

# SPOTLIGHT: Recovery Reinvented



## Background

Inspired by Betty Ford sharing her struggles with addiction and recovery, First Lady of North Dakota Kathryn Helgaas Burgum publicly shared her story of being in long-term recovery with the goal to normalize the conversation regarding the chronic disease of addiction. In 2017, Recovery Reinvented was established with the focus of ending the shame and stigma that often surround this disease, in hopes of encouraging more people to enter recovery. By eliminating the stigma around addiction, people feel more comfortable talking about their struggles and become more likely to seek treatment.

## How It Works

Addiction can be an isolating disease. When you or a loved one struggles with the disease of addiction, co-workers and neighbors may distance themselves. With over 22 million people living in recovery from this disease, Recovery Reinvented works by normalizing the conversation around addiction. The program encourages people to discuss their experience with addiction to connect with others living in recovery. The program also provides prevention, treatment and recovery resources to those who have been impacted by addiction.

By openly discussing this disease, we can eliminate the stigma surrounding addiction and enable people to reach out for help when they are in crisis. Recovery Reinvented does that by uniting those in recovery and professionals in the field to engage with one another through multimedia, awareness campaigns and events. This changes dialogue to action and supports those in recovery across the state but especially those in rural areas to show this disease does not define someone, and recovery is possible.

## How It Is Innovative

Recovery Reinvented's goal is to reinvent the way we talk about recovery by eliminating stigma and defining addiction as a disease. In 2017, the First Lady and Governor of North Dakota hosted the first Recovery Reinvented event, bringing together impacted family members, law enforcement, leaders in the community,

"North Dakota has the opportunity to be a leader in the fight against addiction. We are a small state of committed and caring people. Through the mission of Recovery Reinvented, we can unite all of our communities to provide resources, support and advocacy to eliminate the stigma of the disease of addiction, empower others toward recovery, and save lives."

– First Lady Kathryn Helgaas Burgum

Native Americans, and those in recovery to begin a holistic approach to address addiction and explore solutions.

In September 2018, the second annual Recovery Reinvented event was held in North Dakota. Many professionals in the field and people impacted by addiction were guest speakers and shared their best practices of how to combat this disease and spread awareness.

## Demonstrating Success

By discussing addiction publicly, Recovery Reinvented acts as a catalyst to open the conversation to other areas. People who attend Recovery Reinvented events are motivated to extend their knowledge about recovery and addiction into their own communities. After attending the event, Minot State University students wanted to develop something for those in recovery at the University. These students worked closely with the school's administration and the vice president of affairs to help create a recovery culture on campus, which assists those struggling with this disease.

## Stakeholders and Partners

Recovery Reinvented believes that collaboration is key and works with many organizations to carry out their mission. The 2018 Recovery Reinvented event was sponsored by a diverse group of sponsors including those in healthcare, technology, insurance, and media.<sup>1</sup>

**Spotlight Series:** *A series to highlight innovative programs across the country that contribute to a comprehensive strategy to address addiction.*

Recovery Reinvented collaborates with all Executive Branch agencies, including:

- Department of Human Services,
- Department of Corrections and Rehabilitation,
- Department of Health,
- North Dakota Indian Affairs Commission.<sup>2</sup>

### **Resources and References**

RecoveryReinventedwebsite:<https://recoveryreinvented.com/>

North Dakota Office of the Governor: <https://www.governor.nd.gov/>

<sup>1</sup> <https://recoveryreinvented.com/events/rr18/#sponsors>

<sup>2</sup> <https://www.governor.nd.gov/>