

MAAR's Strategic Plan Update

April 4, 2009

MAAR Coordinator & Advisory Board met on April 4 to review this Strategic Plan & discuss MAAR's progress in meeting goals & objectives over these past 2 years. Discussion & revisions follow in blue.

MAAR Purpose

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

MAAR's goals:

1) MAAR will expand & strengthen recovery advocacy activities

MAAR facilitated these activities during these 2 years:

- a) co-hosted 4 Recovery Month events in 2008
- b) organized & hosted 2 Recovering Women's Leadership Training sessions in 2008
- c) created Maine Recovery Communities Coalition December 2007
- d) co-sponsored 10/3/08 Drums Along the Kennebec community forum
- e) supported development of Bangor Area Recovery Community Coalition
- f) provided ongoing training & support for Central Maine Recovery Group (CMRG)
- g) Deb serves on CMRG Advisory Board
- h) helped promote Tim Sample CMRG fundraising event
- i) AR grant: developed & conducted 4 Recovery Forums presented by Lisa Mojer-Torres
- j) AR grant: conducted surveys & focus groups with 233 recovering people
- k) increased in-state recovery-focused networking
- l) participated in NEAAR strategic planning & ongoing collaboration
- m) Deb serves on Advisory Board for the Woods
- n) MAAR was represented by Bill at 2008 A & E Recovery Rally in Brooklyn
- o) MAAR represented by Deb in CCAR projects: Recovery Coaching Academy & Elders Project / Legacy of Hope DVD series
- p) MAAR represented by Jeff at Recovery Leadership Training NEIAS Summer School '08
- q) 6 MAAR representatives were trained at regional Power of Stories Media Training '07
- r) MAAR trainers conducted Power of Our Stories training for Recovery Month '08
- s) Deb represented Maine at CSAT/SAMHSA ROSC conferences; and presents ROSC training in ME
- t) OSA embracing ROSC & beginning conversations with MAAR re: development of ROSC activities
- u) Time Warner Video on Demand Recovery Story Project
- v) Deb will co-present on Co-Occurring Recovery & ROSC at Co-Occurring Conference for supervisors May 2009

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

MAAR facilitated these activities during these 2 years:

- a) AR grant: conducted surveys & focus groups with 233 recovering people to determine recovery support interest & needs
- b) Maine Recovery Communities Coalition initiated December '07 to work toward ROSC creation in ME, including peer recovery support initiatives
- c) community recovery support strengths & needs were evaluated as part of October 3, '08 Drums Along the Kennebec Recovery Forum
- d) Deb submitted TCE SAMHSA grant application for ROSC creation April '08
- e) Deb re-submitting TCE SAMHSA grant application for ROSC creation April '09 with expanded partner collaboration & resources
- f) Deb continues to present about ROSC to providers to facilitate ROSC capacity-building
- g) recovery community capacity building has begun through provision of Recovering Women's Leadership Training, Power of Our Stories training, & Deb's participation in BARCC, CMRG, Woods Advisory Board

h) trainings, focused discussions & recovery activities with CMRG center around their capacity to develop structured inclusive peer recovery support models

Summary

We have been highly successful in creating activities to address these goals, overall. We agreed to continue to proceed as we have over these past 2 years with emphasis on development of community-based recovery trainings and activities that will develop a more inclusive recovery support network & engage recovering people in ROSC system development.

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 marketing strategy 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 expand strategic presentations targeted to different audiences
 - c) MAAR will identify credible spokespeople to deliver the messages
 - d) MAAR will continue to network with media to promote activities
 - e) MAAR will continue to sponsor Recovery Month events that honor those in recovery & promote recovery as a reality
 - f) MAAR will maintain updated web-site that provides information about its activities & values

MAAR website was recently updated with current activities. In addition, we will seek help to develop MAAR listing on Facebook and also check on domain name: Recovery for ME. We need to increase access and exposure to MAAR within community using methods that are gaining in popularity.

- 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
 - o Identified groups include women, GLBT, elderly, adolescents, ACOA, Native Americans, people of color

We identified the need to engage family members & friends of people in recovery. This group is often eager to help promote positive change that supports recovery & are strong allies.

- b) MAAR will make efforts to be inclusive of people on all addiction recovery paths

MAAR has worked diligently at this & gained success through AR grant activities that focused on reducing barriers for people in Medication Assisted Recovery. We have MAT recovery allies that work with us on activity development.

Summary

We have been successful in meeting all of these criteria. However, it was noted that the most visible form of 'Recovery' in Maine is now Methadone Treatment. The individuals engaged in MAT are typically most visible and most stigmatized. In addition, due to ME's growing opioid epidemic, the incidence of MAT also grows, while realistic education regarding this modality does not. Also, the medical model is most used in describing this treatment, which does not support the promotion of recovery concepts lifestyle.

- 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 be included in state funding and policy initiatives as experts regarding the support needs of people who are beginning or maintaining recovery
 - c) MAAR will be recognized by the media as the spokespeople for recovering individuals in Maine

Note here that media is changing due to changing economy and internet access is replacing other forms of informational access. MAAR needs to make better use of this forum & will require assistance to do this. We recognize that MAAR is becoming more known, but that more efforts are needed to continue this progress. Internet visibility will assist with strengthening MAAR's volunteer base & advocacy capacity.

In addition, we plan to develop structured training for all volunteers that will include public speaking recovery messaging. We will explore the possibility of adding this curriculum to NEIAS Summer School offerings & to extend scholarships to make these trainings accessible to recovery community & family members. We will also work to formalize volunteer appreciation activities to thank & support individuals who donate their time to these efforts.

Summary

MAAR has more visibility in some arenas: with certain media outlets, with established recovery projects like BARCC, CMRG, The Woods, and providers. With the emergence of Recovery Oriented Systems of Care (ROSC), MAAR has gained visibility with OSA and other state level projects like COSII. But, more visibility is needed in the general community.

- 4) MAAR will advocate for development of public policies that lead to safety from discrimination and stigma reduction

MAAR has supported passage of LD 94 which would develop alternative treatment programs for AOD impaired nurses. Maine is one of @ 5 states left who have not created these alternatives. MAAR also sends out action alerts from FaVOR to request recovery action on these types of issues as they arise nationally.

- 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

We have observed a growing recovery advocacy presence over these 2 years, especially as an outcome of the Women's Recovery Leadership, Power of Our Stories Media Training & expanded Recovery Month promotion. This year, more than 300 participants took part in the 4 events in September 2008, which is the greatest response to date!

c) MAAR will work to expand leadership capacity within recovering populations

MAAR has been doing this through 2 Recovering Women's Leadership Trainings & by sending representatives to yearly NEIAS/AATC Leadership Institute. Current TCE SAMHSA grant proposal will fund development of a Maine Recovery Leadership Institute, if awarded. In addition, MAAR is continuing to seek funding for this project.

RECOVERY ORIENTED SYSTEMS OF CARE (ROSC)

Since this plan was developed, Deb has participated in the emerging national ROSC agenda. This model proscribes that all AOD support services are centered around the recovering people & that systems change the ways they deliver services to be more recovery-focused. This presumes that recovering people are engaged in all levels: as advisors and partners in system planning AND that the continuum of recovery support is much wider than what currently exists. ROSC models include community-based peer supports that are available for individuals & family members at every stage of the recovery process, as well as treatment options. ROSC treatment would be longer-term, based on the chronic nature of addiction & geared to assist at every stage in the recovery process.

MAAR sees its role as being the ROSC catalyst & change agent within the state of Maine. Deb has been educating about ROSC at all levels, including OSA/DHHS, with the Advancing Recovery grant process, and with providers and people in recovery.

Strategies

- 1) meet with OSA to discuss ROSC development at the State & provider levels
- 2) provide ROSC education to providers, through MASAP meetings & staff meetings
- 3) develop workshops for recovery community members re: recovery messaging & ROSC
- 4) outreach & engage family members & AOD affected others in ROSC activities

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
Deb conducted surveys & focus groups with 233 recovering people as part of her AR grant role to gather feedback about recovery barriers & support needs, as well as types of peer recovery support models that should be developed in ME.

In addition, needs assessment was conducted with @ 60 participants in the 10/3 Drums Along the Kennebec Community Forum.

- 2) MAAR will analyze data results and develop a responsive action plan

The peer recovery support projects included in grant proposal are based on the feedback provided through methods listed above. MAAR will continue to seek funding sources to facilitate development & sustainability of peer recovery support models in ME. None of these programs are available in our state although the need & interest is clearly present.

As of today:

MAAR is applying again for the SAMHSA Targeted Capacity Expansion grant / ROSC with 3 other recovering partners. An award will initiate creation of 2 Recovery Hubs in Portland & Bangor that will house peer recovery support programs. Whether we are successful in this endeavor or not, we will continue to seek resources to develop peer recovery support models in Maine. Currently a number of women will be trained as trainers in the Recovering Women's Leadership Training June '09 and will be ready to train peers in our state. This Leadership model will be the start of a Maine Recovery Leadership Institute.

The other primary model that recovering participants in the needs assessment responded favorably to was the Telephone Recovery Support program that CCAR piloted and offers. This will be another priority as we seek funding resources.

A need exists for community-based peer recovery support groups and MAAR is exploring models for one that would suit Maine. Within our goal of developing an inclusive recovery statewide community, we want all individuals who are recovering from AOD problems to feel welcomed in peer recovery support groups. The Advisory Board and Coordinator have been discussing this for the past 2 years, and also with NEIAS who may be of help with this strategy.

As we develop roles for volunteers, it is crucial that we quickly build in way to thank them for their efforts & generosity. One way is through strategies like cards, public thanks, gift certificates, service pins, or public recognition. Another is through regular updates about all the achievements that have been recognized as a result of their participation.

**Debbie Dettor
MAAR Coordinator**