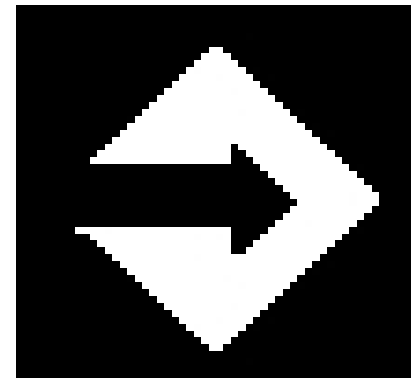


Produced By
Monika Gerhart
Anh Nguyen
Misti Storie
Donovan Kuehn
June 2006

For More Information Contact:
NAADAC, The Association for Addiction Professionals
901 N. Washington Street, Suite 600
Alexandria, VA 22314
www.naadac.org
(703)741-7686 / (800)548-0497
fax: (703)741-7698 / (800)377-1136

 **NAADAC**
THE ASSOCIATION FOR
ADDICTION PROFESSIONALS
www.naadac.org

National Addiction Professionals' Day: A Toolkit



901 N. Washington Street, Suite 600
Alexandria, VA 22314
www.naadac.org
(703)741-7686 / (800)548-0497
fax: (703)741-7698 / (800)377-1136

September 20th is the annual celebration of **National Addiction Professionals' Day** and NAADAC wants to help you celebrate! As part of **Recovery Month**, we ask you to honor those very special folks who have helped individuals and families to recover their lives from addictive disorders, to overcome stigma associated with the disease and defeat the many barriers to treatment and recovery support services.

To help reach your local audiences for **National Addiction Professionals' Day** and beyond, NAADAC has prepared this short toolkit that focuses on a few strategies to get your word out to the community and bring your day into the spotlight.

- First NAADAC wants to help you **proclaim this day!** Learn tips on getting a proclamation in your state or city.
- **Write it up.** Letters to the Editor, Press Releases, and Op-Eds all increase awareness about addictive disorders and the effectiveness of treatment and recovery. NAADAC has included some samples for you to use for your own media campaign.
- NAADAC can also help you **plan an event.** Included here are tips and tools for pulling together a National Addiction Professional's Day that recognizes the leadership, dedication and ingenuity of all of the professionals in the field. For more information contact Monika at mgerhart@naadac.org.

ADDICTION RESOURCES (CON'T)

Mothers Against Drunk Driving
1025 Connecticut Avenue, NW, Suite 1200, Washington, DC 20036
p 202-974-2497
www.madd.org

Narcotics Anonymous
P.O. Box 9999, Van Nuys, California 91409 p 818-773-9999
www.na.org

NAADAC, The Association for Addiction Professionals
901 N. Washington Street, Suite 600, Alexandria, VA 22314
p 800-548-0497 (Toll-Free)
www.naadac.org

National Council on Alcoholism and Drug Dependence, Inc.
22 Cortlandt Street, Suite 801, New York, NY 10007-3128
p 212-269-7797 fax: 212/269-7510
email: national@ncadd.org <http://www.ncadd.org>

Partnership for a Drug-Free America
405 Lexington Avenue, Suite 1601, New York, NY 10174 p 212-922-1560
www.drugfreeamerica.org

Physician Leadership on National Drug Policy
PLNDP National Project Office
Center for Alcohol and Addiction Studies
Brown University
Box G-BH, Providence, RI 02912 p 401-444-1817
www.plndp.org

John McAndrew: Recovery Music CD

ADDICTION RESOURCES (CON'T)

Child Welfare League of America
440 First Street, NW, 3rd Floor, Washington, DC 20001 p 202-638-2952
www.cwla.org

Community Anti-Drug Coalitions of America
901 North Pitt Street, Suite 300, Alexandria, VA 22314
p 800-54-CADCA (800-542-2322) (Toll-Free)
www.cadca.org

Faces and Voices of Recovery
1010 Vermont Ave. #708
Washington, DC 20005 p 202-737-0690 fax 202.737.0695
<http://www.facesandvoicesofrecovery.org>

Families USA
1334 G St., NW, 3rd Floor, Washington, DC 20005 p 202-628-3030
www.familiesusa.org

Johnson Institute
DC Office: 1273 National Press Building
529 14th Street, NW, Washington, DC 20045 p 202-662-7104

Minnesota Office: 10001 Wayzata Boulevard, Minnetonka, MN 55305
952-582-2713
www.johnsoninstitute.org

Join Together
1 Appleton Street, 4th Floor, Boston, MA 02116-5223 p 617-437-1500
www.jointogether.org

Latino Council on Alcohol and Tobacco
1875 Connecticut Avenue, NW, Suite 732, Washington, DC 20009
p 202-265-8054
www.nlcatp.org

Mid-America Addiction Technology Transfer Center
University of Missouri-Kansas City
2700 East 18th Street, Suite 208
Kansas City, MO 64127 P 816-482-1100
www.mattc.org



TABLE OF CONTENTS

<u>Title</u>	<u>Page</u>
1. Proclaim This Day: State and Municipal Proclamations	4
2. Write It Up: Op-Eds.....	5
How to Write Letters to the Editor	8
How to Write Press Releases	9
3. Events	11

APPENDIX

- A. Sample Proclamation
- B. Sample Letter to the Editor
- C. Sample Press Release
- D. Sample Op-Ed

1. PROCLAIM THIS DAY: STATE AND MUNICIPAL PROCLAMATIONS

Encourage your local government officials to sign an official proclamation that designates September 20th as National Addiction Professional's Day. When local officials publicly sign such a statement, public attention is drawn to your events and activities, and the community as a whole recognizes that local governments are committed to improving citizens' access to treatment programs for alcohol and drug use disorders, and the addiction professionals who provide them. Proclamations can be issued by governors, state legislatures, municipalities, counties, cities or towns.

To begin, draft a carefully worded letter to your elected official. Include language about the history of addiction prevention and treatment support on the part of the official, how your local endeavor is part of a national advocacy campaign and provide some supporting statistics or research. Anticipate that the process will take 1-2 months. If office staff follow-up on the letter you sent them, be prepared to refer them to the NAADAC website, (www.naadac.org) where posted Recovery Month content will reinforce your case.

Examples from 2005:

- The Mayor of the District of Columbia recognized Addiction Counselors Day with a **City Proclamation**. NAADAC, Central East Addiction Technology Transfer Center, Federal Government and the DC Mayor's Office co-sponsored this event.
- A Proclamation by Governor Doyle of Wisconsin officially recognized **Wisconsin Addiction Professionals' Day**. WAADAC, The Wisconsin Association of Alcoholism and Drug Abuse Counselors, sponsored this event.

ADDICTION RESOURCES (CON'T)

Alcoholics Anonymous
475 Riverside Drive, 11th Floor, New York, NY 10115 p 212-870-3400
www.aa.org

Alliance for Recovery
P.O. Box 31451, Seattle, WA 98103 p 206-783-8850

American Foundation for Addiction Research
PMB 360, 7821 East Gray Road, Scottsdale, AZ 85260 p 866-600-2327
www.addictionresearch.com

American Managed Behavioral Healthcare Association
1101 Pennsylvania Avenue, NW, 6th Floor, Washington, DC 20004
p 202-756-7726
www.ambha.org

American Mental Health Counselors Association
801 N. Fairfax Street, Suite 304, Alexandria, VA 22314 p 703-548-6002
www.amhca.org

American Society of Addiction Medicine
4601 North Park Ave, Arcade Suite 101, Chevy Chase, M.D. 20815
p (301) 656-3920
www.asam.org

Betty Ford Center
39000 Bob Hope Drive, Rancho Mirage, CA 92270
p 760-773-4100 p 800-854-9211 (Toll-Free)
www.bettyfordcenter.org

Campaign for Tobacco-Free Kids
1400 Eye St., NW, Suite 1200, Washington, DC 20005 p 202-296-5469
www.tobaccofreekids.org

Caron Foundation
P.O. Box 0150, Wernersville, PA 19565-0150 p 800-678-2332 (Toll Free)
www.caron.org

ADDICTION RESOURCES

U.S. Department of Health and Human Services (HHS)
200 Independence Avenue, SW, Washington, DC 20201 p 877-696-6775
www.hhs.gov

HHS, SAMHSA, Center for Mental Health Service
5600 Parklawn Building, Room 17-99, Rockville, MD 20857
www.samhsa.gov

U.S. Department of Health and Human Services (HHS)
Centers for Disease Control and Prevention (CDC)
National Prevention Information Network
P.O. Box 6003, Rockville, MD 20849-6003 p 800-458-5281
www.cdcnpin.org

Executive Office Of the President
White House Office of National Drug Control Policy
P.O. Box 6000, Rockville, MD 20849-6000 p 800-666-3332
www.whitehousedrugpolicy.gov

ED, Safe and Drug-Free Schools
400 Maryland Avenue, SW, Washington, DC 2020-6313 p 202-260-3954
www.ed.gov/offices/OESE/SDFS

DOJ, Drug Enforcement Administration
700 Army Nave Drive, Arlington, VA p 202-307-7936 (Office of Demand
Reduction)
www.dea.gov

DOL, Working Partners for an Alcohol- and Drug-Free Workplace
200 Constitution Avenue, NW, Room S-2312, Washington, DC 20210
p 202-693-5959
www.dol.gov/dol/workingpartners.htm
www.dol.gov/asp/programs/drugs/party/party.htm

Alcohol and Drug Services
3900 Jermantown Road, Suit 200, Fairfax, VA 22030 p 703-934-5477
www.fairfaxcounty.gov

2. WRITE IT UP: OP-EDS

Significant ideas and issues are debated on the editorial page of your local newspaper, making it an ideal place to raise awareness about ***National Addiction Professionals' Day*** and to address the more general, yet critical issues related to addictive disorders, treatment and recovery.

Writing an opinion piece (or op-ed) puts a person in the role of a columnist: expressing personal viewpoints, while providing the facts. To assist you, a sample op-ed template is provided in the appendix.

Remember These Tips.

- **Develop an outline** - This will help you stay focused and will act as a reminder to cover key points.
- **Stick to one subject** - Focusing on a single message is the most effective way to persuade the reader and reinforce your point.
- **Express an opinion** - Be direct about your viewpoint from the beginning.
- **Keep it simple** - Avoid using jargon or acronyms. Short yet compelling words and sentences can get the reader's attention; by using them, you will cast a wider net. Most newspapers are written for readers at the fifth-grade level.
- **Provide background information** - Do not assume your readers are knowledgeable about the issue. Paint a broad picture of the problem, offering recent developments in the field.

2. WRITE IT UP: OP-EDS (CON'T)

- **Support your position** - Presenting statistics and recent study results adds credibility and context-but be cautious not to bury your audience in numbers or create misunderstandings with technical data.
- **Use evocative anecdotes** - Referencing recent local or national stories or providing a personal anecdote will help increase understanding of the issue and bring your piece to life.
- **Localize it** - In addition to national statistics, include local data about people with addictive disorders and the estimated number of people who need treatment, but do not receive it. State and local information is available from the Substance Abuse and Mental Health Services Administration's (SAMHSA's) **2004 National Survey on Drug Use and Health: National Findings** at www.oas.samhsa.gov/nsduh.htm. Local treatment facilities also may have information.
- **Be succinct** - Keep your op-ed to about 500 words-less is more. If you would like to write a shorter piece, you can write a 250-word letter to the editor instead of an op-ed. Letters to the editor usually reference a recent news story or event, and can be used to tell a personal story to help erode the stigma surrounding substance use disorders, treatment and recovery.
- **Identify yourself** - At the end of your op-ed, include, in italics, your full name, credentials, daytime phone number, e-mail address, and a brief description of who you are and why you are an expert on this issue.

APPENDIX D: SAMPLE OP-ED

"A Goldmine in Alcohol Risk Prevention . . . for Pennies"

Saving a life or preventing mental retardation in a newborn could be as simple and cheap as posting a ten-cent sign wherever alcohol is sold and served. Seventeen states have already taken that precaution by requiring or promoting signs warning consumers about alcohol-related health and safety risks. **[State]** should do the same. Point-of-purchase warning signs provide communities an added tool to help prevent fetal alcohol syndrome, drunk driving, and other high-risk behaviors associated with alcohol.

Although drunk driving has declined over the past decade, the National Transportation Safety Board reported that alcohol-related traffic crashes killed 17,274 people in 1995, a four percent increase over 1994. Alcohol-related deaths constituted 41 percent of all highway mortality in 1995. More than one-third of drivers ages 16-20 and more than half of drivers aged 21-24 killed in motor vehicle crashes had alcohol in their systems.

Each year, over 100,000 Americans die from alcohol-related causes. Approximately 18 million American adults are problem drinkers.

Clearly, we need to take action to increase awareness of alcohol-related health and safety risks. Point-of-purchase warning signs do just that, providing consumers with critical information when they need it -- as they consider buying an alcoholic beverage.

Point-of-purchase warning messages can reach 95% of consumers with critical information about alcohol-related health and safety risks and complement on-going educational and awareness campaigns. Posters laminated to last upwards of ten years at a unit cost of a little more than a dollar can save treatment costs of FAS which total some \$750,000 per child from birth to age 18. The signs give consumers facts that counter \$2 billion worth of "education" put out by the alcoholic-beverage industry each year to tell us how glamorous and appealing drinking is.

If they help to prevent even a fraction of the deaths, injuries, and birth defects caused by the misuse of alcohol each year, warning signs will improve the health of **[State]**'s citizens and its state coffers.

APPENDIX C: SAMPLE PRESS RELEASE

For Immediate Release

(Name of your organization) Recognizes *National Alcohol and Drug Addiction Recovery Month* and Calls for Increased Drug and Alcohol Treatment Services

(City and state where your organization is located; date you want press release published) (Name and title of your organization) recognized September as ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)*** and National Addiction Professionals' Day and called for more treatment services and better coordination of existing services. It urged the community to support efforts to make substance abuse treatment available to all those in need. Nationally, it is estimated that 76 percent of those in need of treatment for a problem with illicit drugs did not seek or receive treatment.

Substance abuse is the root cause of a myriad of health problems—it causes tens of thousands of deaths each year, and untreated addiction takes an enormous economic toll—an estimated \$294 billion annually," said (name of spokesperson, title, and organization). "But it can be successfully treated. For this reason, the ***Recovery Month*** 2006 theme, '***Build a Stronger, Healthier Community,***' is especially appropriate. ***Recovery Month*** is the right time to highlight the benefits of substance abuse treatment and encourage individuals with drug and alcohol problems to begin their journey of recovery," (name of spokesperson).

During September, communities nationwide join together to help people recognize that substance abuse or addiction to drugs and alcohol is a treatable disease, and that treatment is as effective as it is for other chronic medical conditions, such as diabetes and high blood pressure.

Locally, several public awareness activities will take place throughout the month of September, including Addiction Professionals' Day which recognizes the invaluable role played by addiction services providers in helping individuals recover from addictions.

Contact: (Name of person within your organization who is available to answer questions from the press. Add contact's phone number.)

###

2. WRITE IT UP: OP-EDS (CON'T)

Submit Your Op-Ed.

When submitting an op-ed to your local newspaper, start early. Some newspapers can receive up to 500 submissions per week. About two months before Recovery Month activities kick off, call your local newspaper and ask for the name of the editorial page editor to contact. Because editors are often extremely busy, be respectful of their time and try to take just a few minutes to introduce yourself and explain the issue. Practice what you will say before you call to ensure you can speak firmly and eloquently about your op-ed. Tell the editor that you are interested in submitting an op-ed during ***Recovery Month*** in September, and ask about any specific guidelines (such as word count or submission deadlines), and tips on what would help ensure placement.

Most editors have preferences on how they wish to receive an op-ed submission. Some may ask you send it via U.S. mail, although many prefer submissions by e-mail and fax. Please follow their preferred methods and include a cover letter that briefly reminds the editor who you are. If you have had previous conversations with the editor, refer to the conversation in your cover letter. The letter should be brief, explaining why your thoughts on the subject are important to the newspaper's readers. Allow the editorial staff about a week to review the piece, then make a follow-up phone call to the editor to confirm the op-ed was received and answer any questions. (Source: www.recoverymonth.gov)

2. WRITE IT UP: HOW TO WRITE LETTERS TO THE EDITOR

Writing and Placing a Letter to the Editor

General Information and Tips

Letters to the editor are best for responding to a printed article, yet they are also good for raising awareness of an issue. When drafting a letter to the editor for your local newspaper, keep in mind a few things when writing and submitting.

- Research your subject before you begin writing, and find out exactly what the publication lists as their own guidelines for letters to the editor. These guidelines will describe how to go about submitting the letter (fax/mail/email), length requirements, and what contact information needs to accompany the letter. Follow these guidelines; it will help your chances for getting your letter published.
- Keep the letter short, for longer pieces should be submitted as op-eds rather than letters to the editor.
- Try to submit letters in a timely fashion. A letter that responds to an article more than four or five days old generally won't be published, so respond as soon as possible.
- When writing, keep focused on the article you are responding to. Stick to one subject per letter.

APPENDIX B: SAMPLE LETTER TO THE EDITOR

To Someone Struggling with Drugs or Alcohol, Your Voice Can Make A Difference

September, 2006 marks the 17th annual National Alcohol and Drug Addiction Recovery Month. This is an appropriate time for concerned citizens and community groups to get involved in the fight against drug and alcohol abuse and raise their voices about the benefits of prevention, treatment and recovery services. During September, community members can encourage individuals and families who are struggling with substance abuse to seek the care needed to improve their health and well being.

To promote the miracle of recovery, **Name of Council** has been raising public awareness throughout our neighborhoods about the addiction services available and the benefits of prevention and treatment programs. Alcohol and drug addiction can be treated successfully and it is important that this message is heard. For this reason, this year's theme, "Build a Stronger, Healthier Community," is especially appropriate. The **Name of Council** honors the courage of the communities, families, and individuals that have overcome adversity and now serve as an inspiration to those individuals and families who still struggle with the challenges of substance abuse.

Coordinated services to meet the specialized needs of the individuals and their families are crucial to an individual's health and well being of the community-at-large. **Name of Council** acknowledges the many addictions professionals who dedicate their lives to helping others attain and sustain recovery and keep our youth alcohol and drug free. However, these professionals can't do it alone. Help them by joining the voices for recovery. We can make a difference in our community if we all work together.

[Insert description of your program's services and special events around Recovery Month]

Contact the Name of Program and phone number for more information.

Name, Title
Program Affiliation

APPENDIX A: SAMPLE PROCLAMATION

Model National Addiction Professionals' Day Proclamation

WHEREAS, addiction professionals are uniquely qualified, frontline health care professionals who are indispensable in the process of guiding patients with addictive disorders to recovery; and

WHEREAS, alcohol and drug disorders are a major public health problem that costs American society more than \$300 billion each year, affecting millions of Americans of all ages, races, and ethnic backgrounds and in all communities through treatment, education and prevention programs; and

WHEREAS, addictive disorders are a treatable disease and treatment of addiction is as successful as the treatment of other chronic diseases such as diabetes, hypertension, and asthma; and

WHEREAS, tens of thousands of addiction-focused health care professionals have dedicated their lives to increasing awareness of alcohol and drug disorders and the enhancing the care of individuals, families and communities through treatment, education and prevention programs; and

WHEREAS, addiction counselors promote excellence in care by promoting the highest quality and most up-to-date, science-based services to our clients, our families and our communities; and

WHEREAS, NAADAC, the Association of Addiction Professionals, invites all residents of (insert state or city) to recognize Addictions Professionals' Day;

NOW, THEREFORE, I, (individual), (title) of the (City or State), do hereby proclaim September 20, 2006, to be **ADDICTION PROFESSIONALS' DAY** in (City or State).

2. WRITE IT UP: HOW TO WRITE PRESS RELEASES

Writing and Distributing a Press Release

General Information and Tips

- Most members of the media will use a press release as background information for their story; however some smaller media outlets will end up using the release word for word. The success of a press release developing in to a story depends greatly on the timeliness of its release. You don't want to send it out too early, however you want to give the writer ample time to generate a story from it. Here are some things to keep in mind when writing and distributing a press release.
- Stick to the general press release format. Type up the release on your organization's letterhead, and include the information for a contact regarding the story/issue. Signify the end of the release by typing "###" or "30," centered, after the last sentence.
- Stick the most important details and facts first, and write factually. Opinions shouldn't be expressed in a press release, unless they are expressed by means of direct quotes.

2. WRITE IT UP: HOW TO WRITE PRESS RELEASES (CON'T)

- When seeking placement of your story idea, distribute the press release to local print and broadcast media in your area. You can search the internet to obtain a list of all the local print and broadcast media in your region. For example, if you're in southeastern Michigan, search "southeastern Michigan media" on any search engine (i.e. Yahoo!, Google, etc.).
- Depending on the size of the media organization that you are dealing with, there will be a reporter dedicated to covering health issues. Find out who they are and make sure that they receive their own personal copies of any media releases or invitations that your group is sending out. Building a close relationship with this person can ensure that your affiliate garners news coverage.
- Contact the publication/media outlet, and find out where and how to send your press release. Some media outlets may prefer sending releases via fax; others may prefer email.

EXAMPLES OF EVENTS FROM 2005

Recovery Fest - Nashville, TN
Recovery Fest - Richmond, VA
Recovery Month Health Fair - Richmond, VA
Recovery Celebration at Kaufman Stadium - Kansas City, KS
Recovery Celebration at Amerquest Field - Arlington, TX
Recovery Celebration at Citizens Ball Park - Philadelphia, PA
Recovery Celebration at Tropicana Field - Tampa Bay, FL
"Miracles Happen" March - White River Junction, VT to Old West Lebanon, NH
9th Annual Recovery Gala - Davenport, Iowa
Recovery Walks! - Hartford, CT
Recovery Celebration at Camden Yards - Baltimore, MD
Recovery Celebration at Coors Field - Denver, CO
Rally for Recovery - Columbus, OH.
Recovery Fest - Boca Raton, FL
Recovery Celebration at Great American Bank Ballpark - Cincinnati, OH
Addiction Hurts, Recovery Helps Press Conference - Boca Raton, FL
Gratitude in the Park and Walk for Recovery - Nashua, NH
1st Annual Maine Walks for Recovery - Augusta, ME
Friends of Recovery 6th Annual Meeting - Montpelier, VT
Cape Cod Symposium on Add. Disorders - Cape Cod, MA
Recovery Celebration at PETCO Park - San Diego, CA
Recovery Celebration at RFK Stadium- Washington, D.C.
Run for Recovery - Eugene, OR

*Send NAADAC your event to include in next year's Tool Kit!

3. EVENTS (CON'T)

The Existing Event

Another way to recognize National Addiction Professionals' Day is to participate in an existing event. Visit www.recoverymonth.gov to see a listing of Recovery Month events happening in your community.

- You can also check your local community calendar for September **health fairs, block parties or community picnics**. Contact the event organizers and ask if they'd like to include National Addiction Professionals' Day in their event. You could set up an informational table or perhaps give a public award that recognizes the leadership and dedication of one Addiction Professional. If you'd like support materials to table or sponsor an award, contact the NAADAC national office at (703) 741-7686.

3. EVENTS

Another way to promote National Addiction Professionals' Day is to host an event or participate in an existing one. If you'd like to create a community event to highlight National Addiction Professional's Day, the events that incorporate the following elements will have the highest success rates:

- 1) **Create a Coalition:** Who needs to be at the table in order to get community momentum behind your event? Whose networks will be helpful in implementing the event? In other words, who are the stakeholders?
- 2) **Identify your Target:** Who's going to attend your event? Why?
- 3) **Incorporate Fun:** There's nothing worse than trying to get people to do something they don't want to do. Make the event desirable- something you, your friends and family would *want* to attend.
- 4) **Budget:** Is this event going to cost money? How much? Where's it going to come from? As you identify potential costs, here are two more things to keep in mind:
 - **In-Kind Donations:** Many local businesses are willing to donate goods or services, especially if they can include some information about their business with their products. Is half your budget food costs? Try approaching your favorite local restaurant or grocery store, and see if they'd be willing to help out with an in-kind donation.

3. EVENTS (CON'T)

- **Sponsorship:** If park fees, printing costs or any other expenses are bringing your plans to a screeching halt, consider soliciting organizations with which you have relationships for a small donation. Think about ways that you can publicly recognize their contribution, and then let them know. Printing a program? Include your sponsors in the program. Or let them hang their banner at your event. Let them know from the beginning how profoundly important their contribution is, and how'd you like to acknowledge it.
- 5) **Timeline:** Write down all the things that the coalition needs to do, and set dates to have them done by. Discuss who is going to do what. And keep it democratic- play on the strengths, not weaknesses, of others.
- 6) **Let Everyone Know:** Plan your media strategy early and get the word out! Create a buzz by using each coalition member's networks, and encourage those networks to tell *their* networks. Ask the appropriate people to make announcements at community meetings, church services and school or neighborhood associations. Put it on community calendars, and contact the press. Also, **recruit volunteers:** it's a great way to get potential attendees more invested, who will then help to get the word out. Plus, it's free labor.

3. EVENTS (CON'T)

If you want to go the elected-official-hosts-the-party-for-you route, there are a few more things to keep in mind:

- 1) **Keep it Local:** The closer the elected official is to the constituent, the more likely it is they'll agree to do it.
- 2) **Strength in Numbers:** As a coalition, set up a meeting with your city council member or mayor's office together. Let them know that a broad-based coalition in the community is behind the event.
 - The other Numbers: How many folks do you expect will attend? Let your elected official know your outreach strategy and the kind of turnout you anticipate.
- 3) **Specify the Ask:** What do you want your elected official to do (precisely)? Do you just want their name attached to the event? Do you want them to speak or make another kind of public appearance? Get specific.
- 4) **Recognize the Official's Leadership in the Addiction Field:** Let them know that addiction is a pressing issue facing the community, and that you appreciate the official's strong leadership skills in promoting prevention and treatment of substance abuse to alleviate its effects in your community.