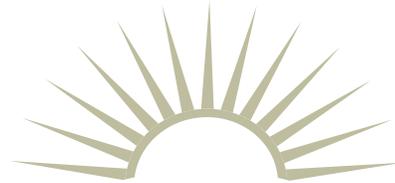


SAMHSA WELLNESS INITIATIVE FY 2011

Final Report, Executive Summary



VISION

Since 2007, the Substance Abuse and Mental Health Services Administration (SAMHSA) has sought to ensure that people with behavioral health problems achieve optimal health, happiness, recovery, and a full and satisfying life in the community via access to a range of effective services, supports, and resources.

GOAL: In an effort to promote wellness for people with mental and substance use disorders, we sought to motivate individuals, organizations, and communities to take action and work toward improved quality of life, cardiovascular health, and decreased early mortality rates.

RECOVERY SUPPORT STRATEGIC INITIATIVE

Through its Recovery Support Strategic Initiative, SAMHSA has delineated four major dimensions that support a life in recovery, which include: **health**—overcoming or managing one’s disease(s), as well as living in a physically and emotionally healthy way; **home**—a stable and safe place to live; **purpose**—meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income, and resources to participate in society; and **community**—relationships and social networks that provide support, friendship, love, and hope.

2011 OBJECTIVES

1. To increase public awareness about the premature death of people with mental and substance use disorders due to cardiovascular disease, diabetes, metabolic syndrome, lung disease, infectious diseases, trauma, social exclusion, and lack of access to quality and culturally-attuned health care
2. To provide educational resources, tools, and technical assistance guided by the Eight Dimensions of Wellness and motivate people to make healthier lifestyle choices (e.g., smoking freedom, nutritious foods, exercise, social connections, spirituality, creative or intellectual endeavors)
3. To mobilize individuals, family members, peer providers, health care providers, community- and faith-based organizations, government agencies, and institutions (e.g., homeless shelters, jails, hospitals, rehabilitation facilities) around the pursuit of wellness as part of recovery and essential for a healthy, full, and satisfying life in the community
4. To ensure that all of our outreach strategies, messages, resources, and program tools are person-directed, strength-based, trauma-informed, and culturally relevant

FY 2011 STRATEGIES, TACTICS, AND RESULTS

2011 marked the first time the mental health community joined the substance abuse community for a national effort to educate people and communities across the U.S. about recovery and improving physical and emotional health. In its first year, National Wellness Week had tremendous success. These achievements are highlighted below.

STRATEGY #1: Public Education Through Promotion of the Eight Dimensions of Wellness

EDUCATIONAL MATERIALS

- Depleted supply of 150,000 educational brochures and posters in approximately 9 months

WEB SITE — WWW.SAMHSA.GOV/WELLNESS

- 453,533 Web hits
- 58,912 Web visits
- 28,150 unique Web visitors
- Average length of stay: 10 minutes, 38 seconds

EMAIL UPDATE

- Distributed 40 email updates
- Grew distribution list by 57 percent, from 1,812 to 2,838

TRAINING TELECONFERENCES

- Hosted four Webinars/teleconferences with 3,620 participants
- Generated 20,100 downloads from training teleconferences

CONFERENCE PRESENTATIONS

- Presented at 11 conferences nationwide with a total estimated reach of nearly 11,000 individuals

CONTINUED →

FY 2011 STRATEGIES, TACTICS, AND RESULTS (CONTINUED)

STRATEGY #2: Community Mobilization Through National Wellness Week (September 19–25)

COMMUNITY ORGANIZATIONS

- More than 100 organizations across 36 states hosted events or promoted wellness messages during National Wellness Week as part of National Recovery Month.

NATIONAL ORGANIZATIONS

- Several national organizations hosted Line Dance for Wellness events or promoted wellness messages during National Wellness Week, including the American Psychiatric Association, Council on Social Work Education, American Psychological Association, National Association of Peer Specialists, and American Psychiatric Nurses Association.
- The National Empowerment Center (NEC), together with the National Coalition for Mental Health Recovery and the consumer-run and consumer-supported Technical Assistance Centers (which includes The National Mental Health Consumers' Self-Help Clearinghouse, Peerlink, the CAFÉ TA Center, and the NAMI STAR Center) collected hundreds of original creative works expressing what wellness means in their lives and posted them on the NEC Web site.
- Several organizations hosted wellness-related presentations via Webinars, including National Mental Health Consumers' Self-Help Clearinghouse; Peerlink National Technical Assistance Center; SAMHSA's Resource Center to Promote Acceptance, Dignity, and Social Inclusion Associated with Mental Health (ADS Center); Clear Mind Inc.; and American Psychiatric Nurses Association.

TRADITIONAL AND DIGITAL MEDIA OUTREACH

- Local media coverage included:
 - Associated Press (AP)—Phoenix Bureau, Phoenix, AZ
 - KMPH Fox 26—Fresno, CA
 - Individual.com—Washington, DC
 - The Bakersfield Californian—Bakersfield, CA
- 36 health blogs featured National Wellness Week, including USA.gov.
- SAMHSA's Facebook fans increased by 151 (11,349 to 11,500) during National Wellness Week.
- SAMHSA posted four National Wellness Week updates that yielded:
 - 83 "likes"
 - 41 "shares"
 - Seven fans mentioning SAMHSA in their own updates about National Wellness Week
 - Five fans commenting on the update
- SAMHSA's Twitter followers increased by 307 (9,581 to 9,888) during National Wellness Week.
- SAMHSA tweeted 29 messages that week using eight hashtags and yielded 290 re-tweets.
- SAMHSA experienced an increase in traffic to <http://www.samhsa.gov/wellness>, including:
 - 164 percent increase in the average visits per day
 - 155 percent increase in visits
 - 110 percent increase in unique visitors

STRATEGY #3: Forging Partnerships to Increase Reach and Deepen Impact

PARTNER CULTIVATION

- Organizations represented by SAMHSA's Wellness Steering Committee
- U.S. Food and Drug Administration's Office of Women's Health
- SAMHSA/HRSA Center for Integrated Health Solutions and SAMHSA's 56 Primary and Behavioral Healthcare Integration Grantees
- SAMHSA's National Recovery Month Planning Partners
- Healthy People 2020
- Million Hearts™
- National Association of County Behavioral Health and Developmental Disability Directors

CALL TO ACTION

Take the Pledge for Wellness to stay informed! Visit www.samhsa.gov/wellness or email wellness@samhsa.hhs.gov.

FULL REPORT

To receive an electronic copy of the complete SAMHSA Wellness Initiative FY 2011 Final Report, please send your request to wellness@samhsa.hhs.gov.