

Recovery Voices Count



Building a Constituency of Consequence for 2010
and Beyond



Speaker Information

- Pat Taylor, Executive Director Faces & Voices of Recovery
- Naomi Long, 2010 Recovery Voices Count Coordinator
- Aaron Kucharski, 2008 Recovery Voices Count Coordinator
- Fred Martin, PA Recovery Organization-Achieving Community Together



Agenda

1. Welcome and Brief overview of Faces & Voices
2. Introduction of 2010 Recovery Voices Count Campaign (Naomi)
3. Summary of 2008 campaign (Aaron)
4. Spotlight on Pennsylvania (Fred)
5. Q & A
6. Closing



Faces & Voices of Recovery



The Voice of the Organized Recovery Community Since 2001

- Changing negative public perceptions of addiction recovery
- Promoting effective public policy
- Demonstrating that recovery is working for millions of Americans



Recovery Voices Count An Overview



Why Civic Engagement?

Recovery Voices Count is a part of our national movement to make it possible for even more of our friends, neighbors and family members to experience long-term recovery from addiction by building recognition of the recovery community as a constituency of consequence.



What is Civic Engagement?

Mobilizing and organizing people in recovery, families, friends and allies to:

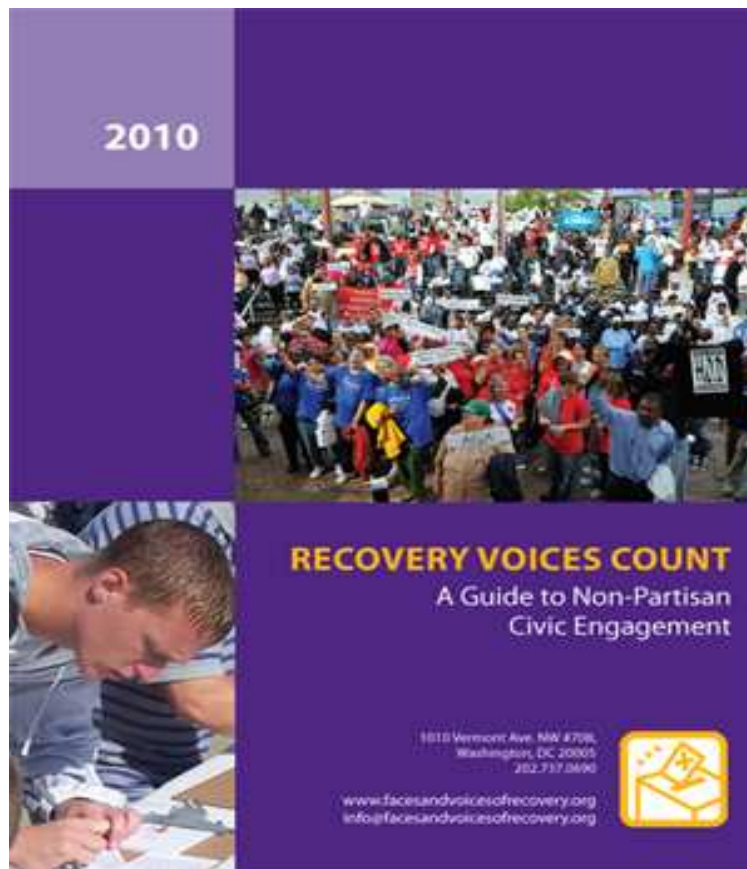
- Demonstrate the reality of recovery from addiction
- Educate the public and candidates about the human and financial toll of untreated addiction
- Educate the public and candidates about policies that support long-term recovery from addiction and
- Raise the profile of the recovery community as an organized constituency that is engaged in our nation's civic life.



Keeping it Non-Partisan

- Nonprofit 501(c)(3) public charity organizations are strictly forbidden from engaging in any political activity in support of or in opposition to any candidate for public office.
- However, 501(c)(3) public charity organizations can engage in non-partisan voter education activity and in a limited amount of lobbying.

Where do we start?



The Recovery Voices Count Guide to Non-Partisan Civic Engagement is a great resource for any group interested in building their own civic engagement campaign.

Download your own at facesandvoicesofrecovery.org.

Three Common Civic Engagement Activities



- ☑ **Voter Registration**
- ☑ **Voter Education**
- ☑ **Voter Participation**



Voter Registration



Voter Registration

Every successful civic engagement campaign starts with registering people to vote.



Voter Registration

Recovery Voices Count aims to engage as many potential voters as possible. Campaign volunteers learn



- ◆ about voting eligibility requirements
- ◆ how to conduct a registration drive
- ◆ overcoming objections to registering
- ◆ tools to keep track of who you register and how to build a voter list



Voter Registration

Examples of Opportunities to Register Voters

- Organize a registration drive
- Set up a table at any of your events, fairs, or open houses
- Use Rally for Recovery to register participants
- Canvass Neighborhoods
- Reach out to family members and friends who aren't registered

Getting commitments is just the beginning...



Pledge to Vote!

I pledge to:

_____ **Make my voice heard in the 2010 election** by registering to vote, and casting that vote on Election Day!

_____ **Learn where candidates stand** on issues that affect my life and the lives of others in the recovery community so I can make an educated choice about who will best represent me!

_____ **Encourage other members of the recovery community to get involved** by also registering to vote and pledging to vote on Election Day!

Signed _____

Name _____

Street Address _____

City/State/Zip _____

Phone Number (Cell/Home) _____

Email Address _____

Thank you for taking action!



Voter Education

Voter Education



Education is a powerful predictor of civic engagement. The more people know about the issues that affect them, the more likely it is that they will participate in civic affairs.



Examples of Voter Education

Attend Campaign Events, Forums, and Town Meetings

Organizing to create a unified presence and convey a consistent message at events.

Encourage Local Media to Focus on Issues

Providing information to the media about addiction prevention, treatment and recovery issues.

Debates

Making sure that issues that are important to the recovery community are raised at candidate debates.

Organize an Event

Planning a rally or other event can attract the media and public attention to addiction recovery issues.

Getting Candidates on the Public Record



Questions for candidates and Candidate Pledge



Candidate Questions for 2010

Questions For Candidates



QUESTIONS TO ASK CANDIDATES

Use the following three questions to ask candidates for local, state and federal office about key addiction recovery issues. There's space for you to add in a question for local and state issues of importance to the recovery community where you live.

- 1). The head of the Office of National Drug Control Policy, the "Drug Czar," has declared that the War on Drugs and people with addiction is over. He is pushing for a new approach that puts an emphasis on supporting people in recovery and getting help to those who need it. ***Do you agree or disagree with this new direction and why?***

- 2). Twenty million Americans are in recovery from addiction to alcohol and other drugs, yet many still find it difficult to get an education, a good job, a driver's license, or to vote due to discriminatory state and federal policies and laws. ***Do you support or oppose the repeal of these laws, which basically prevent people who have paid their debt to society from contributing to their families and communities in a positive way?***

- 3). With the enactment of national health reform and the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act, millions of Americans will now be eligible for care for addiction just like other illnesses. ***If elected, would you oppose efforts to repeal the health care reform law including provisions to provide mandatory coverage for addiction care on the same level (parity) as with other medical illnesses?***

- 4). A question about an issue of importance to your community here.

For more information on what you can do to get involved, go to www.facesandvoicesofrecovery.org or email: info@facesandvoicesofrecovery.org



Candidate Pledge

RECOVERY VOICES COUNT



CANDIDATE PLEDGE

A Healthier and Safer America: Solving our Alcohol and Drug Problems

Recovery from addiction to alcohol and other drugs is a real achievement for millions of Americans. There is hope for families affected by addiction, and for healthier and safer communities – if we treat addiction as the health crisis that it is.

Our failure to provide help to the over 21 million Americans who need it is costly to our nation and causes a host of other problems and illnesses – heart disease, lower work productivity, overcrowded jails and broken families. Access to recovery and support services should be readily available to all Americans who want it.

If elected, I pledge to:

- 1) Ensure coverage for equitable and effective addiction prevention, treatment and recovery care in all public and private health care plans
- 2) Fund addiction prevention, early intervention and research as an investment in America's future
- 3) Implement policies that promote long-term recovery from addiction as integral to overall health and end the criminalization of addiction
- 4) Prohibit discrimination against people in long-term recovery who seek a brighter future for themselves and their families through education, gainful employment, safe housing and health insurance.

Name: _____

Signature: _____

I am a candidate for: _____

Date: _____

Contact Information

Phone: _____ Email (please print): _____

www.facesandvoicesofrecovery.org

Building a Constituency of Consequence



In 2008, the campaign launched and something truly historic happened...



People from all walks of life got involved in civic engagement!



Groups Partnered on Education Events around the country



NH Presidential Town Hall Meeting



Faces & Voices sponsored in partnership with:

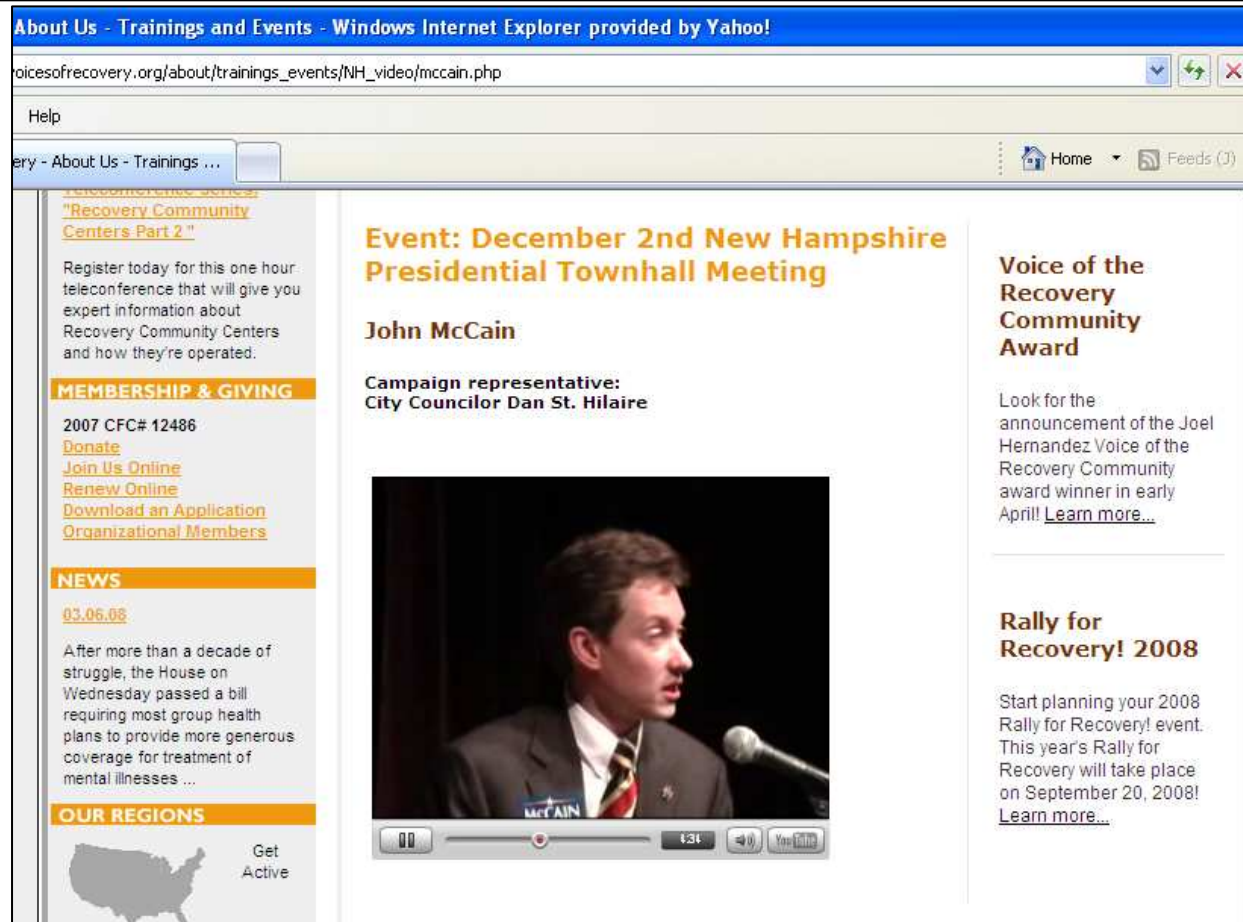
- New Hampshire prevention, treatment & recovery groups
- Community Anti-Drug Coalitions of America (CADCA)
- Nat'l Association of Alcoholism and Drug Abuse Counselors (NAADAC)
- National Council on Alcoholism and Drug Dependence (NCADD)



9 Campaigns Participated...



And Politicians took notice.



About Us - Trainings and Events - Windows Internet Explorer provided by Yahoo!

facesofrecovery.org/about/trainings_events/NH_video/mccain.php

Help

Home Feeds (3)

"Recovery Community Centers Part 2"

Register today for this one hour teleconference that will give you expert information about Recovery Community Centers and how they're operated.

MEMBERSHIP & GIVING

2007 CFC# 12486

[Donate](#)

[Join Us Online](#)

[Renew Online](#)

[Download an Application](#)


[Organizational Members](#)

NEWS

03.06.08

After more than a decade of struggle, the House on Wednesday passed a bill requiring most group health plans to provide more generous coverage for treatment of mental illnesses ...

OUR REGIONS

 Get Active

Event: December 2nd New Hampshire Presidential Townhall Meeting

John McCain

Campaign representative:
City Councilor Dan St. Hilaire



Voice of the Recovery Community Award

Look for the announcement of the Joel Hernandez Voice of the Recovery Community award winner in early April! [Learn more...](#)

Rally for Recovery! 2008

Start planning your 2008 Rally for Recovery! event. This year's Rally for Recovery will take place on September 20, 2008! [Learn more...](#)

Candidates were also asked the tough questions...



And Voters got educated on important issues.



NCADD
NEW JERSEY

DECISION 2007
NEW JERSEY GENERAL ELECTION GUIDE
PROMOTING AWARENESS OF KEY ISSUES SURROUNDING ADDICTION
PREVENTION, TREATMENT, AND RECOVERY PROGRAMS

GUIDE HIGHLIGHTS:

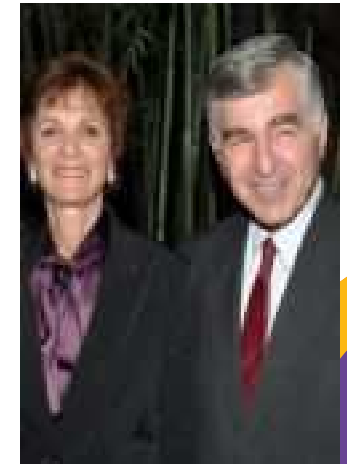
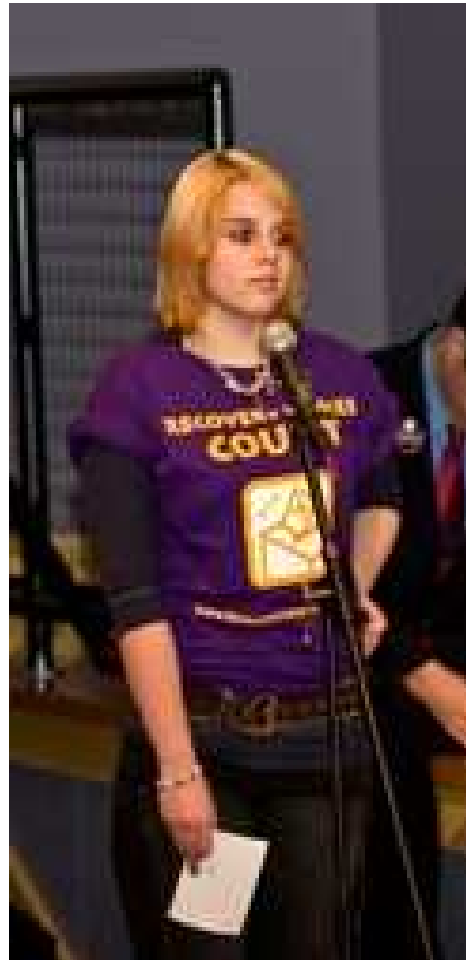
- POINTS TO SHARE AND QUESTIONS TO ASK CANDIDATES
- CANDIDATES FOR THE NEW JERSEY SENATE AND ASSEMBLY
- ELECTION FAQ'S

ISSUE HIGHLIGHTS:

- ALCOHOL EXCISE TAX INCREASE
- YOUTH USE OF ALCOHOL AND DRUGS
- CLIENT-CENTERED/RECOVERY-ORIENTED CARE
- COMMISSION TO REVIEW CRIMINAL SENTENCING RECOMMENDATIONS

Advocates in New Jersey educated their constituency through an election guide as well as sophisticated candidate surveys.

This is what a Constituency of Consequence looks like!



This year we have 12 Recovery Voices Count States



- Connecticut
- Colorado
- Kentucky
- Maryland
- Massachusetts
- Minnesota
- Missouri
- New Jersey
- Ohio
- **Pennsylvania**
- South Carolina
- Virginia



Spotlight on Pennsylvania

Fred Martin is a leader in Pennsylvania Recovery Organization-Achieving Community Together, PRO-ACT.

This year PRO-ACT is building on their momentum from 2008 by hosting the Faces and Voices hub event as part of their Rally for Recovery in Philadelphia.

Rally for Recovery 2010



September 25, 2010

**Great Plaza- Penn's Landing
Philadelphia, PA**

Building Power for Election Day and beyond



Recovery Voices Count is an opportunity for local recovery community organizations to develop **organizational strength**, volunteer **opportunities**, and **new members** beyond just a single election cycle.

HOW?



Building Power

By creating
Voter Engagement coalitions with other
local ally organizations;
Hosting face to face conversations with
candidates and elected officials about
local issues;
Recruiting volunteers to do outreach to
the broader community of potential
voters.



The campaign is also reinvigorating a new group of voters: returning citizens in recovery.



“It was very empowering for many in the recovery community who have prior convictions to learn that voting is a right and a responsibility that they can exercise to the fullest. They also realized how important it is to be educated on the candidates' positions. I learned that when we organize and follow up by actually voting on Election Day, we can influence the issues and programs that are important to the recovery community.” - Fred Martin, Pennsylvania Recovery Organization- Achieving Community Together (PRO-ACT)

-www.facesandvoicesofrecovery.org



Voter Participation

Get Out The Vote



Voter Participation

We can register people to vote and give them all of the information in the world, but if they stay home on Election Day, then we've not done a good job of engaging them as citizens. Getting registered voters to the polls is called Get-Out-The-Vote.

Recovery Voices Count provides strategies and techniques for getting people to exercise their right to vote.

GOTV Basic Tips



- **Organize your Lists**

Spend extra time building a good list over months and maintain it by updating the information on a regular basis.

- **Repetition, Repetition, Repetition**

Use everything at your disposal- phone calls, Facebook, emails, door-to-door, mail, etc. Budget enough time and volunteers to use different tools to send reminders, even on Election Day.

- **Personalize your Contact**

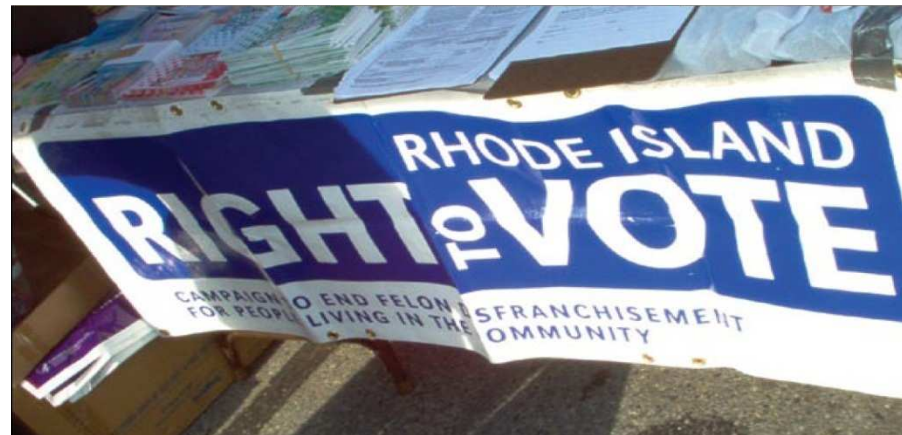
For many, voting on Election Day is intimidating. We need to remove any barriers to getting to the polls and show people why their vote matters!



Recovery at the polls...

Felony disenfranchisement prevents many people in recovery from voting. We must overturn these discriminatory laws! A major campaign is underway in Kentucky to restore the right to vote.

In 2006, advocates in Rhode Island overturned a constitutional provision that barred felons from lifetime voting.



Recovery Voices Count Toolbox



www.facesandvoicesofrecovery.org

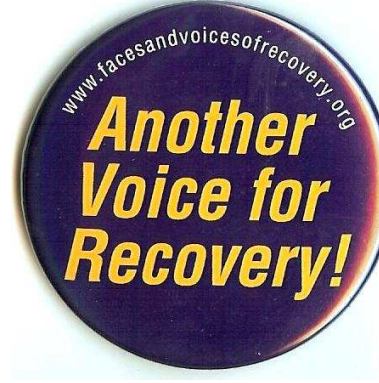
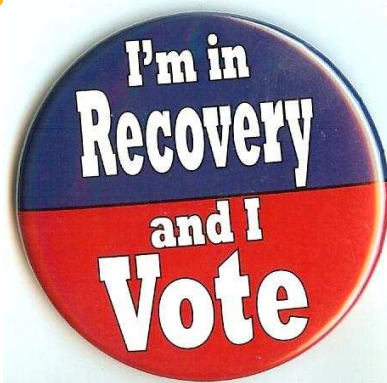
- Organizing Tools
- Resources and Strategies from 2008
- Current Event Updates
- T-shirts, buttons, and more!

T-Shirts



Buttons and Stickers

Merchandise can be ordered
at the Faces & Voices Website





Special Thanks

All photos are of actual campaign events and courtesy of:

CCAR

Tonya Wheeler

RICAREs

WonderWorks Studios 2007

PRO-ACT

PAR- Louisville

McShin Foundation

Aaron Kucharski



Thank YOU

To all the devoted people around the country who are helping to make Recovery Voices Count a success.

We Recover and We Vote!

www.facesandvoicesofrecovery.org

Recovery Voices Count 2010

