



# PRAIRIE RIDGE

## PREVENTION SERVICES

**"CLEAN MIND; CLEAN BODY; CLEAN SPIRIT; DRUG FREE"**

Contents:

*Prevention Works, Treatment is Effective, People Recover*

*There is Joy in Recovery*

*Upcoming Events*

## Newsletter

Vol. 6 Issue 9  
September 2011

### Prevention Works ~ Treatment is Effective ~ People Recover

Millions of Americans are in recovery from substance abuse and mental disorders today. While approximately 22.5 million people were classified with a substance use disorder in 2009, treatment services are effective and recovery is possible. Treatment hasn't always been easily accessed by some. An estimated 22 percent of adults with substance use and/or mental disorders in 2009 were uninsured. Fortunately with the passage of the Affordable Care Act in 2010, coverage will expand to approximately 32 million Americans who were not previously insured.

For 22 years, National Alcohol and Drug Addiction Recovery Month has joined together millions of people across the United States to celebrate recovery and educate communities about substance use and mental disorders. Recovery Month increases the public's understanding of substance use and mental disorders to achieve the full potential of prevention and treatment support services. It also helps people recognize and seek assistance for these health conditions and aims to reduce barriers to recovery.

### Fast Facts:

A majority of Americans (80 percent) have positive feelings about prevention and recovery from substance use disorders.

For every \$1 invested in treatment, taxpayers save at least \$7.46 in costs to society.

Less than 10 percent of people with substance use disorders receive treatment, at a societal cost of over \$300 billion annually.

Some general provisions of the Affordable Care Act include:

-Starting in 2011, young people, up to age 26, can remain on their parents' health insurance policies.

-Most health plans will cover some important preventive services at no additional cost, including counseling for a substance use or mental disorder.

This year's theme, "Join the Voices for Recovery: Recovery Benefits Everyone," highlights that:

- All Americans have the opportunity to access provisions within the Affordable Care Act and Mental Health Parity and Addictions Equity Act (MHPAEA), aimed to improved physical and emotional health while ensuring people will receive the care they need at a more reasonable cost.
- Public awareness will increase access for those in need of essential substance use and mental health treatment and recovery support services, including behavioral health treatment.
- These legislative changes will improve the overall health and well-being of people in the United States.

This September, help us celebrate the strength and determination of so many by continuing to support and educate our communities about the benefits of recovery.

JOIN THE VOICES FOR RECOVERY

## RECOVERY BENEFITS EVERYONE

### Prevention Team:

**Kelly Grunhord**  
*Prevention Manager*

**Melissa Deckard**  
*Prevention Specialist*

**Amy Markham**  
*Prevention Specialist*

**Jay Pedelty**  
*Prevention Specialist*



**Prairie Ridge  
Prevention Services  
320 North Eisenhower Ave.  
P.O. Box 1338  
Mason City, IA 50402  
641-424-2391**

*Newsletter is funded through the:  
Iowa Department of Public Health*





## There is Joy in Recovery

By Melissa Deckard, CPS

Just recently, the former First Lady Betty Ford died July 8, 2011 at the age of 93. Mrs. Ford was a powerful advocate for women's health and women's rights; she helped reduce the social stigma surrounding addiction and inspired thousands to seek treatment. This September, National Recovery Month is a fitting time to honor the resilience and fortitude of a family, the courage of a most remarkable woman, and the contributions of an important institution in the history of addiction treatment.

In April 1978, former President and First Lady Gerald and Betty Ford announced to the nation that Mrs. Ford had sought treatment and was recovering from addiction to alcohol and prescription drugs. That moment stands as the height of destigmatization of alcohol and other drug problems in America. There stood one of the most prestigious women in the United States and at a more personal level, a woman deeply respected by the American public. She had previously demonstrated being a trusting and caring individual by openly sharing her battle with breast cancer and used that experience to educate the nation. This time, she spoke out with her husband and family.

The manner in which Mrs. Ford initiated her recovery process was also significant in that it challenged the popular notion that nothing could be done to stop addiction until the person who was addicted had personally hit bottom and reached out for help. It was Betty Ford's daughter, Susan Ford, who initiated a formal family intervention process that resulted in Mrs. Ford's admission to treatment. It opened the doorway to her recovery and conveyed three crucial lessons to the nation:

- 1) There is hope for families facing addiction
- 2) The family can play a catalytic role in the recovery process
- 3) Individual family members and the family as a whole need to recover from the effects of addiction.

The public reactions to Mrs. Ford's announcement and the sustained evidence of her successful recovery brought women into addiction treatment in unprecedented numbers. In the years that followed, family-centered addiction treatment and support and intervention as a therapeutic strategy reached its peak. Betty Ford also brought her support and her name to a new nonprofit addiction treatment center on the grounds of the Eisenhower Medical Center in Rancho Mirage, California. Lending her name to this center served as a permanent reminder that addiction can touch any family and recovery is possible for those who seek it.

In the years since the Betty Ford Center first opened its doors, an estimated 79,000 individuals have been treated there, more than half have been women. Through these years, the center has developed specialized programs for licensed professionals, innovative programs of focused continuing care, and family and children's programs. In 2006, Betty Ford announced the establishment of the Betty Ford Institute, which operates independently from the Betty Ford Center and focuses its efforts on recovery-focused research dissemination, public and professional education, and policy advocacy.

This year's Recovery Month theme: "Join the Voices of Recovery: Recovery Benefits Everyone," encourages family members and friends to support those they know on their path to recovery- learn from their stories- share their voices- and take action to help expand and improve the availability of effective treatment. Betty Ford built an enduring legacy by opening up the toughest times of her life as public example. In her book "A Glad Awakening," she described her recovery as a second chance at life. In that second chance, she found a new purpose. "There is joy in recovery," she wrote, "and in helping others discover that joy."

---

## Upcoming Events

**September 24, 2011 Youth Diversion Program** at Prairie Ridge, Mason City. *The program will be from 8:30-5:30 p.m. Saturday.*

For more information please contact the Prairie Ridge Mason City Office 1-866-429-2391.

**September 24 & 26, 2011 Adolescent Prime for Life** at Prairie Ridge, Mason City. *The program will be from 8:30-5:30 p.m. Saturday & Monday 4:00-8:00 p.m.*

For more information please contact the Prairie Ridge, Mason City Office 641-424-2391.