

**Goal #1: Increase awareness of ACCR through outreach and marketing to promote mission, brand and recovery principles.**

Inputs	Activities		Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
Brochures/ materials  Website  Committee- specific projects  People/ membership  Partnerships (i.e. OBH, CCBH, AHCI, CART)  Budget  Time (all volunteers)  Data collection	<u>Current/Ongoing</u> Recovery walk  Conference tables  Movie – Real Personal Stories  Recovery 101  Collaboration with partners  Revised training  Recovery dialogues  WIN  Awareness poster  Informal conversations  CART surveys  Strategic planning	<u>To Start</u> Outreach to providers (staff meetings)  Collaboration between ACCR committees  Social media presence  Centralized recruitment contact  Anti-stigma initiative  Leadership training for people in recovery  Develop community activities	<p style="text-align: center;"><b>TO BE COMPLETED</b></p>	<p style="text-align: center;"><b>TO BE COMPLETED</b></p>	<p style="text-align: center;"><b>TO BE COMPLETED</b></p>	Increase the number of providers aware of ACCR by #/% by [Month, Year]. <i>Indicator: Cart survey results</i>  Increase the number of people in recovery aware of ACCR by #/% by [Month, Year]. <i>Indicator: Cart survey results</i>