

The logo for Friends of Recovery New York is located in the top right corner. It features the text "FRIENDS OF RECOVERY" in a bold, sans-serif font, with "New York" in a smaller font below it. The text is white and is set against a green background that is part of a larger graphic design consisting of various shades of green and purple geometric shapes.

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RECOVERY  
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ONE VOICE

# Friends of Recovery - NY

Empowering Recovery Through Language

ASAP Conference, Buffalo, NY  
September 18th, 2017

*Deb Rhoades, LCSW, CASAC*

*Hope House Inc., Associate Executive Director*

*Friends of Recovery NY; VP Board of Directors*

*Theresa M. Knorr, CADAC*

*FOR-NY Director of Recovery Education & Training*

# Who are we?

Friends of Recovery - New York (FOR-NY) is a statewide coalition of people in recovery from addiction to alcohol and other drugs.

The FOR-NY community includes individuals in recovery, our families, friends and allies.

We come together from across New York State to ensure that any person struggling with addiction has the opportunity to recover and reclaim a meaningful life as a member of society.

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## Our Mission

To demonstrate the power of recovery from addiction, as well as the tremendous value recovery provides to individuals, families and communities throughout New York State and the nation.

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## Our Vision

We envision a world in which recovery from addiction is both common and celebrated; a world in which the entire spectrum of effective prevention, treatment and recovery support services are available and accessible to all.

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# Our Beliefs

- Addiction is a public health issue
- Recovery is possible for everyone
- There are many pathways of recovery and everyone finds their own way
- Adequate resources and support are necessary for sustained recovery
- Recovery is about reclaiming a meaningful life as a member of society

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# Programs & Activities

- Organize Annual Stand up for Recovery Day in Albany
- Produce New York State Recovery Conference
- Conduct & facilitate Education and Training programs
- Advocate for additional funding and legislative support of Recovery
- Moderate Statewide Community-Based Recovery Supports meetings
- Facilitate "Recovery Talks: Community Listening Forums"
- Offer Recovery-Related Film Screenings
- Conduct and Disseminate Recovery-Focused Research
- Produce E-Newsletter, "Recovery Talk"
- Maintain a State of the Art Recovery Website: [www.for-ny.org](http://www.for-ny.org)



# Humanize: Real Life Stories

## Recovery Education and Training

Education is critical to reducing the stigma associated with addiction and creating an informed society where Recovery for individuals and families becomes a societal norm.

- ❖ *Family-to-Family Resource Guide*
- ❖ *“Our Stories Have Power” – Recovery Community Message Training*
- ❖ *“Science of Addiction & Recovery”*
- ❖ *“The Anonymous People & Generation Found Screenings*
- ❖ *Annual Recovery Conference*
- ❖ *Peer Advocate Training/Recovery Coach Academy Listings*
- ❖ *Recovery Arts Festival*

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# Organize: The Connecting Tissue Community Engagement

Engage individuals, families and allies impacted by addiction and recovery to:

- \* Create a culture of Recovery in communities across New York
- \* Ensure addiction is addressed as a public health issue, not a crime
- \* Eliminate barriers to getting help
- \* Advocate for a system that engages/ supports individuals and families

- ❖ *Community Based Recovery Supports- Statewide Meetings*
- ❖ *Recovery Community Organization (RCO) Toolkit*
- ❖ *Technical Assistance to local RCOs, Youth Clubhouses & Recovery Community & Outreach Centers*

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# Mobilize: Energizing for Change

## Public Policy and Advocacy

Adequate resources & support are necessary for sustained recovery to:

- \* Ensure addiction is addressed as a public health issue, not a crime
- \* Eliminate barriers to getting help
- \* Advocate for system that engages/ supports individuals and families
- \* Develop non-punitive, nonjudgmental recovery services

- ❖ *Recovery Talks:  
Community Listening Forums*
- ❖ *Recovery Needs / Life in Recovery  
Surveys*
- ❖ *RCO Toolkit*
- ❖ *Technical Assistance to local  
RCOs*
- ❖ *Policy/Advocacy  
Committee*

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# Our Goals

- Learn about language and messaging
- Learn how to communicate using recovery language as a prevention/treatment provider and as an advocate for individuals and families impacted by SUD's
- Learn why changing addiction terminology to recovery terminology in treatment improves care and outcomes
- Learn how to empower people to tell their recovery story in non stigmatizing ways
- Share the miracle of Recovery with your friends and family and in your community.

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# Your Affiliation/Recovery Status



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# Addiction Specialist AND Recovery Advocate



- ❖ Worked in the field of Addiction and Recovery for over 30 years- clinician, county planner, agency leadership;
- ❖ Personal History;
- ❖ Opiate Epidemic, community needs, families, losses;
- ❖ The work and writings of William White
- ❖ The Anonymous People Trailer and movie- a turning point- The New Recovery Movement
- ❖ Friends of Recovery New York Board
- ❖ Treatment Provider- Change agent

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# Addiction Specialist to Educator & Recovery Advocate



- ❖ Personal History;
- ❖ Worked in the field of Addiction and Recovery for over 25 years- clinician, program director, clinical supervisor;
- ❖ Community needs, families, losses;
- ❖ RAIS RCO (The Anonymous People movie) - The New Recovery Movement
- ❖ Our Stories Have Power Trainer
- ❖ Friends of Recovery New York -

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# Who makes up the Recovery Community?

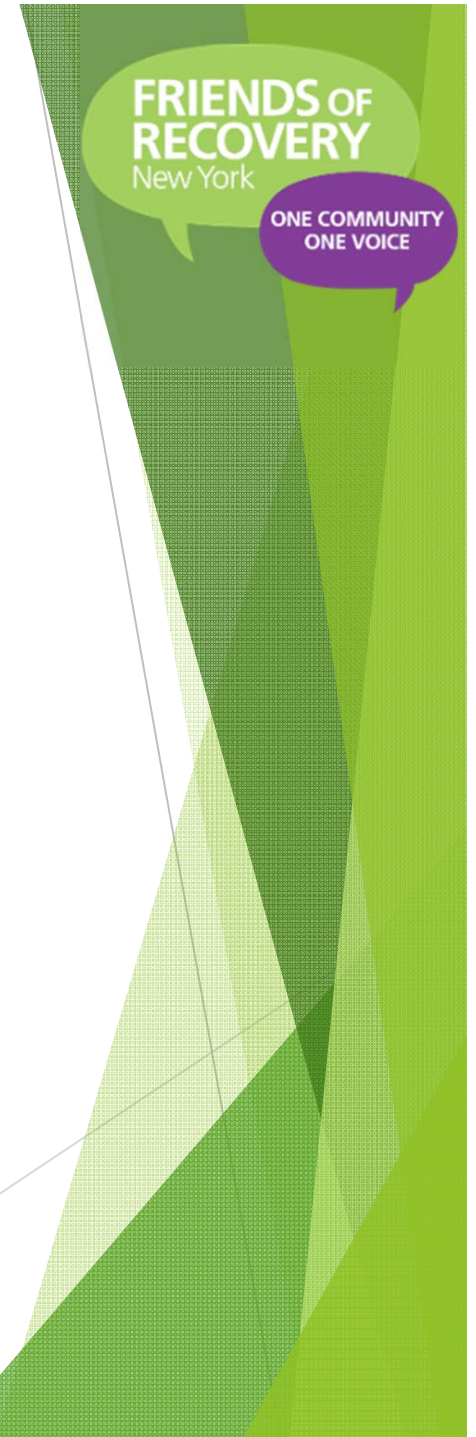
People in recovery from alcohol and other drug addiction; their family members, friends and **allies**; Prevention, Treatment and Recovery Support Service Providers!!





# Faces & Voices of Recovery

1. Organizes and mobilizes (1) the millions of Americans in long-term recovery from alcohol and other drug addiction; (2) our families, friends, and allies to speak with one voice.
2. Is changing public perceptions of recovery.
3. Promotes effective public policy in Washington, D.C. and in all 50 states.
4. Keeps a focus on the fact that recovery works and is making life better for over 23 million Americans.
5. Is raising the national profile of the recovery movement
6. Supports local recovery advocacy and recovery community organizations



# *Humanize Our Stories Have Power:*

- Recovery Community Messaging Training
- Maximizing the Message
- The power of the recovery story
- Using the recovery message in media and other public places

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# Faces & Voices of Recovery

*It is our mission  
to bring the power and proof of recovery  
to everyone in America!*

# Words Matter

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CHANGE THE CONVERSATION

# Many Pathways of Recovery

- Mutual aid/peer-based recovery supports
- Professional treatment
- Faith-based/religious
- **Addiction Medication**
- Criminal justice/Drug Court
- “Natural” or on your own
- And many more

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# Stigma

Stigma: a set of negative and often unfair beliefs that a society or group of people have about something;

- a mark of disgrace or dishonor.

(Merriam-Webster Online Dictionary, 2015)

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# Stigma, Addiction and Recovery

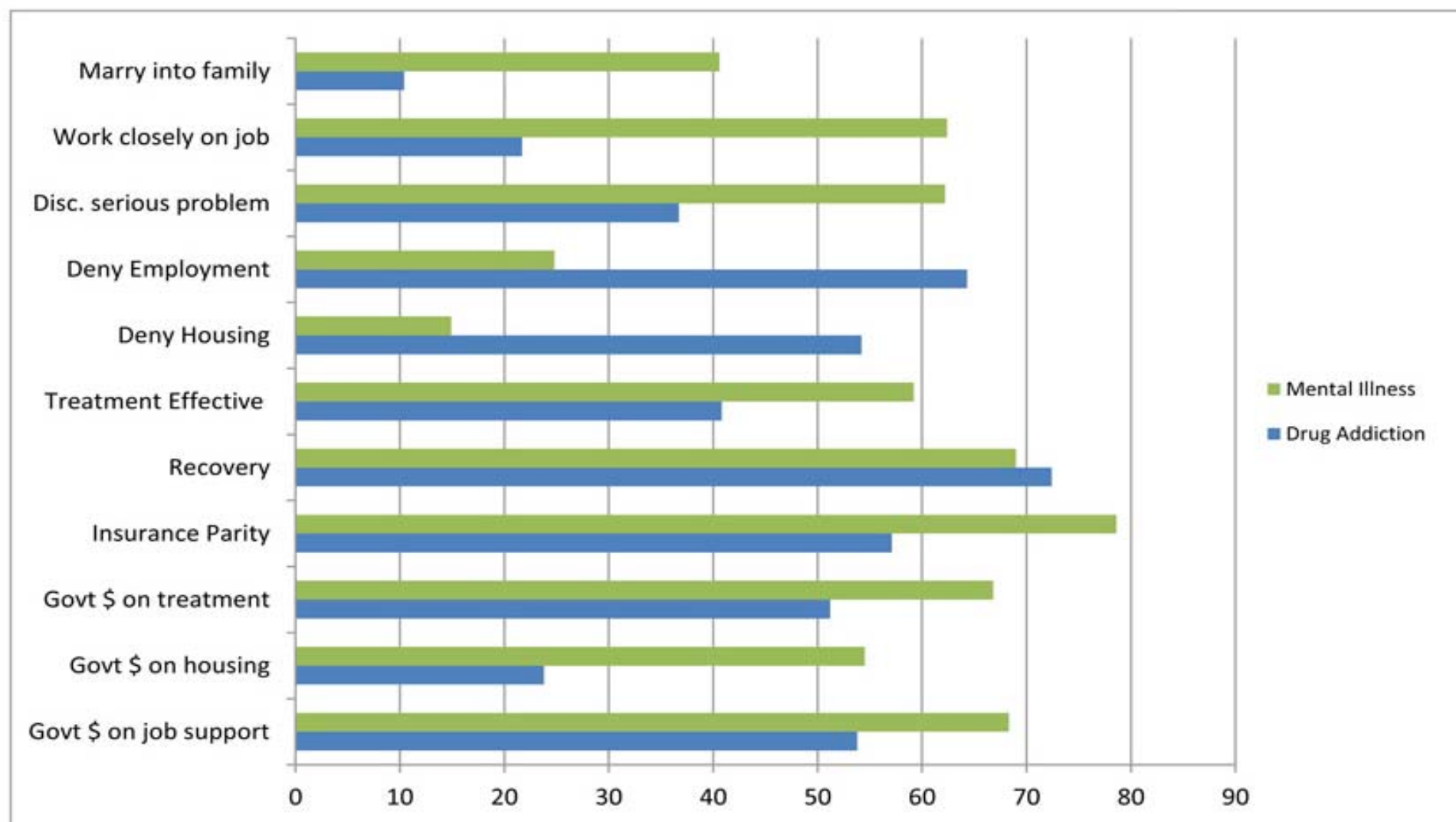
- ▶ Stigma negatively affects a person's self worth;
- ▶ It contributes to damaging relationships with loved ones;
- ▶ And often prevents those suffering from addiction from accessing treatment.

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# 2013 Johns Hopkins Survey



# Conclusion:

People continue to hold negative views of people with addiction and were:

- more willing to accept discriminatory practices aimed at people with addiction
  - were more skeptical about the effectiveness of available treatments for addiction
  - and were more likely to oppose public policies
- vs. those with mental illness.

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# Stigma = Shame and Isolation

Shame destroys

- ▶ Peoples' sense of hope in their ability to recover
- ▶ Knowledge of their own value as human beings
- ▶ Belief in their own dignity

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# Stigma's Effects on Addiction Professionals

- ▶ If stigma impacts one's belief in their own recovery, how does that impact how we experience our work?
- ▶ Why are addiction professionals not compensated like other health care professionals?

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# Language

- ▶ Certain words perpetuate the negative stigma of addiction;
- ▶ Words that label people in negative and shameful ways;
- ▶ Word choice is fueled by current language that implies that suffering from a SUD is a moral failure or character flaw

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# Language of addiction and recovery

- ▶ Language evolves over time
- ▶ Knowledge of Addiction as a disease of the brain through neuroscience requires a change in our language
- ▶ It's time we replace stigmatized terminology with evidence based medical terminology

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# Thinking about Language

There are words and concepts we need to:

- abandon
- discuss and debate
- elevate and celebrate

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## to abandon:

- Abuse
- Self-Help
- *Untreated*
- Addict
- The Language of Self-Pity



Hand outs: "Say this not that" & "Language of Recovery"

## to debate and discuss:

- Treatment Works
- Consumer
- Stigma
- Enable
- Relapse
- Recovering/Recovered



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# to elevate and celebrate

- Recovery
- Advocacy
- Sustainability
- Recovery Support Services
- Recovery Community/Communities of Recovery



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# to elevate and celebrate

- Story
- Living Proof
- Recovery Coach/Peer Advocate
- Recovery-Oriented Systems of Care
- Responsibility, Gratitude, Service



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Does the language we use in  
treatment impact the  
quality of our care?

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# Research

According to many studies:

“...exposure to certain terms can actually affect the attitudes of health care providers and may impact the quality of clinical care for addiction”.

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# “Substance Abuser” Vs. “Person with a Substance Use Disorder”

“Describing someone suffering from addiction as a substance abuser compared to describing them as someone having a substance use disorder invoked significantly more stigmatizing attitudes in a large sample of mental health and addiction clinicians and lead them to prescribe more punitive measures” .

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# Change is Happening!

- ▶ The American Medical Association has called on physicians to help reduce stigma and support treatment for substance use disorders.
- ▶ The American Society of Addiction Medicine, International Society of Addiction Journal Editors, the Associated Press have recommended the adoption of clinical, non-stigmatizing language for substance use.
- ▶ Professional Associations and Scientific Journals have adopted “person first language”

January 2017: Office of National Drug Control Policy “Changing the Language of Addiction”

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# January 2017: Office of National Drug Control Policy “Changing the Language of Addiction”

- ▶ Research supported for language change
- ▶ Align the field with currently accepted medical terminology, such as that in the DSM-5
- ▶ Move the field toward regular use of person-centered terminology
- ▶ “Addiction-ary,” a glossary of over 200 terms on <https://www.recoveryanswers.org/addiction-ary/>

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# Who are we Talking to?

- Our clients
- Ourselves
- Family
- Friends
- Neighbors
- Co-workers
- Public officials
- Everyone!

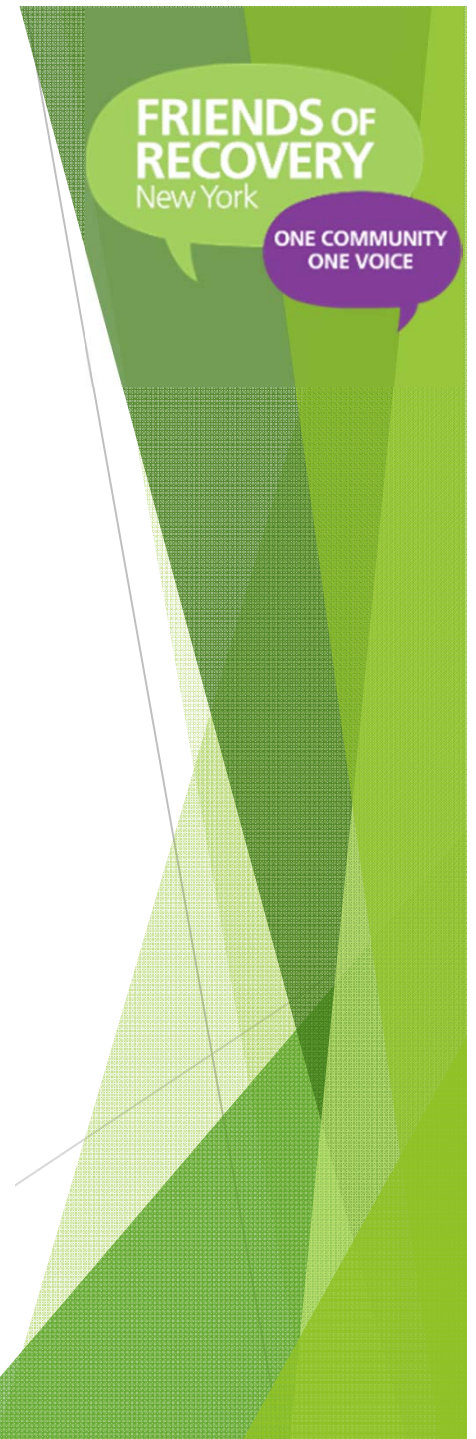
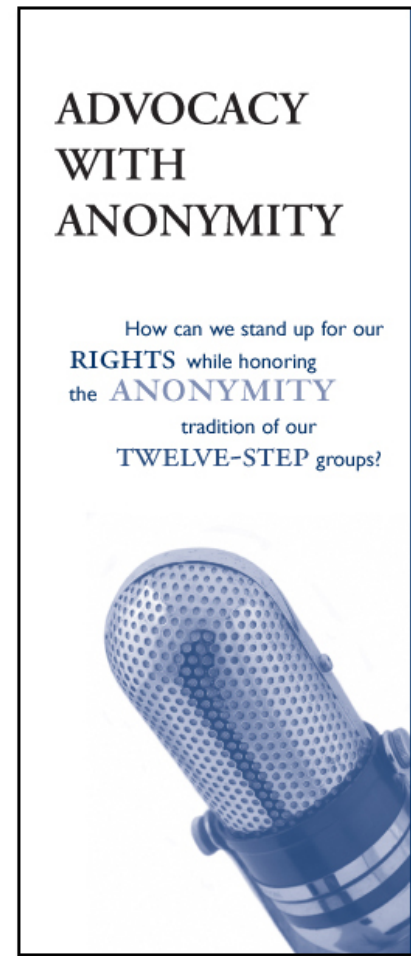


# 12-Step Anonymity

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

Traditions 11, 12 deal with issues of anonymity.

- **Recovery status vs. recovery affiliation**
- Help us educate others in 12-step groups about their right to speak out!





# Brainstorm: How to Change Language in a prevention or treatment setting



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# Recommendations for providers

- Increase your knowledge of Person-centered Recovery language
- Adopt clinical, non-stigmatizing language in policies and procedures
- Check marketing materials and your website for stigmatizing language
- Teach clients and family members to use non-stigmatizing language
- Practice non-stigmatizing and person-first language in your workplace
- Train your staff to change their language!

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# Start with a few word changes

## Big Impact

### Instead of this:

- ▶ “Substance Abuse”
- ▶ Clean and Dirty UDS
- ▶ Addict/Alcoholic
- ▶ Relapse/Lapse/slip
- ▶ Medication Replacement/Medication Assisted
- ▶ Graduation

### Use this:

- ▶ “Substance Use Disorder”
- ▶ Negative and Positive UDS
- ▶ Person with SUD
- ▶ Recurrence of symptoms
- ▶ Medications (Medicines) for Addiction Treatment
- ▶ Recovery commencement

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# Language helps change culture

- ▶ Recovery is Possible
- ▶ Recovery from addiction is a reality
- ▶ More than 23 million Americans in recovery from addiction
- ▶ Recovery Capital
- ▶ Recovery Support
- ▶ Person in Recovery

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# Dr. Lipi Roy paying it forward:

## Let's help the medical

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# Resources

- ▶ Healing the Stigma of Addiction A Guide for Treatment Professionals ,Second Edition, Revised 2005; GREAT LAKES ADDICTION TECHNOLOGY TRANSFER CENTER
- ▶ “The Rhetoric of Recovery Advocacy: An Essay on the Power of Language”, William L. White
- ▶ Kelly, J.F., Westerhoff, C.M. (2010). Does it matter how we refer to individuals with substance-related conditions? A randomized study of two commonly used terms. International Journal of Drug Policy. 21(3):202-7. 6
- ▶ Kelly,J.F., Saitz, R.D., Wakeman, S. (2016). Language, substance use disorders, and policy: The need to reach consensus on an “addiction-ary”. Alcoholism Treatment Quarterly. (34)(1): 116-123. 7
- ▶ van Boekel, L.C., Brouwers, E.P.M., van Weeghel, J., Garretsen, H.F.L. (2013). Stigma among health professionals towards patients with substance use disorders and its consequences for healthcare delivery: Systematic review. Drug and Alcohol Dependence. 131: 23-35. 8

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# Why use Recovery Messages and Recovery Language?

Make it possible for more individuals, families and communities to get well!



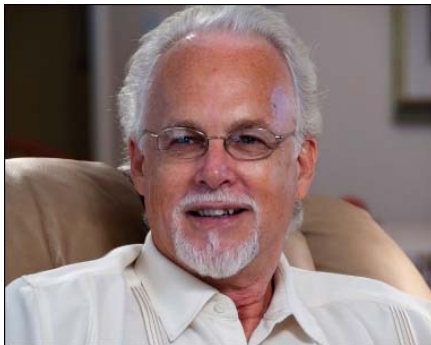
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# Words have Power

- ▶ “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

*“Words are important. If you want to care for something, you call it a ‘flower;’ if you want to kill something, you call it a ‘weed.’” – Don Coyhis*

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# Recovery Websites:



<http://www.facesandvoicesofrecovery.org/>

<https://www.facingaddiction.org/>

<http://manyfaces1voice.org/>

<http://www.samhsa.gov/>



# Many Faces 1 Voice Website

NO LONGER WILL  
**WE REMAIN SILENT**

Will You Join Us?

[ManyFaces1Voice.org](http://ManyFaces1Voice.org)







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# Ending the Silence: Recovery is Real, Recovery is Possible!

<https://www.facingaddiction.org/actnow/>

# Message of Hope

“Many of us have carried a message of hope on a one-to-one basis; this new recovery movement calls upon us to carry that message of hope to whole communities and the whole culture.”

-William White

Author and Recovery Advocate

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

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# Wrap UP:

Where do we go  
from here?



Evaluations!!



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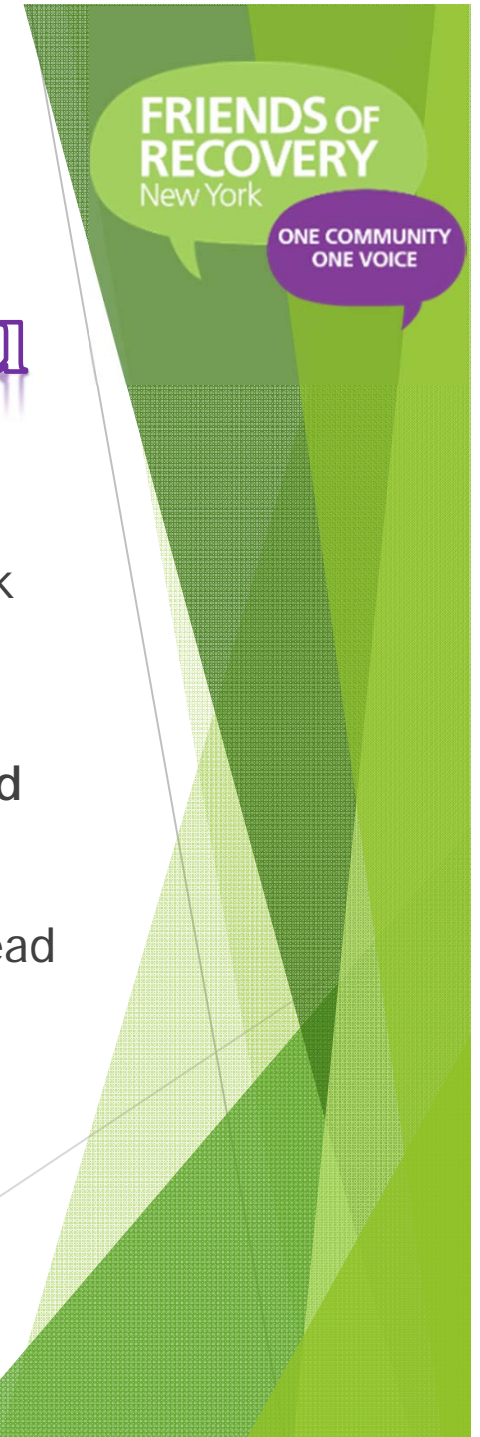
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# Thank You

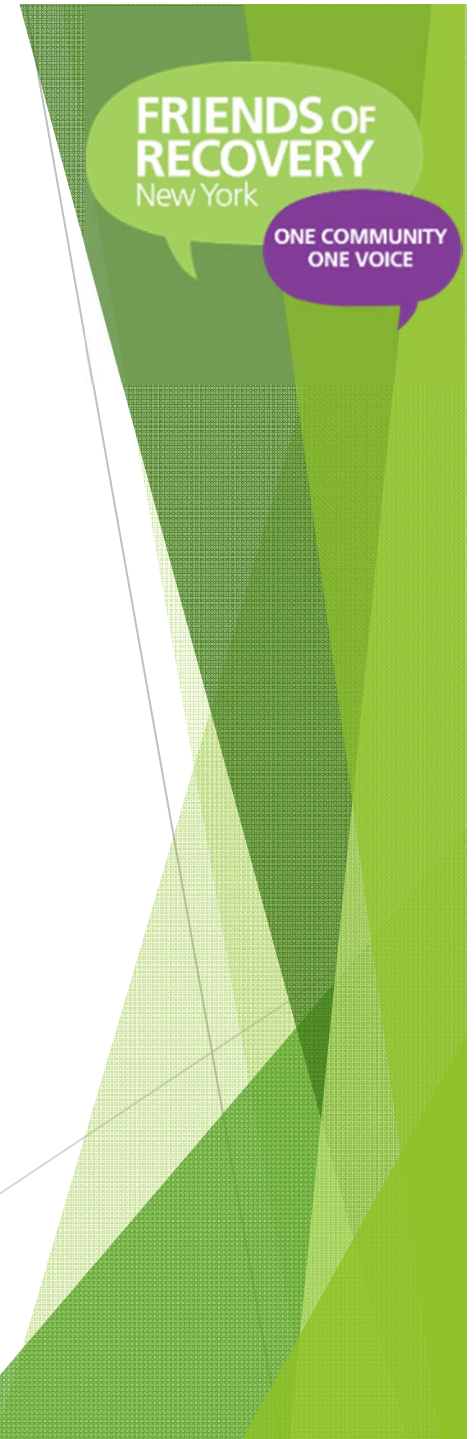
- ▶ On behalf of Friends of Recovery New York (FOR-NY) thank you for your time, your commitment and your service!
- ▶ "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead
- ▶ If you have additional questions or comments, please feel free to contact us!





## Connect with us:

- ▶ Facebook.com/Recovery-NY
- ▶ Twitter.com/Recovery\_NY
- ▶ LinkedIn.com/company/FOR-NY
- ▶ YouTube.com:  
Friends of Recovery-New York
- ▶ E-Mail: [info@for-ny.org](mailto:info@for-ny.org)
- ▶ [www.FOR-NY.org](http://www.FOR-NY.org)





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