations	
Recovery Countdown				add and keep track of celebrations	
Recovery Countdown				add and keep track of celebrations	
Recovery Countdown				add and keep track of celebrations	
March Marshalls				Start off march	
March Marshalls				Start off march	

gather the crowd to march
gather the crowd to march
gather the crowd to march
at intersection to make sure march obeys traffic signal
at intersection to make sure march obeys traffic signal
watch sidewalk to make sure people stay on it
at intersection to make sure march obeys traffic signal
at intersection to make ours month about traffic signal
at intersection to make sure march obeys traffic signal
watch sidewalk to make sure people stay on it
watch sidewark to make sure people stay on it
watch sidewalk to make sure people stay on it
keep people off stage
keep people off stage
keep people off stage inflate balloons
inflate balloons
take pics of the sign/banners for the contest- 12-2pm
take pics of the sign/banners for the contest- 12-2pm
take pics of the sign/banners for the contest- 12-2pm
video taping
leave nothing behind
same people as set up

donation jugs		collect donations	
donation jugs		collect donations	
Photographer		take photos	
Photographer		take photos	
sign language interpreter		sign language	