



PRESS RELEASE

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Recovery: Our Choice Campaign Launches September 1 in Honor of National Recovery Month

The Council on Recovery Promotes Education and Awareness of Addiction and the Hope Found in Recovery

HOUSTON, September 1, 2015 –Today, The Council on Recovery launched a campaign to promote awareness of substance abuse and addiction issues and to share the hope that is found in recovery through personal stories. Recovery Month is a national observance held every September in order to teach communities that addiction treatment and mental health services can enable those with a mental and/or substance use disorder to live a healthy and rewarding life. The *Recovery: Our Choice* campaign features four individuals who have struggled with and overcome an addiction to drugs or alcohol. Captured in their words, the campaign aims to shed light on the struggle and hope that are experienced when going through treatment and recovery. Their stories will be shared at www.chooserecoveryeveryday.org.

“Addiction removes the power to choose in one’s life. But once in treatment, those suffering from addiction are no longer powerless – they have the ability to overcome their addiction and actively choose recovery every day,” said Mel Taylor, President and CEO of The Council on Recovery.

According to the National Council on Alcoholism and Drug Dependence, 50 percent of adults have a family member with alcoholism. And an estimated 24.6 million Americans aged 12 or older have used an illegal drug in the past month.* This substance use often co-occurs with other mental health disorders such as depression, anxiety, and bipolar disorder. Since these conditions go hand-in-hand, they should be treated in tandem. Together, mental health and substance use disorders will surpass all other physical diseases as a major cause of disability worldwide by 2020, according to the Substance Abuse and Mental Health Services Administration. However, with treatment and support, today millions of Americans from all walks of life are living in long-term recovery from addiction to alcohol and other drugs.

“Millions of people are living in recovery today. Like other diseases, alcoholism and drug dependence can be overcome with proper treatment, prevention, and more research,” Taylor said. “By increasing access to care, the costly toll on society and the burden it places on families can be reduced. It’s time to start the conversation in our communities.”

With the full spectrum of prevention, education, intervention, and treatment services available, The Council on Recovery is able to design paths to recovery that are unique to each individual treated. Each program is designed to meet individuals and families wherever they are in relation to substance use and provide the tools and support necessary to move toward recovery.

To learn more about Recovery Month, the *Recovery: Our Choice* (www.chooserecoveryeveryday.org) campaign, or to arrange an interview with a substance abuse and addiction expert from The Council on Recovery, please contact Claire Holmes at 281.200.9333 or cholmes@councilonrecovery.org.

* *National Survey on Drug Use and Health 2013*

About The Council on Recovery

With a combined 117 years of experience, The Council on Alcohol and Drugs Houston (founded 1946) and Austin Recovery (founded 1967), have rebranded as The Council on Recovery. The combined organization offers the best in behavioral healthcare for the diverse communities of Texas, and a full continuum of treatment services and recovery support including the highest quality of residential and outpatient services for all individuals and families in need. The Council on Recovery is a nonprofit agency affiliated with the United

Way, and also receives funding from The Texas Department of State Health Services as well as private contributions, special events and program fees on a sliding-scale basis according to client need. For more information about The Council on Recovery, please visit www.councilonrecovery.org.

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