

National Family Dialogue

Messaging Training

OUR STORIES HAVE POWER

Judie Didriksen

- Missouri Recovery Network, Faces & Voices board of directors
- Pat Taylor
- Faces & Voices of Recovery

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Our Goals

- Learning about messaging
- Learning how to tell your story to your friends and family
- Learning how to use messages in all parts of your life, including in public places

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Message of Hope

“It is time we stepped forward to shape our history with our stories, our time and our talents.”



-William White
Author and
Recovery Advocate

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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.

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<p>Grounded in Research</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<p>Recovery Community</p> <ul style="list-style-type: none"> • 88% believe it is very important for the American public to see that thousands get well every year <p>General Public</p> <ul style="list-style-type: none"> • A majority of Americans (63%) 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
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<p>Who are You Talking to?</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<ul style="list-style-type: none"> • Family • Friends • Neighbors • Co-workers • Media • Public officials
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<p>Your Messaging Goals</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<ul style="list-style-type: none"> • 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
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<p>Personalizing the Message</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<ul style="list-style-type: none"> • There are many ways to develop a message • Messages aren't designed as one-size-fits-all • There are messages for many different groups: <ul style="list-style-type: none"> • People in recovery and their family members • People using medication in their recovery • Family members who have lost loved ones to addiction and others <p>Find your own voice by using these messages as a guide.</p>
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Your Frame of Mind

- Speak with one voice
- Make it personal; it adds credibility and breaks down misperceptions

Find your own voice by using these messages as a guide.

- As a family member whose loved one still struggles with addiction
- As a family member who has lost a loved one to addiction
- As a family member whose loved one has found long-term recovery

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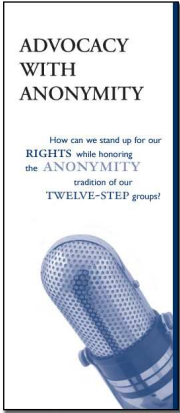
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12-Step Anonymity

- These messages don't violate the traditions of your 12-step fellowship

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ADVOCACY WITH ANONYMITY

How can we stand up for our RIGHTS while honoring the ANONYMITY tradition of our TWELVE-STEP groups?

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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 understand addiction
- The public and policymakers don't know about the reality of recovery

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Core Message

The Solution:

- Families organized at the local, state and federal levels
- Putting a face and a voice on your experiences as a family member to break down misperceptions that will change attitudes (stigma)
- Advocating to change policies (discrimination)

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Message for a family member whose loved one has not found recovery

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My name is _____.

My (son/daughter/husband/wife) is still struggling with addiction, which means ...

- She/he continues to use alcohol or other drugs
- I know that millions of Americans and their families have become healthier together with new purpose and hope for the future.
- I want to make it possible for my (son/daughter/husband/wife) to get the help that she/he and so many others need to do the same.

Message for a family member whose loved one has found recovery

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My name is _____.

My family and I are in long-term recovery, which means ...

- (My son/daughter/husband/wife) hasn't used alcohol or other drugs for x years
- We've become healthier together, enjoying family life in our home
- Long-term recovery has given me and my family new purpose and hope for the future
- I want to make it possible for others to do the same

What's Not in the Message and Why

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- *My (daughter/son/husband/wife is an addict (or alcoholic)*
- *My (daughter/son/husband/wife is a recovering addict (or alcoholic)*
- *Addiction is a disease*
- *Information about 12-step programs, for examples membership in AA or NA or Al-Anon*
- *A "definition" of recovery*

Words have Power

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“Words have immense power to wound or heal...The right words catalyze personal transformation and offer invitations to citizenship and community service. The wrong words stigmatize and dis-empower.”



-William White
Author
and Recovery Advocate

<p>Thinking about Language</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<p>Words/Concepts We Need to Abandon</p> <ul style="list-style-type: none"> Abuse Untreated Alcoholics/Untreated Addicts The Language of Self-Pity <p>Words/Concepts to Discuss and Debate</p> <ul style="list-style-type: none"> Treatment Works Consumer Stigma, Enable, Relapse Recovering/Recovered 
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<p>Thinking about Language</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<p>Words/Concepts We Need to Elevate and Celebrate</p> <ul style="list-style-type: none"> • Recovery, Recovery Community • Communities of Recovery • Advocacy, Sustainability • Recovery Support Services/Recovery Coach • Recovery-Oriented Systems of Care • Living Proof • Story • Responsibility, Gratitude, Service 
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<p>Our Message Goals</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<ul style="list-style-type: none"> • Expand opportunities for recovery • Mobilize and organize families to advocate for our own rights and needs • Break down discriminatory barriers • Achieve a just response to addiction as a health crisis
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<p>When can I Use the Message?</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<ul style="list-style-type: none"> • When talking to your family, friends and neighbors • When writing (articles, newsletters, blogging, etc.) • When talking to elected officials, public policy makers and others in government • When being interviewed or speaking in public • ALWAYS!
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<p>Techniques: Staying on Message</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<p>Q. "Some people believe addiction is a personal or moral weakness. How do you respond?"</p> <p>A. "More important than addiction...is recovery. The fact is that treatment and recovery have proven to work for millions of Americans. I want my (son/daughter) to have that opportunity as well."</p>
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<p>Techniques: Staying on Message</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<p>Q. "What's it like to be the parent of an addict?"</p> <p>A. "I'm a parent and have great hope for my (son/daughter). I know that with help and support, we will be able to create a better life for him/her and our family."</p>
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<p>Keys to Successful Interviews</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<p>Our Goals:</p> <ul style="list-style-type: none">Learn tips to prepare for interviewsLearn techniques for working with reportersLearn tips on how to look, act and speak your best
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<p>Preparation</p> <p>Our Stories Have Power</p> <p>FACES & VOICES OF RECOVERY</p>	<ol style="list-style-type: none">1. Decide if this interview makes sense for you and your organization2. Determine your primary goal in participating in the interview3. Role play the interview and rehearse hard questions4. Visualize your audience and speak to them as though they were in the room5. Assume that everything you say will be recorded or written down
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Prepare for Interviews: Know Your Message

1. Know in advance which points you want to get across – work them into your responses
2. Focus on **your** key points, not the interviewer's points

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Prepare for Interviews: Deliver Your Message

- Use colorful language such as metaphors or analogies that help to make your point to increase the likelihood of being quoted

Example: “I want to make it possible for my (son/daughter) to pick up the shattered pieces of his/her life.”

- Use anecdotes from your work, your life and your community to support your points
- Speak in lay person's terms – if you must use jargon or technical language, explain it

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Techniques: Working with a Reporter

- Don't allow the reporter to set the tone of the interview

Set a comfortable pace for yourself by pausing and gathering your thoughts

- NEVER lie to a reporter, It's OK if you don't know the answer
- If you don't know the answer, say so but tell the reporter you will get the information

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Techniques: Working with a Reporter and Staying on Message

If you get a question you don't want to answer, change the question by using a transitional or “pivoting” phrase such as:

“Another thing to remember...”

“That's not my area of expertise, but what I can tell you is...”

“Another way of thinking about this is...”

“Thank you for asking...”

“The most important thing to remember...”

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Campbell's Soup Girl?

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Combating Addiction

BY MARCIA CLEMMETT

THE ISSUES

When people think of addiction among women, they usually think of "porn stars" — divorced crack addicts huddled in a corner," says Gisele Michael, a prominent Washington lobbyist.

And then there's Michael, a 46-year-old, white, upper-middle-class woman with a graduate-school education, as she puts it. "I look like the Campbell's soup girl, and I was beaten when I was 16."

People like the successful, elegant Michael do not usually come forward to confess their past abuse, she says. But a new advocacy movement among recovered addicts is trying to banish the public stigma that surrounds addiction while advocating for better insurance coverage for treatment. For treatment, more funding for research, and a repeal of laws limiting the rights of recovered drug offenders.

Addiction is a compulsion — not only to use an addictive substance like tobacco or cocaine but also to gamble, lie or even steal — despite serious negative consequences. Addicts generally find a host of reasons for their



Not all substance abusers remain addicted, however: In a long-term study of heroin addicts, for example, after 15 years just under half of the surviving participants said they'd been off heroin for five years or longer. At the same time, 11 percent of the original participants had died from a drug overdose; 19 percent from homicide, suicide and accidents — many probably related to drugs — and 7 percent from a chronic liver disease that afflicts injection-drug users.¹

No one knows why only a small percentage of people become addicts or how best to help addicts kick their habit for good. "We basically know how to get people off drugs for a month," says Alanarise H. Laska, director of the Center for the Study of Addiction and Recovery at the New York City-based National Development and Research Institute.

"But we know there are people in recovery for 10 years." Finding out how to help kick addiction permanently is vital, not just for addicts but also for society, says David C. Lewis, a professor of medicine at Brown University.

"When people get into treatment, some cases and accident cases both die," he says. "If families, health-care providers

1. "Addicted Women Abuse Power," says Gisele Michael, a prominent lobbyist in Washington, D.C. A new advocacy movement among recovered addicts is banding together to demand health-care coverage for better insurance coverage for treatment, more funding for research, and a repeal of laws limiting the rights of nonaddicted drug offenders.

Source: Congressional Quarterly, CQ Researcher 2/9/2007

What a Difference a Messaging Training Makes...

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COMBATING ADDICTION

Continued from p. 28

CURRENT SITUATION

Recovering Advocates

As a new Democratic majority in Congress and burgeoning support among recovery advocates, state and federal lawmakers this year will consider legislation to improve insurance coverage for addiction treatment and recovery services benefit to address substance abuse.

For the past several years, insurance companies have sprung up around the country, says Michael. "We have a former vice president who works in Kentucky — people who've worked in insurance, working with recovery, substance abuse and their families."

He started the program about three years ago because he felt that people who were not recovering on the basis of "physical substance use disorder" or "mental health" were not getting the same level of care as people with physical and mental health conditions.

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design, saying, "There's what happens when you play roulette."

Now, having 500 members, FIA — along with other groups around the country — strives to put a clean, accurate public face on the epidemic of drug addiction. The nationwide organization disseminates information about the state of the industry, says the state drug czar in Washington, D.C.

The group first focused its attention on Washington, D.C., because it was the only place where the state drug czar was based. "We were the only place where the state drug czar was based," says Michael. "We were the only place where the state drug czar was based."

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Kentucky, for instance, has a lot of people who play roulette. With thousands of people playing roulette each year, that's a lot of people who are playing roulette. "We were the only place where the state drug czar was based," says Michael. "We were the only place where the state drug czar was based."

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CQ Researcher

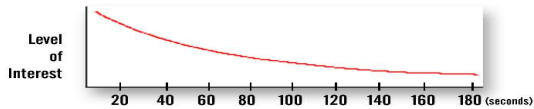
Source: Congressional Quarterly, CQ Researcher 2/9/2007

Techniques: Speaking Effectively

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Make Your First Words Count



Techniques: Speaking Effectively

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- Lead with a positive conclusion and then state supporting facts. All other remarks should support your lead statement.
- Tell 'em what your going to tell 'em. Tell 'em. Tell 'em what you told 'em.

Techniques: Speaking Effectively

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Be brief – responses to questions should be short; 18-30 second sound bites.

THE HARD TRUTH: IF IT ISN'T SHORT IT DOESN'T GET USED

“For the first time, family members are speaking with one voice to change the public perception of young people still struggling with addiction and to promote effective public policy.”

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Summary

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Prepare for your interview
Know your key messages
Practice
Dress appropriately

Deliver your key messages
Think about your audience
Use your voice
Maintain eye contact
Stay on message

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Conclusion

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Use your message to tell your story
Make it personal
Use your message in all parts of your life

Family and friends
Neighbors and co-workers
Media and public officials
Always!

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Faces & Voices of Recovery Website

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The screenshot shows the homepage of the Faces & Voices of Recovery website. At the top, there is a navigation bar with links for 'Search', 'About Us', 'Recovery Resources', 'Publications', 'Our Regions', and 'Media Center'. Below the navigation bar, there are several sections: 'NEWS SIGN UP' with a sign-up form, 'WHAT'S NEW' featuring a 'National Health Reform' article, 'GET INVOLVED' with links for 'Take Action Online', 'Register to Vote', 'Campaigns', and 'Advocate', 'SPOTLIGHT' on the '2009 Recovery Advocacy Teleconference Series', and 'JOIN US!' with links for 'Donate Now' and 'Tell us your story'.

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