

Core Positioning

Long-term recovery from addiction to alcohol and other drugs is real for millions of Americans and thousands more get well every year. There are as many different paths to recovery as there are different people in recovery. But regardless of how people achieve recovery, their lives, and the lives of those they touch – their families and children – are vastly improved as a result. Those in long-term recovery are the living proof that recovery happens and that there are real solutions to the problem of drug and alcohol addiction.

For too long a great majority of the recovery community – those in recovery, their families and recovery allies – have been silent about their experiences and successes. As a result, there has been no unified public voice advocating on behalf of recovery and for those who still need to achieve it.

Times have changed. The recovery community is unifying around key priorities – to gain needed resources and to end discrimination against people in recovery. We are working to eliminate barriers to recovery for every American, every family and to help today's children and future generations, who often are the biggest winners in the process of recovery.

The Faces and Voices of Recovery Campaign will mobilize the recovery community to advocate for recovery and help more Americans overcome addiction to alcohol and other drugs. The Campaign will allow recovery advocacy groups, already strong and active at the local level, to have a more prominent national presence.

The Campaign will demonstrate that millions of individuals and families from every walk of life have found recovery from alcohol and other drug addiction. It will show that there are many paths to recovery – self-help, professional treatment, medical interventions – and that all of these paths have proven to work.

The Campaign will actively support public policies to help all people have better access to recovery and to reduce the discrimination and stigma which keeps many people from seeking recovery or moving on to better lives once they achieve it. It will focus media and policymakers on the fact that without support for recovery, addiction will continue to be a massive and growing burden on society.

The Campaign will show that helping those struggling with addiction to alcohol and other drugs benefits the entire community. It will promote widespread understanding that long-term recovery is a process that takes time and may even include episodes of relapse. Only when Americans have a sound appreciation of recovery, and fully understand the recovery process, will laws and policies be effectively changed to reduce discrimination and lower barriers to recovery services.