

Recovery

What a Difference a Friend Makes!

*Oregon's Approach to Spreading the
Word about SAMHSA and the Ad
Council's Campaign*

Patricia M. Davis-Salyer, M.Ed.
Training and Development Specialist
Oregon Department of Health Services

Grassroots: *Growing a Campaign*

- *The ripple effect* – Central office reaching out to the community through consumer run organizations, provider-organizations, and local civic groups.
- *The butterfly effect* – Start small, but keep moving your wings. You'll get the word out!
- *The acorn principle* – the power of one website!

Multiplying Seeds of Hope

- Department of Health Services (DMH) - Addictions & Mental Health (AMH) sent two representatives to the 2006 Kick-off, **then**
- Two sent it to their organizations, **then**
- **Oregon's Stop Stigma Campaign adopted the SAMHSA Campaign,**
- 160 within these organizations sent the website to their community contacts...(more)

Grassroots Campaign Keeps **Growing**

- Post campaign on DHS website – thousands view
- Disseminate at local consumer group meetings
- Drama presentations at city council meetings
- Site visits with mental health organizations
- Sharing at Family to Family meetings
- The power of the presentation – **It sells itself!**

Good News is Contagious

- Through the Ad Council efforts and the generosity of radio & TV stations, thousands of Oregonians heard the message
 - Over 300 stations contacted including KATU, KCBY, KDKF, KEPB
- Addictions & Mental Health received calls from viewers and staff members who shared how their teens and young adults responded to the PSAs.

Big and Little Tools Helped

- We sent the campaign message out on our ListServ with over 3,000 readers.
- Printed material were dropped off at physical & mental health clinics.
- My administrator and supervisor saw the importance of the message and provided funding for a media/technology promotion.

Future Activities

- Watch for:
 - YouTube and web streaming
 - Recovery & Wellness Task Force blending
 - Web campaign at K-12 schools
 - Web campaign introduced at colleges
 - AMH Recovery – Stop Stigma Web page
- Oregon has its own Stop Stigma Campaign, too!*

What Else?

- Mix it up! Recovery goes with everything!
- Church presentations
- Fraternal organizations looking for projects
- All Oregon Prevention Coordinators received and distributed campaign materials
 - Including 36 County and 9 Tribal Prevention Coordinators
- Get young adults to “MySpace the message”
- Incorporate CMHR message in all human service offices
- Part of all *Trauma-Informed Training*

What is Trauma Informed?

- A trauma-informed system is one in which all components of a given service system have been reconsidered and evaluated in light of a basic understanding of the role that trauma (and stigma) play in the lives of people seeking services.
 - This ensures that people obtaining services within the system are treated with respect and dignity; and that appropriate accommodations are provided based on individual needs.

More about Trauma-informed:

- Services that avoid inadvertent re-traumatization and stigmatization will facilitate consumer-driven participation in treatment.
- A collaborative **relationship** with other public sector service systems and private practitioners with trauma-related clinical experience.
- Ask “What happened?” Listen! Respect!
- *(See how messages mix...grassroots growing!)*

Contact Information

- Patricia M. Davis-Salyer, M.Ed.
Training and Development Specialist
Addictions and Mental Health Division (AMH)
Workforce Development Unit
500 Summer Street NE, E86
Salem, OR 97301-1118
503-945-7813
Patricia.M.Davis@state.or.us