

MAAR Purpose

To increase respect for recovery by decreasing stigma & normalizing the reality of recovery

MAAR's goals for this year will be:

- 1) the expansion & strengthening of recovery advocacy activities
- 2) to assess needs & capacity for development of recovery support services in Maine

Organizational value

Language matters!

Within our own meetings & communications, we use positive recovery-based language. We will share written materials as educational tools that will assist us to stay current with studies in progress. In community situations & meetings in which we participate, we will continue to educate about the reality of recovery by use of this language at all times.

Goal 1: MAAR will expand & strengthen its recovery advocacy efforts

Strategies

- 1) MAAR will develop a comprehensive communication plan that a) initiates outreach as a call to action to educate about the need for advocacy to accomplish positive societal change and b) educates government agencies & elected officials, service providers, media, and general public about the reality of recovery
 - a) These key messages will be consistently delivered
 - o Recovery successes are everywhere & all around us
 - o There are many roads to recovery
 - o Recovery heals individuals, families & communities
 - o Recovery is the goal & restores all areas of life
 - o Recovering people 'give back' through healthier relationships, as productive community members, as wage earners & tax-payers, as peer mentors for those in need of recovery & as positive role models
 - b) MAAR will develop strategic presentations targeted to different audiences
 - c) MAAR will identify credible spokespeople to deliver the messages
 - d) MAAR will continue to support BDN's 'Finding a Fix' column through member writing submission & by encouraging others to do so
 - e) MAAR will continue to sponsor a Recovery Month event that honors those in recovery & promotes recovery as a reality
 - f) MAAR will maintain updated web-site that provides information about its activities & values
- 2) MAAR will strengthen development of a recovery advocacy community through increased membership & shared activities.
 - a) MAAR will encourage participation from individuals & groups not represented in regular meetings

- Identified groups include women, GLBT, elderly, adolescents, ACOA, Native Americans, people of color
 - b) MAAR will make efforts to be inclusive of people on all addiction recovery paths
- 3) MAAR will increase its visibility in our state; MAAR will be recognized as the leading voice for recovery advocacy in Maine.
 - a) MAAR members will promote MAAR by talking with others about goals, activities & achievements
 - b) MAAR will request inclusion in state funding and policy initiatives as experts regarding the support needs of people who are beginning or maintaining recovery
 - c) MAAR will maintain contact with the media as the spokespeople for recovering individuals in Maine
- 4) MAAR will advocate for development of public policies that lead to safety from discrimination and stigma reduction
 - a) MAAR will identify specific legal, regulatory & other barriers for people in recovery & will initiate change strategies
 - initial steps will include:
 - 1. explore models in other states
 - 2. maintain contact with FaVor & other recovery advocacy organizations to learn about national regulatory change initiatives
 - 3. explore the American with Disabilities Act to consider change strategies
 - b) MAAR members & supporters will be strong and visible advocates for recovery
 - c) MAAR will work to expand leadership capacity within recovering populations

Goal 2: MAAR will assess needs & capacity for development of recovery support services in Maine

Strategies

- 1) MAAR will develop & conduct needs assessment of people in recovery
- 2) MAAR will analyze data results and develop a responsive action plan