

# LIFE IN RECOVERY FROM ADDICTION IN CANADA

## COMMUNICATIONS TOOLKIT

GET STARTED HERE ▶▶▶



Canadian Centre  
on Substance Use  
and Addiction

Evidence. Engagement. Impact.

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# START HERE

## WHY IT'S IMPORTANT TO KNOW THAT RECOVERY FROM ADDICTION IS POSSIBLE IN CANADA.

Many Canadians may not be aware that recovery from addiction is possible. But it is and it can last. That's what CCSA discovered through the Life in Recovery from Addiction in Canada survey — the first nationwide survey investigating recovery in Canada. The findings were developed into a report to help Canadians learn about the recovery process in Canada.

Your efforts to help promote the Life in Recovery report will reduce the stigmas, stereotypes and misconceptions that are associated with addiction and recovery. In partnering with CCSA, you will help more people understand that recovery is possible and in turn be more understanding of those who struggle with addiction.

In this toolkit, CCSA has brought together a variety of resources to help you and your organization spread the word about recovery in Canada, encourage others to become a part of the recovery movement, and learn about Canada's national commitment to recovery from addiction.

# CONTACT

[recovery@ccsa.ca](mailto:recovery@ccsa.ca)

# ABOUT THE TOOLKIT

This toolkit provides you with the resources you need to educate community members and to help them understand that recovery is possible in Canada.

## WHAT IS THE COMMUNICATIONS TOOLKIT?

The toolkit includes a variety of resources related to the Life in Recovery report that are made available to your organization by CCSA at no cost.

Please print and distribute these resources within your organization and share the key messages of the report with your online community. You can use the banner ads on your site to encourage others to download and read the report themselves.

You will need an Internet connection to access links and promotional materials included in this toolkit.

If you need help, just email the Life in Recovery outreach team at [recovery@ccsa.ca](mailto:recovery@ccsa.ca) and we will be happy to assist your organization with access to resources.

## WHAT'S IN THE COMMUNICATIONS TOOLKIT?

Materials included in the toolkit for download:

- Life in Recovery from Addiction in Canada report
- Key messaging lines
- Printable posters
- Infographics
- Social media assets
- Banner ads

# LIFE IN RECOVERY FROM ADDICTION IN CANADA REPORT

CCSA formed a Recovery Expert Advisory Group, made up of those with expertise in the field of addiction, to advise on the creation of the Life in Recovery from Addiction in Canada survey. The survey was meant to capture individuals' journeys of recovery from alcohol and other drugs in Canada.

For the first time, we have a clearer understanding of what recovery in Canada looks like. And it makes for a good news story. Respondents demonstrated that recovery from addiction is very possible and sustainable.

The information and personal stories shared in the survey were assembled in the Life in Recovery from Addiction in Canada report. This report is intended to inform and educate health service providers and decision makers about the programs and supports that facilitate recovery, and the system-related issues that serve as barriers to recovery. The survey sets the stage for further concentrated research to inform policy and decision making across the country.

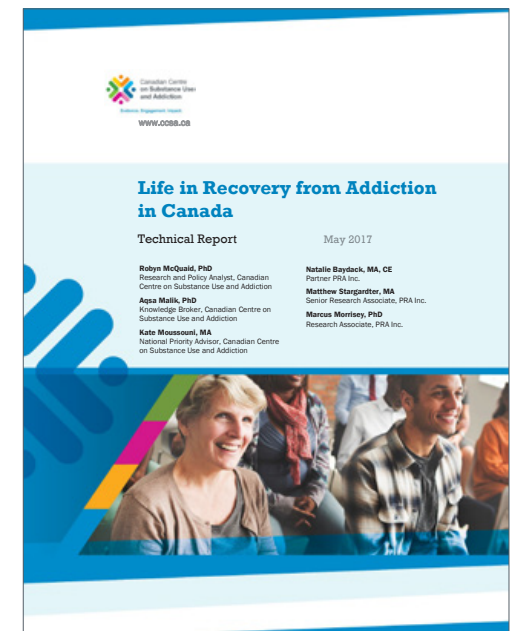
## HOW TO SPEAK ABOUT THE LIFE IN RECOVERY REPORT

The following points will assist your organization in promoting and explaining the Life in Recovery report to clients, colleagues and your community networks. When promoting the report, it's important to remember that:

- 855 individuals were surveyed from all walks of life
- Survey questions took into consideration age, employment status, ethnicity, family, education, location and marital status
- This is a starting point for further research and policy discussion
- This is a good news story

The report was developed to start a dialogue to better understand what helps and what hinders recovery in Canada and to challenge social stigma and misconceptions. The report is meant to celebrate the role that recovery plays in improving the lives of individuals, families and communities.

In the digital realm, the resources can be used to increase downloads of the report or infographics to circulate the information. When a member of your community is interested in learning more, share the key messaging lines.



[Download here](#) ▼

# SOCIAL MEDIA

## START THE ONLINE CONVERSATION

CCSA has provided a variety of Twitter and Facebook images that you can share on your organizations' channels. Download these images and add the accompanying text. A few sample tweets and Facebook posts have been provided for your use; however, please feel free to create your own.

### SAMPLE TWEET 1:

Read how recovery changed the lives of 855 Canadians in the Life in Recovery report.

[Download here ▼](#)

### SAMPLE TWEET 2:

855 Canadians' unique journeys were captured in the Life in Recovery survey. Read the report to find how recovery in Canada is possible.

[Download here ▼](#)

### SAMPLE TWEET 3:

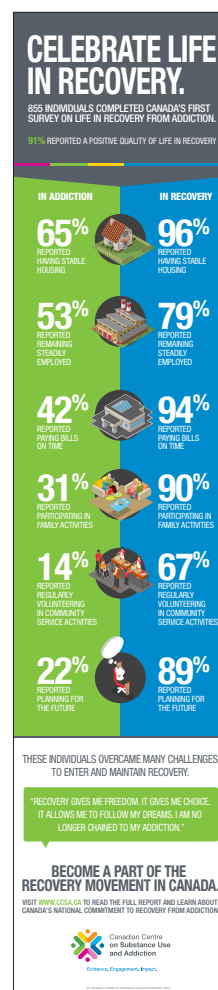
Recovery is powerful. Read more first-hand accounts from respondents in the Life in Recovery report.

[Download here ▼](#)

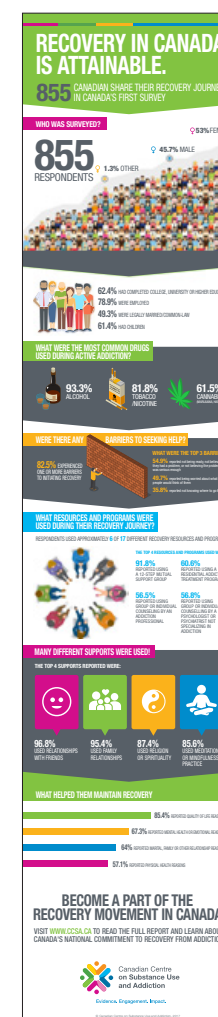
# INFOGRAPHICS

These infographics highlight the statistical findings from the Life in Recovery report. These resources turn the research into a piece that can be easily understood by the public.

## INFOGRAPHIC 1


[Download here ▼](#)

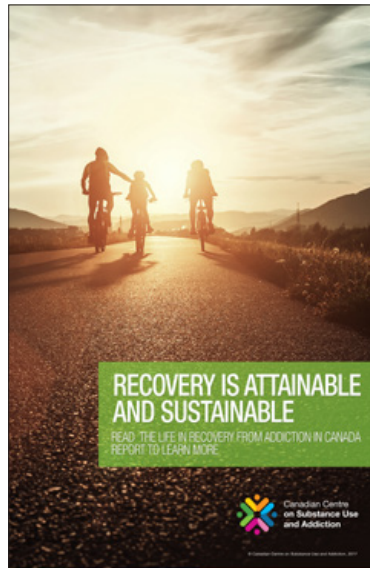
## INFOGRAPHIC 2


[Download here ▼](#)

# ADS AND POSTERS

These resources communicate the main takeaway from the survey – that recovery is attainable and sustainable in Canada. CCSA encourages you to print and display the posters for everyone in your organization to see. They focus on the positive aspect of recovery. You can download the banner ads to encourage those who visit your website to learn more about the survey and report.

## POSTERS

[Download here ▼](#)[Download here ▼](#)

## BANNER ADS

[300x250 ▼](#)[728x90 ▼](#)[160x600 ▼](#)[300x250 ▼](#)[728x90 ▼](#)[160x600 ▼](#)[300x250 ▼](#)[728x90 ▼](#)[160x600 ▼](#)