

# MEDIA OUTREACH LANGUAGE TEMPLATE

## Paths to Recovery Campaign

Dear **[NAME OF MEDIA CONTACT]**:

I'm writing to put the support of **[ORGANIZATION]** behind a new Ad Council PSA campaign that greatly impacts our local community.

In 2021, 46 million people ages 12 and older in the U.S. had a substance use disorder (SUD). But the data also shows that recovery is possible: about three-quarters of adults ages 26 or older who ever perceived themselves as having a SUD consider themselves to be in recovery or say they have overcome it.

The Ad Council, in partnership with the Centers for Disease Control and Prevention (CDC), National Council for Mental Wellbeing and Shatterproof, has launched a new campaign, "Start With Hope," which aims to deliver a message of hope to those living with substance use disorders (SUDs) as well as those at risk of developing a SUD, with a focus on supporting Black and Hispanic/Latinx populations, connecting them with harm reduction strategies and treatment resources to start their journeys to wellbeing and recovery.

Highlighting real stories of individuals who have gone through their own recovery journeys, the new "Start With Hope" campaign features the personal experiences of Ale, Ariel and Joseph, increasing awareness around harm reduction and showing that resources are available for the many paths to recovery. The campaign aims to reach Black and Hispanic/Latinx communities, given the healthcare disparities and added stigma that these communities face on their paths towards recovery.

All PSA assets drive audiences to our campaign website [StartWithHope.com](https://StartWithHope.com) or [ComienzaConEsperanza.com](https://ComienzaConEsperanza.com) for Spanish speakers. The websites equip audiences to access personal needs, understand treatment options and harm reduction practices and find culturally responsive support and treatment options that will work best for them.

You've likely already received PSAs for the new Paths to Recovery campaign, which were distributed by the Ad Council via AdCouncil.org and [Extreme Reach](https://ExtremeReach.com) in November 2023. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.**

By supporting these PSAs, you are helping inspire individuals with the motivating power of hope and connecting them with harm reduction strategies and treatment resources to start their recovery journey.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://AdCouncil.org/Contact-Us>.

Sincerely,

**[YOUR NAME]**