



RECOVERY
REINVENTED

2020

IMPACT REPORT

Dream. Hope. Act.

www.recoveryreinvented.com



DREAM.

The mission of Recovery Reinvented is to eliminate the shame and stigma surrounding the disease of addiction.





Letter from Governor Doug Burgum and First Lady Kathryn

Amidst the challenges brought on by the COVID-19 pandemic, the need for behavioral health resources and inspiring conversations around recovery are needed now more than ever. In the face of uncertainty and upheaval, we have adapted to continue to support our families, friends, and neighbors as North Dakotans have always done. Recovery Reinvented is more than a one-day event to celebrate the hope and promises that come from a life of recovery. It is an ongoing, statewide movement to end the shame and stigma surrounding this disease, creating supportive cultures that empower recovery.

Just like every organization, family, and individual had to do amidst the pandemic of 2020, we pivoted our approach to Recovery Reinvented and moved the 2020 event to a completely virtual, live event on October 28th. One of the goals of Recovery Reinvented each year is simply to "reach more people". The silver lining of having to change strategies this year was that the team shattered the goal of reaching more people. The fully livestreamed event impacted a record *5,000* lives! Attendees joined us from across the state, nation, and across the globe in places like France, Germany, Ireland and Thailand. In collaboration with our state behavioral health team, advocates in the trenches, state and local government leaders, and all of the amazing speakers, sponsors, and awardees of Recovery Reinvented -- the team demonstrated that you can reinvent recovery from wherever you are.

We are humbled and grateful for the organizations and leaders that continue to support the work of Recovery Reinvented as key partners, as advocates and as financial sponsors and donors. Some of the donor sponsors you see listed in this report have been supporting Recovery Reinvented since its inception in 2017. The conversation is happening, the conversation is changing. And much of that is due to your support. Help us in ending the shame and stigma of addiction by sharing your story, by speaking up for yourself and others who have battled addiction, by sharing with employees and peers, and by being a helping hand to others who are seeking their pathway to recovery. We look forward to seeing many people back in person, and virtually, for Recovery Reinvented 2021!

With gratitude,

Doug & Kathryn

Governor Doug Burgum & First Lady Kathryn Burgum

HOPE.

2020 Event Keynotes & Award Recipients

Kathryn Burgum

First Lady of North Dakota

"Today is a reminder that you can reinvent recovery from wherever you are. You can take those first steps to finding help, you can share your story, and you can develop meaningful relationships whether it's on a Zoom call, over the phone, or 6 feet apart."

Scan or click on the QR code to watch Kathryn's opening remarks right now!



Dr. Drew Pinsky

Addiction Specialist and Media Personality

"You lead with the recovery. You lead with the inspiration. You lead with the gratitude. It's a phenomenon of attraction, not of mandates."

Scan or click on the QR code to watch Dr. Drew's keynote address right now!



David Sheff

Author of "Beautiful Boy: A Father's Journey Through His Son's Addiction"

"What you're doing in your state is what we need to be doing all over the country. I want people to become inspired to realize not only will they save lives, you will solve so many other problems and alleviate suffering."

Scan or click on the QR code to watch David's keynote right now!



Dr. Stephen Delisi

Clinical Psychiatrist
Hazelden Betty Ford Foundation

"Become active, look for ways we can create systems of care that are across our entire communities and with one another. Because that's how we are going to get people to a place of hope, healing, and recovery."

Scan or click on the QR code
to watch Dr. Delisi's keynote
right now!



Creating Recovery-Friendly Workplaces: Solid Comfort's Story

"Within Solid Start, we have our philosophy and our culture of if you have the drive and you have the desire, we do have an opportunity. And that's what we want to give everybody. Once you are accepted as part of Solid Comfort it's 'Welcome to the family.'"

Scan or click on the QR code
to watch Solid Comfort's story
right now!

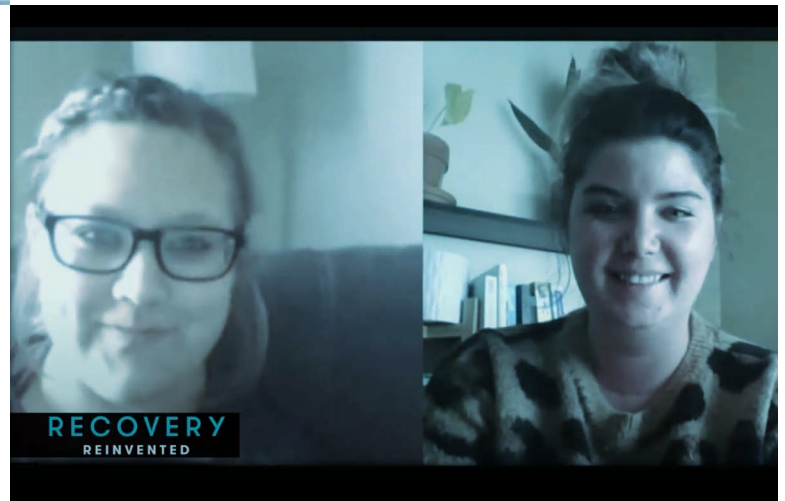


2020 Zezula Award

Fargo Cass Public Health
Harm Reduction Team

"We've provided a lot of supports where a lot of other people wouldn't show up. It wasn't just reassuring that they were battling with their addictions, it was reassuring them that they weren't going to die. We're here, we're with you, don't worry, we've got you!"

Scan or click on the QR code
to watch the 2020 Zezula Award
presentation right now!



What we're hearing.

"I called my cousin whose son is in alcohol treatment and offered her resources from this event."

"I am a local provider and this event is so powerful and helpful to our patients. I hope next year we can all attend in person. Thank you so much!"



2020 Trailblazer Award

Dr. Donald Warne

"We need to be socially connected with one another now more than ever. We need to make sure that all of our community members feel valued and are genuinely connected with each other."

Scan or click on the QR code to watch the 2020 Trailblazer Award presentation right now!



2020 Pioneer Award

Simle Middle School

"Be patient. Focus on remembering that mental health and behavioral health is for all. When you approach it that way, it gets all staff involved."

Scan or click on the QR code to watch the 2020 Pioneer Award presentation right now!



What we're hearing.

"Recovery Reinvented gives so much confidence to get help, to educate, to just be a voice ... Thank you."

"I am in recovery and working in the mental health field. Recovery Reinvented helped me to feel more confident in sharing my story and increased my compassion towards clients that I work with who struggle with addiction."



Why does Recovery Reinvented matter?

Our impact is significant.

98%

of event attendees would recommend others attend future Recovery Reinvented events.

93%

of event attendees walked away with a better understanding of the disease of addiction.

After the event:

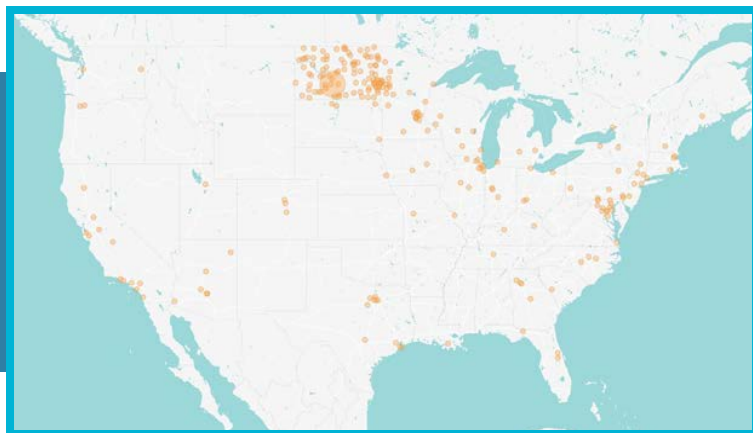
81% were more inclined to seek help and support if they are struggling.

74% are more inclined to share their personal story.

93% are better equipped to support a colleague, friend, or family member that is struggling with addiction.

94% walked away with at least one idea for how they can make a positive impact in changing the conversation around addiction.

Our reach is national.

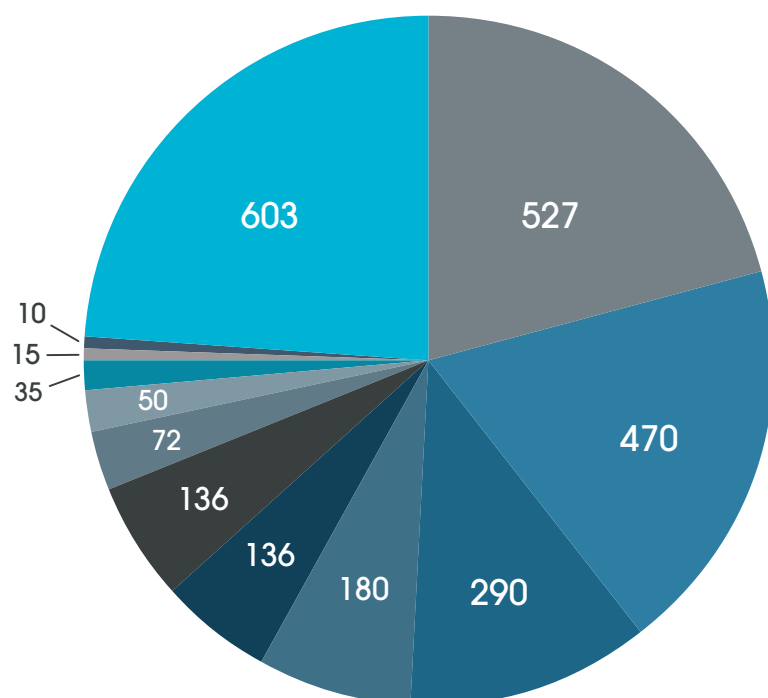


Record-Setting Attendance in First-Ever All-Virtual Event

Recovery Reinvented continues to grow year after year. The first event reached 650 attendees in 2017, while the 2020 virtual experience reached over 5,000 online viewers.

Our audience is diverse.

Audience Breakdown



Family member: 603
(of person impacted by addiction or recovery)

Behavioral Health Provider: 527
(SUD & Mental Health)

Person in or seeking recovery: 470

Government Employee: 290
(Local, County, State, Federal)

Non-Profit Organization: 180

Education: 136
(Counselor, Teacher, Group Organizer)

Healthcare: 136
(Hospitals, EMT)

Law Enforcement/Corrections: 72
(Police, Highway Patrol, Parole Officer)

Business Leader/Employer: 50

Native American/Tribal Group | Government Employee: 35
(Local, County, State, Federal)

Judicial: 15
(Judge, Attorney)

Elected Official: 10

Have you attended before? **1015: Yes • 1657: No**

ACT.

First Lady participates in White House roundtable discussion on Recovery-Friendly Workplaces

In September of 2020, First Lady Kathryn Burgum was a featured panelist at a White House roundtable discussion on recovery-friendly workplaces where she highlighted innovative North Dakotan businesses and leaders who are champions for recovery in the workplace.

Burgum joined First Lady Melania Trump, Office of National Drug Control Policy Director James Carroll, Surgeon General VADM Jerome Adams, senior administration officials and other leaders to discuss building recovery-friendly workplaces.



Families Strong Offers Hope and Healing to Loved Ones

The Office of Recovery Reinvented launched five evidence-based family support groups across the state designed to support family members impacted by the disease of addiction. The groups were led by 5 fellow North Dakotans and focus on helping family members develop self-care, build social supports, and learn effective motivational strategies for interacting with a loved one who is struggling with a substance use disorder.

One participant in the 9-week program shared: *"Families Strong has given me an outlet to express my feelings without judgment and also gave me tools to help myself through the process of dealing with a loved one in addiction. An added bonus is I believe I have made forever friends that genuinely care about me."*

The program was made free and available to all who participated. Additional support groups will continue to be available for 9-week sessions and be led by trained group leaders.





Narcan Saves Lives

Since the first Recovery Reinvented in September of 2017, the distribution and training of Narcan, an opioid overdose-reserving antidote, has been a signature focus of the event. In partnership with the North Dakota Behavioral Health Division, 951 life-saving Naloxone kits have been distributed as part of the Recovery Reinvented events since 2017. The impact of Narcan training and accessibility at Recovery Reinvented events has been life-saving. One couple wrote after the first event:

"I want to thank you for a day of education, information, and hope.

I am especially grateful for the Narcan sample because yesterday morning my husband found our son overdosed in our bathroom. He administered the Narcan and by the time the EMT arrived he was conscious. He fully recovered from the overdose and is with us today.

My husband and I thank you for your platform on recovery and want you to know that it has been effective in one family, our family. A life has been spared. We have hope and we continue to press on."

To learn more about opioids and request a free 2-dose Narcan kit, visit <https://www.behavioralhealth.nd.gov/opioids>

Increasing
access to
naloxone can
help save a life.



North Dakota
Behavioral Health
HUMAN SERVICES

Scan or click on the QR code to watch a short video from Recovery Reinvented about the benefits of having access to naloxone.

Scan or click here!



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What we're hearing.

"I am struggling with my daughter's addiction. It has impacted our whole family ... Recovery Reinvented has given me some insight and hope."

"I sent an email immediately after the event. This was an 'aha' event for me. And for that I am beyond grateful."



RESOURCES

Take note of the many resources shared at the event, which we encourage you to explore, or share within your organizations, or with friends and family.



The Behavioral Health Division provides leadership for the planning, development, and oversight of the state's behavioral health system.



Scan or click here!



Parents Lead supports parents in promoting the behavioral health of their children.



Scan or click here!



If you don't know where to begin getting help with addiction for yourself or someone you know — start here.



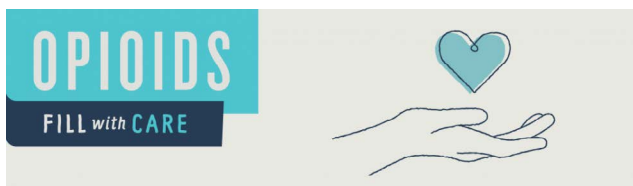
Scan or click here!



Project Renew is here to help by offering free support services to those who may be experiencing stress, sadness, anxiety, loneliness or depression in the wake of the coronavirus pandemic.



Scan or click here!



Learn more about prescription opioid safety, overdose prevention, opioid addiction and request a free 2-dose Narcan kit.



Scan or click here!



Behavioral Health is providing an important employer toolkit with resources to help understand and help employees who may be facing problems with addiction.



Scan or click here!

PARTNERSHIPS

Recovery Reinvented is made possible each year by generous community partners and sponsors from local North Dakota communities and businesses, and a few national partners. The event is 100% philanthropically funded and would not be possible without the support and partnership from the North Dakota Department of Human Services Behavioral Health Division.

“Bell Bank’s sponsorship of Recovery Reinvented is truly a partnership to us. We are excited to join in the state’s efforts around recovery and to work within our own company to provide more resources as a more recovery-friendly workplace. During the pandemic, we gave our entire Bell Bank team the opportunity to participate in and listen to Recovery Reinvented’s virtual event. Because it was virtual, we were able to share it with employees not only in North Dakota and the Midwest region, but also across our company – as far away as Arizona and Florida! - Bell Bank”

“Recovery Reinvented is significantly altering our outlook on addiction and sharpening our approach to all affected by this disease. Predispositions are positively changed by shedding a light on its true nature. In breaking the stigma, greater healing potential is created. This extraordinary initiative has united families, businesses, and community leaders to pave a smoother road to an addiction-free North Dakota. – Pat Traynor, Executive Director, Dakota Medical Foundation”

“After the Recovery Reinvented event we received phone calls from across the US from individuals who work in some capacity with recovery, struggle with mental health, or have felony charges, looking for information on how to start this type of initiative. Most importantly, we got additional applications from folks looking for work and were excited when they learned about us. Participating in Recovery Reinvented solidified our efforts and allowed us to be transparent and authentic with ourselves and the audience members. The only way to ultimately help those struggling is to have open and real conversations and Recovery Reinvented provides that platform for many. – Solid Comfort”

Sacagawea



Theodore Roosevelt



Lewis & Clark



Zezula

Marathon Oil • ONEOK • Altru • ConocoPhillips • Bell Bank • Essential Health
Cornerstone Bank • OFFUTT • Microsoft • Xcel Energy • Alkermes



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Feel free to reach out to us at info@recoveryreinvented.com or FirstLady@nd.gov.

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