



‘bringing recovery into the open’
A review of the Ballymun
Recovery Month 2019

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June 2020



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The Review was commissioned and managed by Ballymun Local Drugs and Alcohol Task Force on behalf of Ballymun Recovery Group*.

*Ballymun Recovery Group was established in May 2019 for the purpose of planning and delivery of the Ballymun Recovery Month. Membership in 2019 consisted of individuals in recovery and representatives of drug/alcohol, community, family support and youth services.

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Table of Contents

Foreword	3
Executive Summary	4
Introduction	9
Methodology	14
Findings	
1. The Value of Using a Community Partnership Approach	17
2. Challenging the Stigma of Addiction	22
3. Promoting Recovery and Recovery Options	27
4. Ballymun Recovery Month - Public Perceptions	36
5. Social Media Analysis	41
6. Committee Reflection – Survey	47
7. The Mechanisms and Efforts Behind a Community Partnership Approach	51
8. The Future of Ballymun Recovery Month	55
Summary and Conclusions	59
Recommendations	64
Appendices	
– <i>Promotional Calendar of Recovery Month 2019</i>	70
– <i>Costings & Resources</i>	71
– <i>Interview List</i>	74

Photos courtesy of Ballymun Communications



Foreword

Recovery in a Different Light

A child young innocent, playing away
starts to grow like flowers bloom.
Older, eager and wants to stay.
But the child is no longer and it's just another day.
Emotions charged and looking for the light,
can see no way and it's just another day.
Child has become, and he must choose,
all because that beautiful substance, that he has to lose,
the light now shines bright,
he must go into the light of having no sight.
Now he is out, having seen the light
just like that flower that was full of life.
The journey has started and he made a choice,
no more substances of his own device.
Time has gone on and it's now day by day
no longer divided whether he has to stay.

(Kevin, STAR Project Ballymun)

Composed during Ballymun Recovery Month 2019



Executive Summary

Context

September 2019, Ballymun, like other communities across Ireland and internationally, hosted activities and events highlighting that recovery from addiction works, is possible and should be further promoted and resourced. Ballymun Recovery Month 2019 consisted of the following events and activities;

- ∞ 18 local events in Ballymun
- ∞ Alongside exhibition, art and communication activities
 - _ Hosting Faces of Recovery Exhibitions
 - _ Recovery Month Ribbons Making Group
 - _ Quilt Making Group
 - _ Development of the Ballymun Recovery Song 'Recovery Road'
 - _ Logo Development & Projection
- ∞ Supporting the Annual National Recovery Walk 2019
- ∞ Supporting the Dublin Treatment Services Recovery Run

Aim of Review

The aim of this review was to assess the value of using this community partnership approach and its value in terms of achieving the goals of Ballymun Recovery Month 2019.

Approach

This review involves a mixed methods design, both quantitative and qualitative analysis. The data collection took place at the end of 2019 and early 2020.

The quantitative element included two electronic questionnaires which were created using Google forms.

- The public survey (N = 208) distributed via social media and networks.
- The organising group survey (N=10) circulated by Ballymun Local Drugs and Alcohol Task Force and was accessible through a direct link.
- Secondary research was conducted utilising documentaion from meetings as well as analysis on social media activity. The software used was Brand24. Data was analysed using SPSS.



The qualitative element utilised semi-structured interviews (one to one and group) and the data was analysed using interpretative phenomenological analysis (IPA). Twenty nine interviews were undertaken. The purpose of this approach was to gather rich data, via a questioning mode that may enhance the overall understanding of the complex subject of recovery and the connection to Ballymun Recovery Month. Interviews took place with those who were involved in the delivery of recovery actions over the month, supportive implementation roles in addition to local community supports, organisations and service users (see appendix c). Over 100 hours of interviewing was undertaken. The interview sample was compiled by Ballymun Local Drugs and Alcohol Task Force with involvement from the Ballymun Recovery Group.

Findings

- The goals of Ballymun Recovery Month were achieved using an agile management approach which was supported with the application of motivational interviewing and grounded in a community partnership approach.
- An inclusive approach to goal setting and team working enhanced participation, motivation and morale throughout the project and resulted in high task completion and a unifying focus on recovery.
- An inclusive approach to the philosophy of recovery ensured that connection was enshrined and isolation was challenged - this encouraged service and service user participation from a wide range of recovery options.
- Organising meetings were open, focused and creative, and synergy was prevalent.
- The lived experience of service users and those in recovery was respected and ensured that recovery was the primary focus of the meetings, the events and the overall message of the month.
- Collaboration and solidarity was honoured, while expertise and experience were respected. This enabled a greater ability to draw on local resources; people, businesses, services and funders.
- Stigma was challenged and recovery was celebrated (directly and indirectly) using many verbal and non-verbal forms including storytelling, song, visual displays and role-modelling.
- There was a unanimously positive response from individuals in recovery which included feelings of pride, empowerment and belonging.



- The desire to repeat the project, to re-live the celebration and to challenge stigma was echoed by all interviewees.

Statistical summary

- 94% of the public survey respondents agreed that the stigma of addiction should be challenged;
- 96% approval rating for the promotion and celebration of addiction recovery;
- 73% brand visibility;
- 3880 twitter reach.

Conclusion

Ballymun Recovery Month was a success in promoting and celebrating recovery, promoting recovery options and challenging the stigma of addiction. It achieved this success by implementing a community partnership approach which involved agencies and people in recovery.

The enemy of recovery is isolation. Ballymun Recovery Month's goal was to reach people, to connect, to be inclusive, to challenge stigma and when Ballymun 'did recovery' it broke down the walls of isolation. During one month, kicking off with the "Ballymun Does Recovery" gig, 18 events were held and people came together, each with a focus on the positive aspects of recovery, each with a different way to connect. Each bringing the best of themselves. The events and activities were identified and coordinated through an organising committee which saw further connections with national events including the Dublin Treatment Services Recovery Run, the Recovery Walk and the Faces of Recovery Exhibition.

The people were connecting. The organisations were connecting. The cause was connecting with the people. Firsthand accounts of the month talk of pride, strength and hope. Public perceptions of the month inform us that it is welcomed, encouraged, wanted and needed.

This review is a connection to the month, to the people, to recovery.

Ballymun Recovery Month challenged the stigma of addiction, celebrated recovery and promoted recovery options. It was a community achievement.



Recommendations

The recommendations are presented under the following headings;

- Coordination – Greater attention to the overall plan for the month and co-ordination of people and events in order to distribute work, avoid burnout and maintain energy. Explore having a dedicated co-ordinator or team of co-ordinators who would bring a recovery perspective and oversee the Month. Consider the use of project management monitoring tools to streamline event management and communication.
- Meetings – Continue with the style used as it enhanced participation and efficiency at meetings. Ensure consistency of style if co-ordinator appointed.
- Media – Clear guidance regarding media engagement is required and development of key consistent messages to be used during all communications. Ensure relevant guidelines and supports are available for those who choose to do media interviews.
- Online Promotion – Extend the reach and enhance the potential of social media highlighted during Recovery Month 2019. Work towards involving high profile influencers and develop traction in key recovery month messages. Consider development of podcasts and other creative means with local agencies (e.g. Ballymun Youthreach and their radio production programme) to attract interest and participation from young people and reach wider audiences.
- Reputation Management - A workshop on online reputation management may be prudent. This may be beneficial in protecting against negative responses to the recovery message.
- Ground Promotion - Visibility of the logo through projection and wearable ribbons was very successful in increasing awareness. It is recommended that public spaces be used as much as possible - reaching outskirts - to display messages. Churches, libraries, hotels, schools and sporting facilities could be targeted with similar visible icons and messages.
- Agency Visibility - It is recommended that agencies create very short promotional films which describe their services. This offers extended 24/7 visibility.
- Open Meetings - Due to Covid, it is recommended that a novel approach to showing the working of meetings be explored - this requires the protection of anonymity and may involve a technology solution.
- Research - There is a substantial opportunity to research and analyse the potential correlations between challenging stigma and celebration of recovery locally as it



continues. Furthermore, Ballymun could act as a hub for the presentation and discussion of related research throughout the month.

- **Enhancing Engagement** - There is a desire and need to extend the involvement of other sections of the community, particularly school and business involvement. There are existing gateways which could enable and enhance this; other community services and local active business supporters of Ballymun Recovery Month.
- **Scope and Realism** - As a result of Covid, the present obstacles to the physical gatherings represent a very significant danger to the Month being realised to the same extent as the first iteration. A simplified and very realistic approach to a second run is essential. A focus on small gatherings, utilising space as much as possible is vital to ensuring that even a modest version of the month is executed.
- **Celebrate and Recognise** - It is important that the committee and contributors take time to reflect on each others efforts, as a group, as a team. A coming together of the people behind the message will ensure that the connection is maintained and valued. Connection and reflection are vital, now more than ever.



Chapter 1: Introduction



'Ballymun Rockets into Recovery' Launch of Ballymun Recovery Month August 21st 2019



1.1 Context

During September 2019, Ballymun, like other communities across Ireland and internationally, hosted activities and events highlighting that recovery from addiction works, is possible and should be further promoted and resourced.

Ballymun Recovery Month 2019

- To promote and celebrate recovery
- To promote recovery options
- To challenge the stigma of addiction

Ballymun Recovery Group was formed following a discussion within Ballymun Youth Action Project (BYAP) that planning and delivery of the month should be a community wide initiative rather than agency specific.

The Group which was co-ordinated by BYAP brought together individuals in recovery and representatives of services to include; Ballymun Youth Action Project, STAR Ballymun, Ballymun Family Support Service, Ballymun Regional Youth Resource, Ballymun Local Drugs and Alcohol Task Force, The Recovery Academy Ireland, HSE (Addiction/Social Inclusion), Ballymun Communications, No Bucks Cafe. The first meeting of the Ballymun Recovery Group was held in May 2019, with fortnightly meetings during the summer to progress ideas and actions, leading to weekly meetings of the group in September.

The delivery of the month while co-ordinated by the Ballymun Recovery Group also worked alongside other local partners, agencies and individuals in progressing specific actions including; Axis Community Arts Centre, Dublin City Council and the Rediscovery Centre.

The aim of the Ballymun Recovery Month was to promote recovery, make it visible, challenge the stigma of addiction and highlight available recovery options.

1.2 Overview of Ballymun Recovery Month

The month consisted of 18 local events/activities, alongside communication and recovery art projects as well as supporting the Annual National Recovery Walk and the Dublin Treatment Services Recovery Run.



Ballymun Recovery Month 2019

- 18 local events in Ballymun
- Alongside exhibition, art and communication activities
 - Hosting Faces of Recovery Exhibitions
 - Recovery Month Ribbons Making Group
 - Quilt Making Group
 - Development of the Ballymun Recovery Song 'Recovery Road'
 - Logo Development & Projection
- Supported the Annual National Recovery Walk
- Supported the Dublin Treatment Services Recovery Run

1.3 Rationale

There is a growing body of research which indicates that the stigmatisation of addiction is a societal issue.¹ Therefore, the rationale exists that challenging stigma and promoting recovery can positively impact on the individual seeking recovery, and on the community surrounding the individual. Moreover, researchers have found that community support for recovery is less likely to lead to relapse and that segregation and isolation were positively correlated with relapse.² As a counter to the growth of the addiction environment, there is encouragement from researchers to pursue approaches which enhance recovery capital and make it more accessible.³

Through a community partnership approach, the components of recovery capital can be identified from numerous perspectives and offer a truly person-centred approach to recovery. In addition, the community partnership approach by its nature, represents an environment that supports self-efficacy, challenges stigma, and provides a platform whereby recovery options, and the support

¹ Ahern, J., Stuber, J., & Galea, S. (2007). Stigma, discrimination and the health of illicit drug users. *Drug and alcohol dependence*, 88(2), 188-196.

² Ibrahim, F., & Kumar, N. (2009). Factors effecting drug relapse in Malaysia: An empirical evidence. *Asian Social Science*, 5(12), 37.

³ Cloud, W., & Granfield, R., (2008) Conceptualizing recovery capital: expansion of a theoretical construct. *Substance Use and Misuse*, 43(12-13): 1971-1986.



for the recovery way, can be represented in a positive way to individuals seeking recovery and to the community where they belong. Furthermore, through a community-based approach, it is hoped to enhance the visibility and sustainability of recovery capital so as to create a "contagious paradigm" of recovery.⁴ Mobilizing community networks and peers through the use of a strengths based approach can positively impact on long-term recovery.⁵

The current strategy *Reducing Harm, Supporting Recovery 2017-2025* emphasises a health-led response to drug and alcohol use in Ireland, promoting the provision of person-centred services that support rehabilitation and recovery. It highlights also the importance of experience and knowledge of communities to inform development of responses in their areas.⁶

1.4 Review Aim

The aim of this review was to assess the value of using this community partnership approach and its value in terms of achieving the goals of Ballymun Recovery Month 2019. The review presents a descriptive narrative of the approach adopted by contributors as well their views on the goals of Ballymun Recovery Month. The narrative is derived from over 100 hours of interviews from individuals or groups involved in organising the month, delivering specific events, providing input at events to others who attended or supported the Recovery Month in various ways at various times. This is supported and assessed against other data arising from the analysis of a public survey, social media analytics and organising group survey. This review was contracted by Ballymun Local Drugs and Alcohol Task Force, on behalf of Ballymun Recovery Group and was conducted by an independent third party.

1.5 Overview of Report

The remainder of the report is organised as follows: Chapter 2 provides presents the methodology and data sources used to conduct the review. Chapter 3 presents the findings, which comprise of sections covering approach, results and future aspirations. Chapter 4 presents interpretations of the findings. Chapter 5 presents the report's recommendations.

⁴ Keane, Martin and McAleenan, Gerry and Barry, Joseph (2014) *Addiction recovery: a contagious paradigm! A case for the re-orientation of drug treatment services and rehabilitation services in Ireland*. Dublin: Soilse.

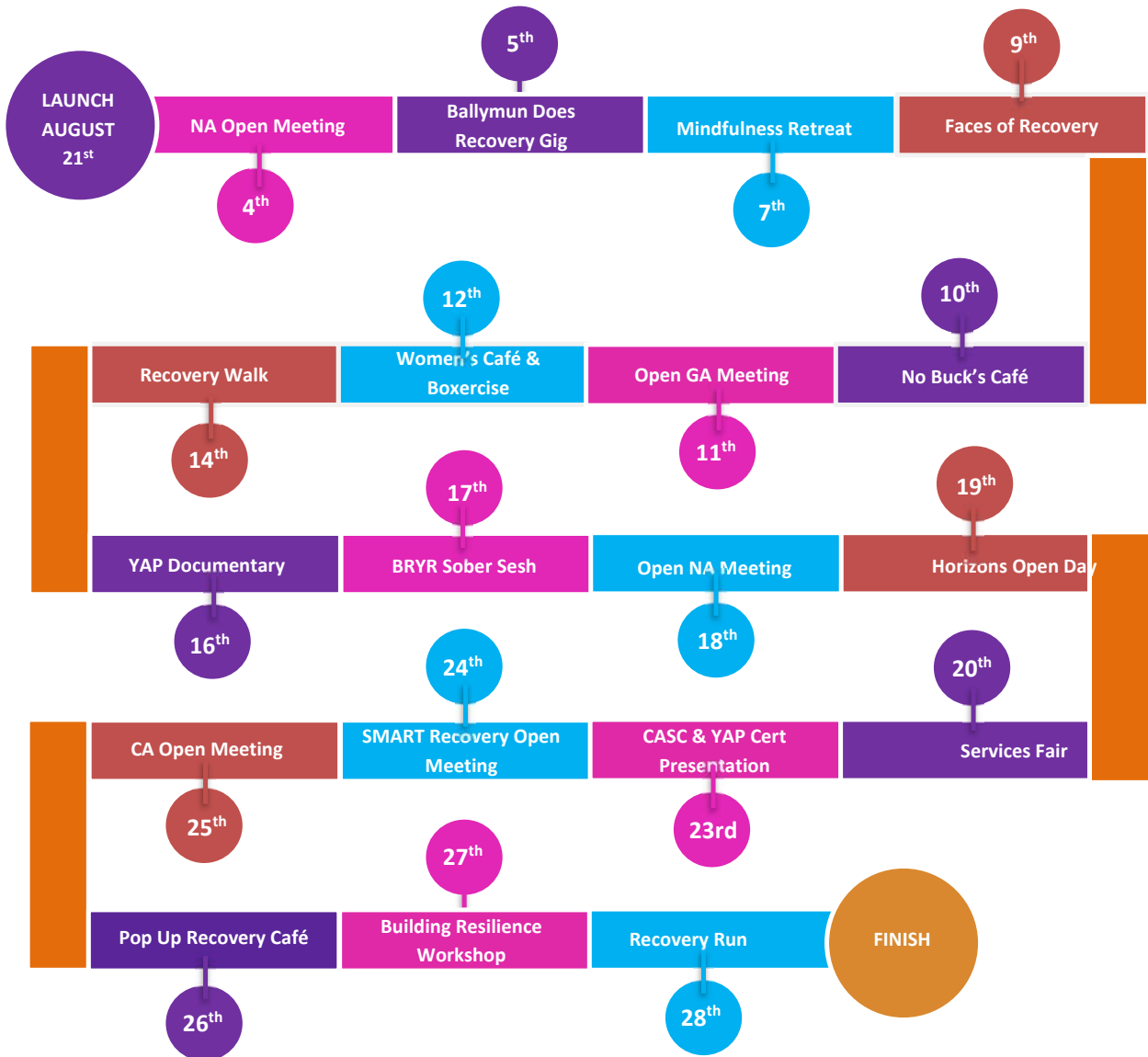
⁵ Best, D. 2019, *Pathways to Recovery and Desistance: The Role of the Social Contagion of Hope*, 1st edn, Policy Press.

⁶ Department of Health. (2017) *Reducing Harm, Supporting Recovery. A health-led response to drug and alcohol use in Ireland 2017 - 2025*. Dublin: Department of Health.



BALLYMUN RECOVERY MONTH 2019

ROADMAP OF EVENTS





Chapter 2: Methodology



‘Purple Ribbons’ - over 1,000 were made by the Ballymun Family Support Group



2.1 Review Design

This review involved a mixed methods design, both quantitative and qualitative analysis. The data collection took place at the end of 2019 and early 2020.

- The quantitative element included two electronic questionnaires which were created using Google forms.
 - The public survey (N = 208) consisted of a small range of demographic questions, designed to elicit information on age, gender, geographic connection as well as scaled questions seeking attitudes to Ballymun Recovery Month and its goals. The public survey was promoted by Ballymun Local Drugs and Alcohol Task Force and was accessible through a direct link.
 - The committee survey (N = 10) consisted of a moderate range of questions designed to elicit information on role, input, the extent of perceived goal achievement and the perception of community and agency involvement. This survey was circulated by Ballymun Local Drugs and Alcohol Task Force and was accessible through a direct link.
 - Secondary research was conducted utilising documentaion from committee meetings as well as analysis on social media activity. Social media analysis was conducted using manual searches to replicate the experience of a general user as well as using trawling software to gain a deeper understanding of reach and interaction. The software used was Brand24. Data was analysed using SPSS.
- The qualitative element utilised semi-structured interviews; one to one and group. Twenty nine interviews were undertaken. The data was analysed using interpretative phenomenological analysis (IPA). The purpose of this approach was to gather rich data, via a questioning mode that may enhance the overall understanding of the complex subject of recovery and the connection to Ballymun Recovery Month. The interview sample was compiled by Ballymun Local Drugs and Alcohol Task Force with involvement from Ballymun Recovery Group. It included those involved in the delivery of recovery actions over the month, supportive implementation roles in addition to local community supports and organisations (appendix c).

Permission from potential interviewees was sought prior to engagement in the interview process. Interviews were conducted in groups and individual sessions, ranging in duration from 40 minutes



to 3 hours. The interviewer attempted to give the interviewees as much freedom as possible, to use their own dialogue, in recounting their experiences. The interviewer attempted to keep interjections to a minimal and to introduce new questions [direction] only when previous ones were exhausted.

2.2 Data Analysis

Interview notes were taken in longhand, then word-processed and then analysed. Following the analysis and the allocation of themes, each theme was examined separately by comparing and contrasting the experiences of each of the interviewees. Each theme was then written up based on the data from the interviewees and constructed into a narrative with minimal use of descriptive intervention from the researcher. This enabled a more objective representation of the interviews while highlighting their findings.

2.3 Ethical Considerations

Participants were informed of their rights to privacy and it was noted whether participants wished to remain anonymous. Participation was enabled through service providers via a request for interview which was voluntary. In addition, participants engaged in interviews in safe locations (e.g. service providers premises) with the required privacy to discuss their experiences and observations. Questions remained focused on the month of events and related themes at a general level. In the case of interviews undertaken with service users, service providers were available before and after interviews to provide support. Information gathered was dated and coded with participant initials and once transcribed, the information was held in a password protected laptop. No interviewee appeared adversely affected by either the content or process of the interviews.



Chapter 3

Findings (1): The Value of Using a Community Partnership Approach



'Ballymun Does Recovery Gig' – Post Show



This chapter recounts the origins and values of the community partnership approach in the voice of those that contributed to Ballymun Recovery Month.

Ballymun Recovery Month used a community partnership approach in the formulation of its goals and key messages. The venture sought to involve people in recovery, people working in recovery and people seeking recovery. It's origins were described by one interviewee as follows:

The idea was born in YAP and extended. The limitations were time and funding. The approach was, what is possible? Recovery month allowed people to think about the future, about next year. It was about people. Clients were celebrating themselves. The Recovery Academy keeps the message very simple and avoids complexity and we kept the message simple - Celebrate, Hope, Recovery. The goal was simple - get it out. The focus was accepted and appreciated (Community Agency).

The importance of the individual in recovery to the focus and culture of Ballymun Recovery Month was central. This provided guidance when examining events and how the events were to be implemented. The importance of the recovery perspective enabled deeper operational analysis in terms of how it linked with the overall message and, how the message returned focus on the individual in recovery. This was exemplified by the following interview response:

It was initially a small idea and it was service user driven. The spirit of the enterprise was one of respect. Every idea was explored in depth and checked for feasibility. The culture was client focused and we looked for the community to take the lead. There was no lead expert, everyone had capital (Local drug and alcohol service).

The approach to collaboration appeared to focus on individual relationships and the capacity to work together as a team of people, as opposed to a team of organisational representatives. This approach was explained by one of the organisers:

The focus was to look at local services, people and service users. Recovery is not a [organisation] thing, it is a Ballymun thing.....there are strong service relationships here and strong organisational relationships here already. We are used to having good relationships and building on them (Local drug and alcohol service).

The theme of isolation, it's connection to addiction and the barrier it represented to recovery arose many times throughout many interviews. The following interviewee observations capture the general feelings of the interviews as a whole:

Recovery does not happen in isolation, it is about inclusion and is enhanced by other people (Local performer at recovery event).

Exclusion was the enemy of recovery month so we took a harm reduction approach and met people where they were at. No one was excluded and [x] and [y] made sure that the focus was in the right place. This was about empathy (Local artist).



The antithesis of isolation is connection and the word that most simply captures connection is "we". This interviewee was explaining the inclusive ethos of Ballymun Recovery Month and the language used shows very clearly the emphasis on connection:

There are barriers sometimes in what people believe is recovery but the guiding principle was own your own pathway. This was inclusive and reached more people, no one was left behind. We also wondered, how can we reach other people not in recovery? We wanted to reach back, to support, to guide. There were things we knew; We had to talk; recovery is not about the way we do it; how do we get x involved? Service users drove much of the initial direction (Local drug and alcohol service).

There was a strong sense of ownership, impact and meaning which seemed to indicate that the issue, addiction, was a collective issue, and the solution, recovery, was a collective solution:

Time, staff and money were given by people and agencies. We looked for the best outcomes for family, service users and young people. A huge amount of planning went into the weekly meetings. Resources were pulled in from anywhere we could get them and this really encouraged networking. It showed that Ballymun Recovery Month was really about everybody. Trends in the community were our primary focus and this was represented in the Ballymun Recovery Month. (Youth Worker).

Our vision was to identify the stakeholders, community representatives and organisations, funders, users and recovery promoters. Everyone came together to make it happen (National Recovery Advocacy Organisation).

The leadership style and the culture of openness on the committee was reported to be powerful agents in planning and delivery. The committee was described by one member as follows:

Unity was prevalent [on the committee]. Synergy was prevalent. The effect of the committee was greater than the sum. People gave the best of themselves. Differences in terms of conflicting policies were kept aside (Anonymous).

There was an open-mindedness to the committee and this was maintained even though there were other agencies who did not have the same guiding principles. It was very much a live and let live approach - it was very much about harm reduction. The committee worked because it included like-minded people with a sense of maturity and they had a common purpose (Anonymous).

The impact of the leadership approach was raised frequently. This recurring observation by the organising committee and a description of the approach and its effects was relayed by these contributors:

The lead facilitator can and should manage any conflict that arises. On the committee, there was no ego, no narcissism, no self-righteousness. The willingness was there to bring it all together in a functional way that was so great it overcame any resistance. The Chair had the experience to keep it all moving and he always kept to the agenda. He was a strong Chairperson. The commitment to understanding each other was greater than the commitment to anything else. United we stand. (Anonymous)

Committee meetings were very focused. It was clear that it was not about individuals - it was very inclusive and there were no personalised or vested interests. There was a directness in terms of focus but an openness in terms of discussion. There was no time spent nitpicking ideas. In terms of



workload, everyone done their part and everyone had a part to play. There was no sense of holding back at meetings, we wanted to be inclusive so it had to start around the table (Anonymous).

The commitment of the committee to connect with each other and the cause was prevalent. Despite the fact that the project was new and introduced new challenges, the connection with the person seeking recovery, the person not yet present, was central to the realisation of the month, as described by this individual in recovery:

The committee came together every two weeks. There was no arguments or anything like that. People on the committee built the events on what would work. We have to go back to people who are still using - reach the people who haven't got it yet. Sometimes people are using to function and they cannot see how they will ever get to recovery. Recovery Month was like a template. It was never done on a scale like this (Person in Recovery).

This connection with the individual in recovery and the benefits of having the lived experience present both in terms of focus and perspective was levelling and uplifting as described by these committee members:

Ballymun Recovery Month was a success in organisational terms because no one on the committee operated off a personal agenda, it was recovery focused. Sometimes it can be the case that a committee can promise a lot and achieve nothing. I can't remember a group of people being so cohesive. It's rare to see this, you can look for people in recovery to do anything, they deserve respect. They have the lived experience and they rightfully should have a say. Service agents don't often sit down with service users. Here, people were sitting down on equal terms. Different perspectives offer a lot to interventions and what works. As a professional to be involved in that type of arrangement, it was rewarding (HSE Addiction Service).

It was inspiring to see people sitting as equals, different perspectives, different experiences, coming together. It was empowering to be at that table. The relationships were positive, very amicable and we all had the same goal, we all brought our own recovery capital (National Recovery Advocacy Organisation).

In addition to the central role of the individual in recovery, there were other notable fulcrums. This interviewee points to the supports made available to Ballymun Recovery Month and typifies the sense of generosity toward the project:

The Task Force have multiple ways of having different conversations with different groups and Axis can make events that make additional ways of bringing people in. Axis is different things to different people - a creche, cafe, theatre etc. In terms of Recovery Month, materials were visible in Axis throughout the month. Axis is Ballymun's house and Axis is adaptable to all people. Communities are made up of individuals and individuals are not identical. Axis is an ally (Community Arts Centre).

The recognition of the importance of the Month and the impact carried into political realms and this was further recognised in that arena. This interviewee explains the impact of that recognition:

The recognition of the effort by the Mayor at the Mansion House was great it was great to see the pride in the team. Nobody was trying to better anyone else, no praise was sought, it was very pleasant



to be a part of. From a PR perspective, there should be awards for this programme (HSE Addiction Service).

The committee were agile but the fluid nature of their form enabled the formation of a bond, a unifying belief and the creation of something stronger. These interviewees describe the legacy (and fear) of the month in terms of the committee and the goal of Ballymun Recovery Month:

Recovery is happening and a recovery oriented approach with services is vital, the community becomes the catalyst (National Recovery Advocacy Organisation).

Committee does not describe what we were. We were a team (Anonymous).

It was so good that there is a fear that will not be captured again. It could be killed with a formula. It went very smoothly (Family Support Group).

Agencies worked together well. The Recovery Month showed the possibility of strong connections, of strong communications (Person in Recovery).



Findings (2): Challenging the Stigma of Addiction



'Recovery Road' Debut performance of song written by Pat Dennan and The Monday Crew for Ballymun Recovery Month 2019



This chapter presents the voices of the people who challenged the stigma of addiction. It details their views and their experiences of challenging stigma.

One of the primary goals of Ballymun Recovery Month was to challenge stigma. The challenge posed by stigma and the manner in which to challenge it pointed to the complexities of the nature of stigma, as described by these interviewees:

Secrecy is the oxygen of addiction. We should not hide the problem - there is hope out there. (Ballymun Family Support)

Ballymun Recovery Month showed an acceptance by the wider community of the recovery agenda. (Local GP).

There was a recognition on the committee that attitudinal change was required and to accomplish that, hope needed to be visible, as relayed by this committee member:

In London there is a carnival atmosphere around the celebration of recovery, people are not embarrassed. Here, there can be the feeling of "who am I going to meet?" and so, stigma is still a huge barrier. People can be afraid to seek help, afraid in case they are criminalised. We need to see champions, people need to see someone they know making it through (Family Support Service).

A recurring theme throughout the interviews was the part played by the collective in terms of ownership of the solution and the problem. This was relayed again regarding stigma by this staff member:

People are growing to become more understanding, more accepting. This is important - it is not a "them and us" situation. Everyone is affected - family, friends, neighbours (Person in Recovery).

One of the issues facing the challenge of educating and informing the collective, was represented by different narratives. In the case of this interviewee, narratives as seen in mainstream media often present as opportunities and threats:

The media have their own agenda and its important the recovery movement is not duped. We must be wary of the media seeking to take a personal story and transforming it into the negative stereotype. However, they can be fantastic when they work for you. Social media may be a better platform (Local GP).

The importance of managing these narratives and the need for a strategic approach to addressing the threat and accessing the potential opportunities was described by this organisation:

Thus, the launch and managing the media had to be carefully considered. The media focus at the time was on a crack cocaine epidemic but we focused on the Recovery Month - that's what we are promoting, recovery. This was our message and we doubled down on it and stood back. Generally we are media averse but Recovery Month has the capacity to challenge media stigma in a powerful way. There is a need to be strategic about involving and handling the media. Furthermore, through social media it is possible to challenge stigma socially and service users can put up stories/thoughts



on their own pages - this means awareness of social media posts is needed and guidance around the online message and how it is received is important (Local Drug and Alcohol Service).

The importance of visibly challenging stigma was a key element in undermining the secrecy and hidden dangers that it represents. Role modelling, visualisations of hope and courage and the power of the voice of the individual in recovery were held up as key instruments in the achievement of challenging stigma. These interviewees presented their views of what this looked like and why the challenge was effective:

It is important to de-stigmatise addiction. People who stand up encourage others to stand up and join the recovery journey. The projection of the recovery logo was really effective in promoting this and as Recovery Month gets stronger there is a potential to ask tougher questions, to de-stigmatise through policy changes and use the Month to become policy focused (Lord Mayor of Dublin).

The performers at the gig showed great courage - when you are consumed by fear you don't want to be left behind. You have to find the courage to be vulnerable, to expose your fears. The poetry aspect was a manifestation of this, the fear was real, people were shaking and they found courage (Person in Recovery).

How is stigma broken if nobody stands up? People get hope from people who stand up (Person in Recovery).

The importance of identifying as an individual in recovery and role-modelling was regarded as highly significant in promoting recovery and challenging stigma. In addition, the need to support those individuals was paramount. The community aspect of the approach did not lose sight of the individuals at the heart of the recovery as described by this organisation:

We wanted to make recovery in Ballymun visible, to reduce stigma, to instill a sense of pride. By making things visible we are reducing stigma - we wanted to give a safe space to "come out" and then, through a contagion paradigm, more can come forward. Recovery Month used the resources that were in the community and through the faces of recovery exhibition, we explored that on a wider scale. This concept was important but so too is the right to be forgotten and we respect that right. Anyone who wanted to come forward needs to be fully informed - there is an implication in declaring your experience. People who have addressed their issues should feel supported. We support them. (National Recovery Advocacy Organisation).

The events that enabled the challenging of stigma were diverse, as was the differences in how stigma was challenged. In addition, the visual impacts of these approaches presented in many different forms, from the effect on silence, to the forging of trust, to the open celebration of change. These event contributors offered the following perspectives:



- **Celebration**

We challenged the stigma through every event. For example, the walk goes straight through the heart of Dublin. 800 people walking down O'Connell street, that's sending a message. On the previous walk people were cautious. They were afraid to celebrate and there was almost a feeling of "lets get it over with". This time (2019) there was singing, people were freer in themselves, they were proud and they lost their own layers of stigma (National Recovery Advocacy Organisation).

- **Relatedness**

Stigma was challenged through performance, drama, story-telling, open-meetings. Ordinary people stood up and spoke and people could really relate to that. Recovery is about ordinary lives transforming in ordinary ways (Gig Performer).

The celebration aspect opened peoples eyes to recovery. The stigma, the silence was gone. Silence and stigma keep people in addiction (Person in Recovery).

- **Self-stigma**

The runners challenged self-stigma and they start to appreciate others and themselves (Event Organiser).

- **Trust**

Stigma is challenged through the meetings and through the process of creating and maintaining trust (Anonymous).

- **Public Acceptance**

Dublin Bus gave a bus - the atmosphere was electric (Recovery Walk). The Lord Mayor came to YAP to welcome people and this was another celebration, promotion and a challenge to stigma (Community Agency).

The narrative that recovery is negative was challenged, reframed and opened up to the wider community. The belief that as much as addiction affects the individual and the community, so to does recovery. This attitudinal change was put forward by this committee member and local business owner:

There are bad attitudes towards recovery but the Month, the events challenged those attitudes. It is important to understand, to educate yourself, to equip yourself. Everything is related - most families are affected to some extent. It was all inclusive and gave people space to talk and time to listen. Recovery Month opened the door, showed the pathway - a road that can be travelled (Local Business Person).

The attitudinal change impacted those in recovery and there was a visible change. It was received as a change that is needed, wanted and to be seen and felt not just on occasion, but consistently. The



sense of being understood and being a part of the community enhanced the potential to challenge stigma and be seen to do so. This client of a service described the impact:

Recovery Month was non-judgmental, people were smiling, there was a sense of togetherness. It was nice to feel comfortable being out. We need to do recovery once a month - it's something to look forward to. We need to get rid of the shame and celebrate it (Service User - Local Drug and Alcohol Service).



Findings (3): Promoting Recovery & Recovery Options





This chapter presents the voices of the people who supported, promoted and celebrated Recovery. It details their efforts to celebrate and promote Recovery in all its form.

Ballymun Recovery Month responded to a need for connection that enabled a coming together in a landscape that was described as follows:

Ballymun is devoid of a meeting place, a place to come together. Recovery month provided a focus, a centre, a reason to come together (Local Business Person).

Ballymun Recovery Month created a heart and the advertising, the logo... put the heart on display. The Logo was about unity, hope, inclusivity, a sense of togetherness. We're all in it together, like it or not (Anonymous).

There is no physical heart in Ballymun since the shopping centre was taken away. There is a want for a heart. Supervalu and Axis, that's where you see most people now. You can see the heart at specific events but events require effort (Youth Worker).

The uniqueness and scale of the promotion was significant in the momentum that the project gathered and the manner it was realised, described by this organisation:

Its the first time something like this happened - things like this normally happen in an undynamic way. As it progressed it grew. It took on an energy that no one could have predicted (Local Drug and Alcohol Service).

The manner in which Ballymun Recovery Month enabled support to be accessed and encouraged the search for support was relayed by a health professional:

In terms of mental health, addiction presents huge issues with isolation. Events, like those in the Recovery Month, play a part in helping people feel part of a community and this helps to encourage and promote the sense to look for services to support recovery. Ballymun Recovery Month represents an attitudinal change from the negative to the positive (HSE Addiction Service).

The perception of support and the outcomes of seeking support were an important element in framing recovery. This was manifested through a showcase of people, a presentation of the effect of recovery and display of the impact on clients, on people. The Ballymun Recovery Gig was the centrepiece of this and it was described by this organisation:

Service users have a capital and we are driven to instill independence. We used meditation up to 5 weeks before to control nerves. Nerves were high and we used lots of techniques to help us: visualisation, breathing. During the gig we were very supportive backstage and on the sidelines. Other service users were there and were supportive and supported. Some service users are at a very low threshold in terms of recovery and it was important to include recovery in its many forms. We sought to prioritise the voice of recovery and look for the inner wisdom within that voice. The Gig was a showcase of people and it was a great start to the month. It started with huge energy and we had service users on the committee, t-shirts made and strong branding (showing ownership of the recovery movement). That event really pushed it out. There was a standing ovation at the end. (Local Drug and Alcohol Service Team Focus Group).



The wider public and individual personal support was visible in a tangible and powerful way. Contributing organisers outlined the reach of the message it delivered and the impact of it's delivery:

- **Pride**

The gig brought out pride, the feeling of being part of something bigger, something special. People called their families to say how good it was. This was proof, you can be sober and like a band, have fun (Community Drug and Alcohol Service).

- **Connection**

The gig offered the most collective exposure, there was a large number of people, like-minded people, people looking to find recovery. It was inspirational. There was a blend of people - people in recovery and people looking to be there. The people in recovery were reaching back to connect, to support, to guide... (Anonymous).

The gig was sold-out. It was attended by family members, friends, professionals and other people not part of the addiction network. The audience was connected in some way with addiction and recovery (Community Drug and Alcohol Service).

- **Role-modelling**

Ballymun Recovery Month is about empowerment, highlighting the positive, giving people a stage to show what they can be and bringing recovery into the open. It was amazing that Recovery Champions stood up and talked about their experiences, this is very important to the recovery movement. This was about people power (Gig Performer).

- **Empowerment**

The concert in Axis was really emotional, it was about people, community and empowerment, it was really very spiritual. I think its difficult to recreate something that powerful (Local Business Person).



'Ballymun Does Recovery' Gig - Axis September 5th Reflections - People in Recovery

I felt proud. I think I inspired others to recovery.

It was like a stand for me.

I made a commitment - I couldn't break it.

I felt I could help people and my family were there.

After, was too much for me, I fell.

I would absolutely do it again in a heartbeat.

There was massive work put into it - rehearsing on the phone.

People stopped me in Finglas to compliment me - my family were as proud as punch.

Ma was crying with pride.

Ballymun shone, we all shone.

Recovery is a journey, it is not one road.

I felt normal - I felt like a butterfly -I was the same but I was different, I found a new way.

The recovery gig, the poem.. I was not used to the celebration... I felt born again

The power of role-modelling was central to making recovery relatable. The need to enhance the visual recognition. The awareness of recovery was enhanced by icons and novel approaches to enlightening the public. Some approaches were described as follows:

- **Projection & Promotion**

The logo was very powerful, it gave a sense of hope. There is a heart... so many were lost. There is an overwhelming commitment to keep the flame lit (Anonymous).

The projection was huge and invited curiosity. Kids asked about it, adults asked about it. It started the conversation. Then, we followed it up with leaflets, newsletters, facebook and instagram posts. And of course, the ribbons (Youth Worker).



- Branding - Ribbons

There was a great spirit around the table in the making of those ribbons. It was fun but there was also a real sense of purpose, a real focus. It had multiple impacts - on the group, the wearer, the viewer. There was an exchange of pride and a display of hope from this act. It was a way to show support and sometimes people think supporters are on their back, we're not, we're just there to support (Family Support Group Member).

The secret aspect of stigma and the visible aspect of recovery are connected. This issue and the solution were linked as explained by this contributor:

Recovery is rooted in something sad. Recovery must be de-stigmatised, it has to be seen. It has to be celebrated to show it's possible and to show the remarkable journey's people undertook to get to recovery. The Recovery Gig was the first event, it was a massive media event. It was very moving to see people of and from Ballymun, it was everyday relatable. The ribbon was like a beacon. There were so many different events, everyone was talking about it and the online talk was massive. There was trojan work done to achieve Ballymun Recovery Month and Axis promoted events as much as possible. With meetings like the NA meeting we could see that Recovery was tangible, not mysterious. Again, we could see mental health & wellness being celebrated - Lets actually do it. De-mystify it as much as possible. Recovery is not going to a darkened room (Community Service).

The modelling and open display of what recovery looks like was both an educational outcome and a driver for change, as described by these service users:

Recovery is important, Recovery Month is important, everyone gets each other - so people understand you more. There are alot of people uneducated about addiction and they need to understand, then more people won't hide. The Gig was amazing - people singing, not afraid - it was eye openning. Life can revolve around drink and pubs, it doesn't have to. Family time is important maybe families could be more involved in Recovery Month (Client of Local Drugs and Alcohol Service).

People's eyes are opening, they need to see people they know and can relate to [in recovery]. When I saw [person in recovery] I was almost jealous.. to have that life. I said, I want what you have, I want to be like that (Person in Recovery)

The organisational elements associated with the month were approached openly and with a goal to enable greater visibility of services and recovery options:

We looked at all ideas, all skills present. These are our people, our skills, this is what we can do. Time, staff and money was given. We looked for the best outcomes for family, service users and young people. (Youth Worker)

The attendance at events enabled greater visibility of recovery and of services. Open days were great, they enabled access in a way that was safe. The Task Force has lists of services, websites etc. but people still don't know. Recovery Month helps get the information out there (Family Support Worker).



In addition to visibility for seeking recovery, there were service benefits garnered in terms of visibility too. However, some events did not reach the intended audience. This was captured by health professionals, organisations and service users who offered different perspectives on the Services Fair:

The Recovery Services Fair was good for services but someone looking at getting into recovery, not great, not accessible. It was a good showcase and good to network and build relationships. I would like to see this with minimal data, just show how to get to recovery (HSE Addiction Service).

The Services fair was very agency focused and seemed to be aimed at funders and not service users. It needed to be in plain english for service users. It had a great impact in terms of networking but wasn't for the general public (Youth Worker).

The Services Fair had too much detail. It was supposed to show people a continuum of care but instead it was like a showcase of services to each other (Anonymous).

Events with more direct and clear messages were received with unequivocal positive reactions and pointed to a wider reach for some of the events. Some events had deeper rationale for inclusion, events were varied but the outcomes were unanimous as seen in these reflections:

Recovery Pop-up Cafe & Horizons Open Day

The Recovery Pop-up Cafe (STAR & YAP) helped us show that there is fun, it is a different way and yet the same. There was karaoke, tea/coffee, reiki, head massage, food, soft-drinks. The Horizons Open Day gave the opportunity to open doors and show people what we're all about. This helps us all to challenge the perception - challenge the stigma. There was even support from the local chemists who provided free gifts. It would have been good if more professionals, businesses and so forth came, to see the options that are available (Event Organiser).

I looked at initiatives to promote recovery, for example, the Pop-up cafe and then I saw so much more. Our initiative brought attention from elsewhere, for example, the Pop-up cafe that we set up in Ballymun was attended by Cork Task Force. It was great to model what can be done (National Recovery Advocacy Organisation).



National Recovery Walk and Dublin Services Recovery Run

The Recovery Walk and The Recovery Run were some of the few events that were National and outside of YAP (Project Worker – Local Drugs and Alcohol Service).

'Annual Recovery Walk' - September 14th Reflections - People in Recovery

The walk was powerful... to meet and see so many people that you know, understand you... it was powerful.

I was proud, I led the way in the walk.

It's important that people know the story - that there is a new joy.

The public need to see change. You need to give change a chance.

I think addiction is lonely, when you're in it you don't know who you are.

The Recovery Run symbolises recovery - everyone supports each other. There is a big emphasis on psychotherapeutic services but its not for everyone. Some people prefer activity based methods e.g. goal setting, boxing, fitness. The Run breaks social barriers - everyone is an athlete - its great to integrate into normal pro-social behaviours. The idea of going through areas that the people are known or not known, and people are being seen, being heard, this lets people see recovery is happening. People related to the runners. The arrival into YAP was very welcoming. For participants the impact was very positive. There is a healthier outlook, a goal setting mindset, longterm vision and not instant gratification (Event Organiser).

Boxercise

Recovery is about people making changes for the better. It's about bringing people together to gain a better understanding. You are lost without understanding. Boxercise is about being healthy, feeling naturally good through the release of endorphines, physical exercise and the sense of achievement. You are in the moment, you can focus on what is important, there is no time to think of the chaos. It's being present, it's being comfortable with yourself (Event Organiser).

This enabled people to be involved in exercise and promote being in a positive environment. Addiction is about isolation, totally and utterly isolated, retreating to the box room, alone. Events like boxercise and the womens cafe... all the events bring people out of isolation and into a connected way of being. (Service User).



Womens Cafe

The Womens Cafe was not defined by addiction, it was about being normal. We had volunteers from Ballymun Youthreach and we offered so much; hair, face make-up, massage and food & soft drinks. About 50 people attended and this has an impact. It effects the individual, then the inner family, the outer family, neighbours, schools - it has a ripple effect (Event Organiser).

It [Women's Cafe] gave people the room to talk about stuff and so often, women are the people to carry the hardship. The more informed women are the more information about the services can be spread (Anonymous).

Open Meetings

Most people don't understand Recovery meetings - what goes on at them. Getting insights into meetings was very important - it carries the message of recovery and is open to being seen and understood. Recovery works. It is about the best you can be. However hard it might seem, do the right thing, be on the beam, but the beam can wobble so you must be strong, focused, ready (Person in Recovery).

Open Meetings are not for everyone. The language is like branding yourself - "I'm an alcoholic" (Anonymous).

Sober Session

The Sober Session at BRYR had so much - music, food, guest speakers. It was promotion without alcohol, celebration without alcohol. It was a way to show young people that alcohol is not needed to celebrate, to have fun. It was a way to promote a healthy lifestyle, to lead by example. Social outlets like this are important for recovery but also for general mental health. This can impact on so many areas - family, friends, neighbours, school. We had multiple demographics to target and so, a wide variety was important to attract that target market (Event Organiser).

No Bucks Celebrate Recovery

The juice bar, No Bucks Celebrate Recovery, the absence of alcohol... again, it's about be present. You can be with yourself without alcohol. It's also about role-modelling to the young people. Agencies worked together well and sometimes, service users can sometimes get lost in the support - counselling, doctors, key-worker. Sometimes the connection between the supports can get overlooked. The Recovery Month showed the possibility of strong connections, of strong communications (Person in Recovery).

The overall perception of Ballymun Recovery Month was described as follows by a contributor and funding stakeholder:

Ballmun Recovery Month saw the agencies come together and this created a shift, a positive shift.....there was huge passion in this, it was a major challenge to the status quo and it was



really powerful to see people come together. It was inspiring to see the passion to reach recovery. This was a success because of people, it wasn't just left to the services, it was balanced and centred by people in recovery. There was always a clear, objective view in the middle.....the people knocked it out of the park (HSE Addiction Service).



Findings (4): Ballymun Recovery Month - Public Perception

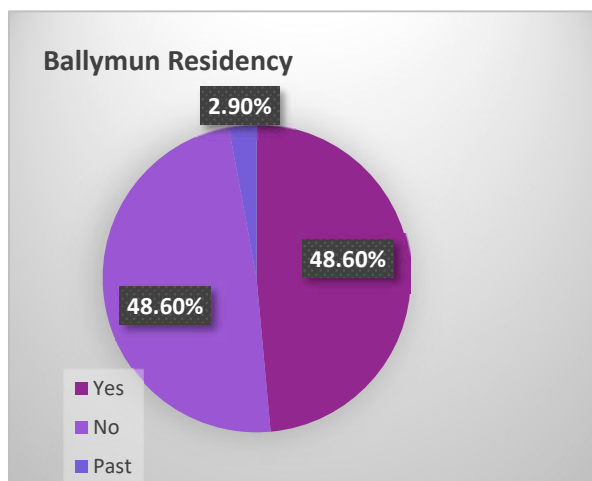


Ballymun Supporting the Annual National Recovery Walk 2019

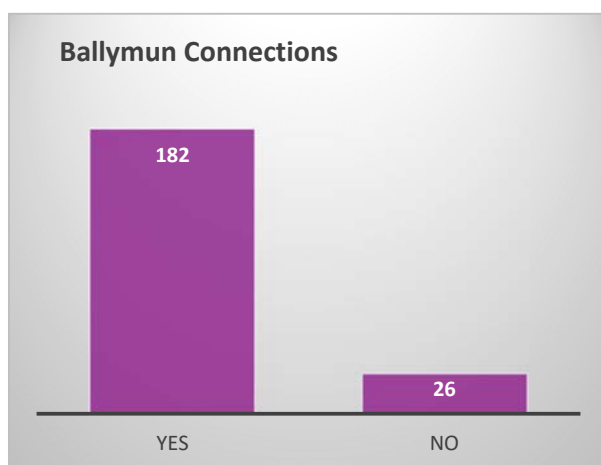


Findings: Ballymun Recovery Month - Public Perception

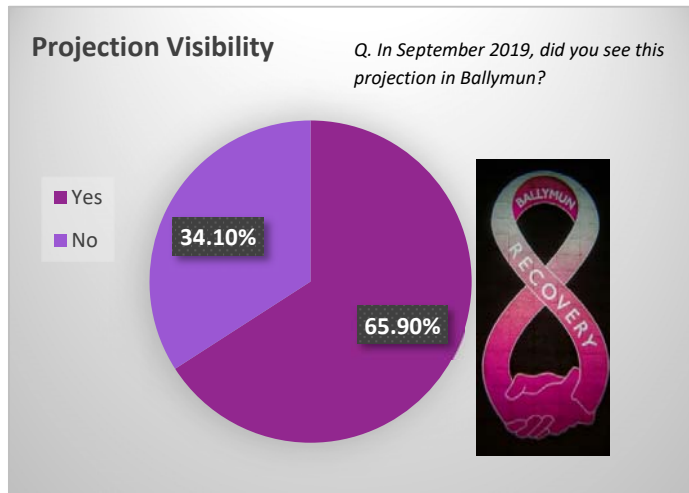
This chapter presents the findings of a public survey which sought to gather information on the perception of addiction recovery, the promotion of addiction recovery, the visibility and support for Ballymun Recovery Month. 208 people responded to the online survey.



The purpose of this question was to determine the reach of promotion and the extent to which Recovery Month was visible in Ballymun. There is an even split amongst the respondents of the public survey regarding residence in Ballymun. It is clear that the exposure of the recovery month reached a wider audience than residents alone.



The purpose of this question was to determine the nature of relationship of the respondent with Ballymun. The results indicate that the vast majority of the respondents had a close connection with the area, with only 26 of the 208 respondents having no family or friends from Ballymun. Therefore, 88% of the respondents had a close link to Ballymun either through residence, family or friends.



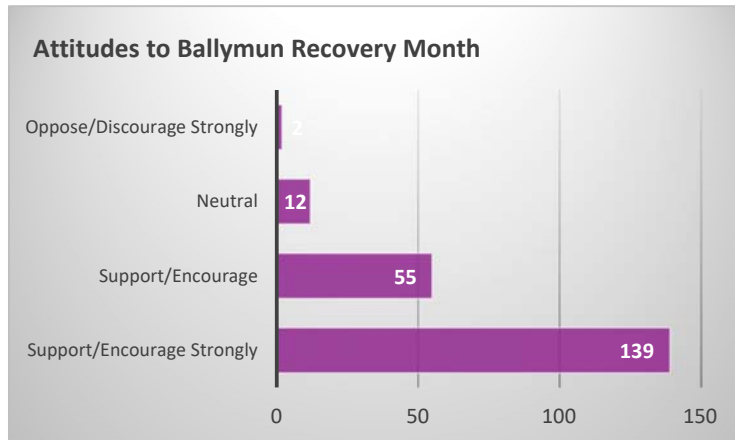
The Ballymun Recovery logo was projected onto the Ballymun Civic Centre which is located on Main Street, Ballymun. The Civic centre provides a range of services including housing and medical services.

The choice of location for this projection was a key element to the exposure of the Ballymun Recovery logo and was reported in interviews to enhance the discussion around the recovery month. Of the 208 people sampled in the public survey 66% saw the projection. A further analysis of the data shows that of the 101 people who said they lived in Ballymun, 74 saw the projection and 27 did not see the projection. Therefore the visibility of the Ballymun recovery projection according to respondents living in Ballymun was 73%. In addition, of the 101 people who said they did not live in Ballymun, 58 saw the projection and 43 did not see the projection. Therefore the visibility of the Ballymun recovery projection according to respondents not living in Ballymun was 57%.



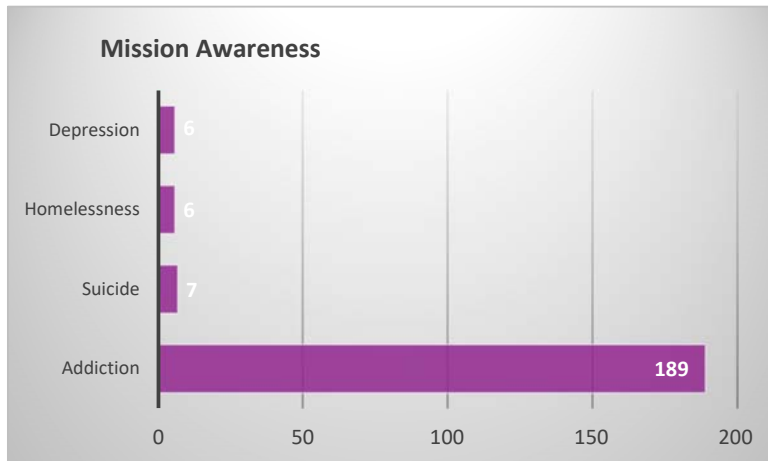


According to the public survey, the celebration and promotion of addiction recovery is deemed to be extremely important by 70% of 208 respondents, very important by 21% and important by 5%. In totality, 96% of respondents said that the promotion and celebration of addiction recovery was an important act.



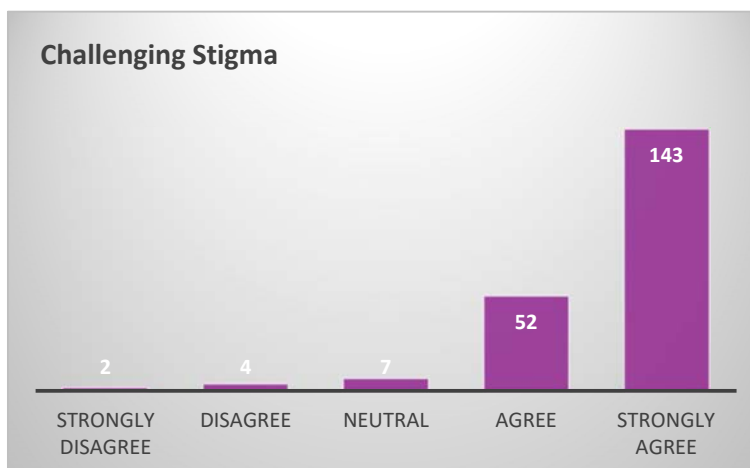
Building on the question regarding the importance of promoting and celebrating addiction recovery, this question sought to examine the response to Ballymun Recovery Month.

The purpose of the question was to illicit an active response and further explore the need and desire for the promotion of addiction recovery. Two respondents said they would oppose and/or discourage strongly a month of events that promotes addiction recovery. The respondents fell into the "Under 18" and "18 to 24" age category and through cross-tabulation of the data it was shown that they said they lived in Ballymun. Regardless of demographics, less than 1% of the respondents said they would oppose a month of events that promotes addiction recovery. The majority of the survey responses indicate strong support and encouragement, 67%, for the promotion of addiction recovery through a month of events. In addition, 26% said they would encourage a month of events that promotes addiction recovery. In totality, 93% of the respondents said they would support or strongly support a month of events that promotes addiction recovery.



Respondents were asked to complete a statement which outlined the aim of Ballymun Recovery Month. Of the 208 respondents, 189 correctly identified that the aim of Ballymun Recovery Month; to promote recovery and challenge the stigma of addiction.

This is a 91% recognition of the mission of Ballymun Recovery Month. A further analysis of the data shows that of the 101 people who said they lived in Ballymun, 88 correctly completed the mission statement. Therefore, the mission's aim was known to 87% of the respondents living in Ballymun. In addition, of the 101 people who said they did not live in Ballymun, 95 correctly completed the mission statement. Therefore, the mission's aim was known to 94% of the respondents not living in Ballymun.

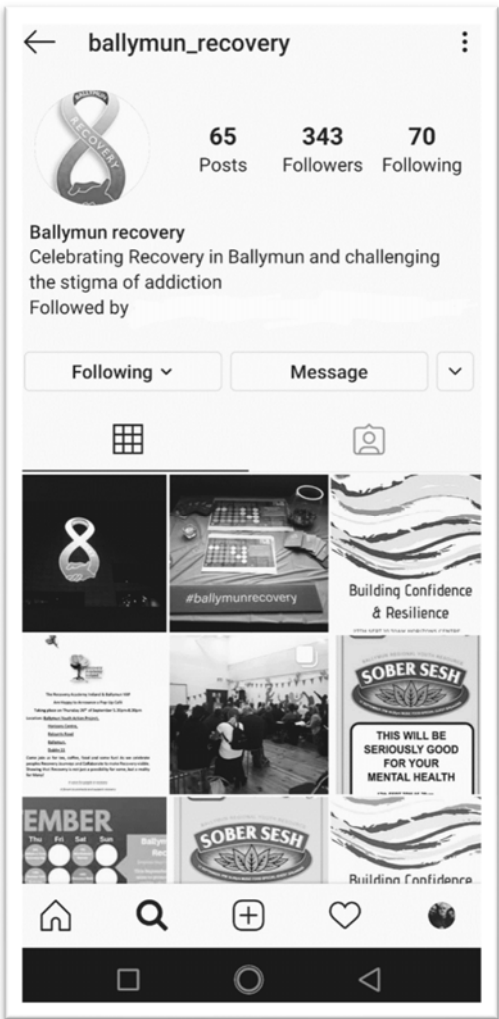


Building on the question regarding the promotion of a month of events that celebrates recovery from addiction, this question sought to explore attitudes to the stigma of addiction. Respondents were asked to what extent they would agree or disagree with the

statement, "the stigma of addiction should be challenged". Of the 208 respondents, 6 (approximately 3%) either disagreed or strongly disagreed with the statement, while 7 gave a neutral response. 52 respondents agreed that "the stigma of addiction should be challenged" and 143 respondents strongly agreed with this view. The totality of those respondents who would agree or strongly agree that "the stigma of addiction should be challenged" was 195 or 94% of the respondents.



Findings (5): Social Media Analysis














Introduction

Ballymun Youth Action Project were reported to have managed the majority of the social media elements related to the promotion of Ballymun Recovery Month. A number of social media promotions were also made by committee members and individuals. Ballymun Communications were heavily involved in photographing and filming events. It was reported that there was no communications strategy devised for Ballymun Recovery Month but there were clear objectives and guidelines. The objectives included promoting recovery, making recovery options visible and challenging stigma. The guidelines were clear - keep the message simple and positive. A trawl of various platforms was undertaken (using Brand24) to examine the extent of the social media reach. This chapter presents the results of that examination with an emphasis on September 2019.

Twitter and Ballymun Recovery Month 2019

The table below illustrates the profiles of **twitter** users most active using the hashtag #ballymunrecovery. The top three most active profiles were Ballymun Local Drugs and Alcohol Task Force, Ballymun Recovery Group and Recovery Academy Ireland. The most active promoter of the hashtag was recorded to be Ballymun Local Drugs Task Force with 27 mentions and a reach of 465 users. Profiles with a higher reach extended the potential for visibility and promotion but activity was significantly lower amongst these profiles.

Most active public profiles














	PROFILE	 SOURCE	 REACH	 MENTIONS
1	 BallymunLDATF		465	27
2	 BallymunRecove1		141	15
3	 IreRecoveryAcad		818	3

The table illustrates influence of profile promoters and indicates their influence on the promotion of Ballymun Recovery Month using the hashtag #ballymunrecovery. The most influential promoter of the hashtag was recorded to be Ballymun Local Drugs Task Force with an influence reaching 2134 users.



The tables below illustrates some of the activity of the Ballymun Recovery hashtag and related hashtags during the period of Ballymun Recovery Month.

Top public profiles

	PROFILE	 SOURCE	 VOICE SHARE	 INFLUENCE
1	 BallymunLDATF		55.01%	2134
2	 RediscoveryCtr		13.71%	531
3	 IreRecoveryAcad		10.752%	417
4	 BallymunRecove1		9.267%	359
5	 jo_ivers		4.938%	191
6	 BallymunY		3.352%	130
7	 BYAP30		2.467%	95

The following table presents the most popular tweets related to Ballymun Recovery Month.

Trending hashtags

	HASHTAG	 MENTIONS
1	#ballymunrecovery	47
2	#addictionrecoveryworks	38
3	#recoverymonth	14
4	#addictionrecovery	2
5	#recoveryacademy	1
6	#dextra	1
7	#addictionrecoverywork	1
8	#recoveryworks	1
9	#facesofrecovery	1
10	#ballymun	1
11	#recovery	1















★ Most popular mentions

1	IreRecoveryAcad twitter.com	2019-11-06 14:39
Thank you to Lord Mayor @PaulMcAuliffe for hosting an evening in the Mansion House in acknowled...		
2	BallymunRecove1 twitter.com	2019-09-04 01:00
together and this is only the 1st year!! #ballymunrecovery #addictionrecoveryworkspic.twitter.com		
3	BallymunLDATF twitter.com	2019-09-09 09:21
those who shared their journeys through the exhibition #ballymunrecovery pic.twitter.com/qvQpfw5gMM		
4	IreRecoveryAcad twitter.com	2019-10-11 04:23
Ballymun Local Drug & Alcohol Task Force: Invitation to Tender Tender Brief To review the develo...		
5	BallymunLDATF twitter.com	2019-09-03 05:01
display in Axis during opening hours, September 2nd-6th. #Ballymunrecovery #addictionrecoverywork...		
6	BallymunY twitter.com	2019-09-16 01:59
A few snaps of the Cosmetics group doing beauty treatments at @BallymunRecove1 for Ballymun Recovery		
7	BallymunRecove1 twitter.com	2019-09-30 09:49
individuals, families and communities. Ballymun, thank you! #RecoveryAcademy #ballymunrecovery #ad...		
8	BallymunRecove1 twitter.com	2019-09-07 02:19
yer Mind. Mindfulness retreat today as part of #ballymunrecovery pic.twitter.com/Ss1a1371jk		
9	BallymunRecove1 twitter.com	2019-09-07 08:57
for coming and thanks to Austin for today. #ballymunrecovery #addictionrecoveryworkspic.twitter.com		
10	BallymunLDATF twitter.com	2019-09-06 07:21
to our 2nd week of events next week #Ballymunrecovery #addictionrecoveryworkspic.twitter.com/dkH2...		

The number one tweet is associated with the Lord Mayor of Dublin, Paul McAuliffe. This twitter account (@PaulMcAuliffe) at the time of writing the report has 4931 followers.



Numerical summary

 51 MENTIONS	 51 SOCIAL MEDIA MENTIONS	 0 NON-SOCIAL MENTIONS	 3880 SOCIAL MEDIA REACH
 477 INTERACTIONS	 100 SHARES	 377 LIKES	 42 100% POSITIVE MENTIONS
 0 0% NEGATIVE MENTIONS	 0 MENTIONS FROM BLOGS	 0 MENTIONS FROM FORUMS	 0 NUMBER OF VIDEOS

The summary table indicates larger interactions (likes & shares) than targeted promotion. The promotion (direct tweets using #Ballymunrecovery) has on average 9 direct responses for every tweet. Visibility and promotion of Ballymun Recovery Month through #Ballymunrecovery has reached 3880 users according to this analysis of Twitter.

Facebook and Ballymun Recovery Month 2019

Ballymun Recovery also established a facebook presence which had accumulated 786 followers and 697 likes at the time of review.



Ballymun Recovery
Like

Page · 697 like this

Challenging the stigma of recovery from substance use, increasing hope and promoting recovery



Ballymun Youth Action Project
1.3K like this · Addiction Resources Center


Sep 15 · 🌐 · Ballymun standing tall during The 2019 Recovery Walk. #ballymunrecovery #addictionrecoveryworks




75
18 Comments
5 Shares

The above post indicates that the potential reach of this post was 1,300 with 75 interactions including 5 further promotions of the message.







Recovery Walk 2019, spot the Ballymunners
 Recovery Walk 2019; Walking along the Liffy, how many of our crew can you spot #ballymunrecovery
 Ballymun Youth Action Project
 September 15 · 796 Views




Recovery Road
 Recovery Road; Song created by Pat Dennon and The Monday Crew, preformed live for the first tim...
 Ballymun Recovery
 September 10 · 1,119 Views



Recovery Walk 2019
 Recovery Walk 2019, #ballymunrecovery
 Ballymun Youth Action Project
 September 15 · 217 Views




Recovery Walk 2019
 Fantastic drums at The Recovery Walk, #ballymunrecovery
 Ballymun Youth Action Project
 September 15 · 357 Views



Recovery Services Fair taking place now in the RECO. Drop in and join us to find out more about recovery options available #Ballymunrecovery #addictionrecoveryworks...
 Ballymun Local Drugs and Alcohol Task Force
 September 20 · 127 Views

This capture illustrates the reach of the Recovery Walk (796 views), the reach of the performance of Recovery Road (1,119 views) and reach of the Services Fair (127 views) (Youtube).



Recovery Month Launch
 Another short clip to give you a sense of whats happening with Ballymun Recovery, please share to...
 Ballymun Recovery
 August 24 · 479 Views

Ballymun Recovery Month Launch received a reach of 479 from the above post on Facebook.

Youtube and Ballymun Recovery Month 2019

No designated youtube channel was established for Ballymun Recovery Month 2019. Search results tended to return material posted from sources which may not be connected to Ballymun Recovery Month.



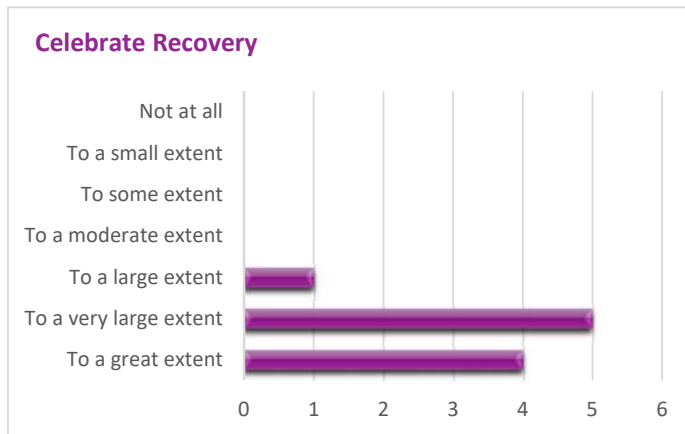
Findings (6): Committee Reflection Survey



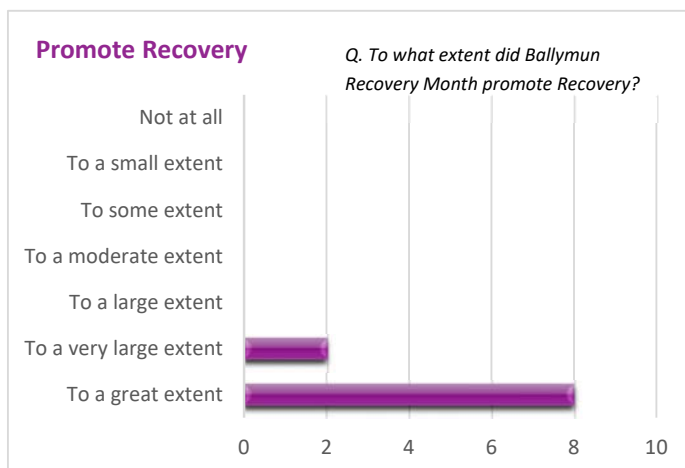
Young Persons Sober Sesh 2019



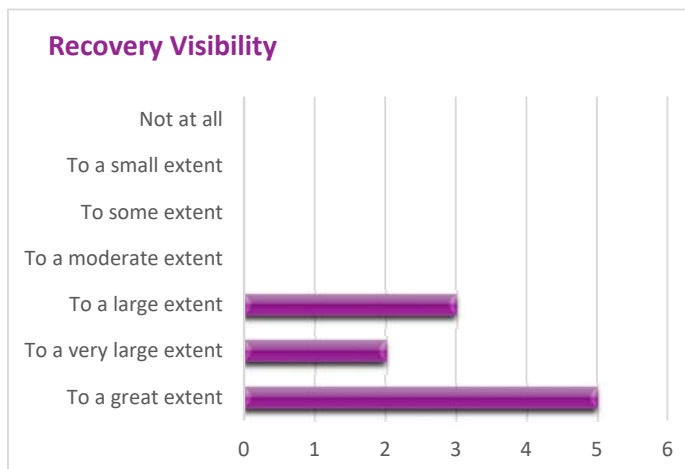
This chapter presents the results of a committee survey which sought feedback regarding the goals of Ballymun Recovery Month and the workings of the committee. Ten individuals responded to the committee survey, comprising of workers from organisations/agencies and people in recovery, a response rate accounting for 50% of the committee members.



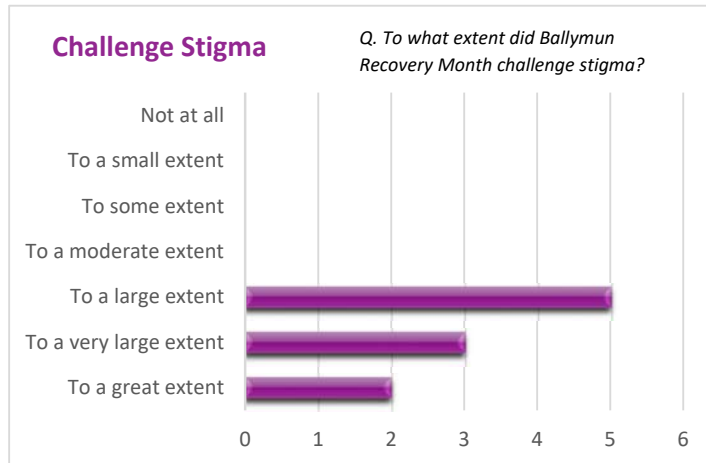
The purpose of this question was to determine the extent to which the committee respondents believed they achieved the goal of celebrating recovery in its many forms. All respondents indicated that they believed their goal was achieved to a large extent or greater.



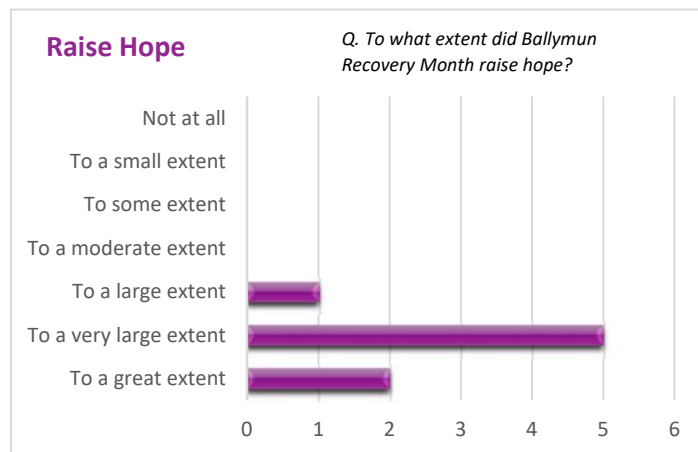
The purpose of this question was to determine the extent to which the committee respondents believed they achieved the goal of promoting recovery. All respondents indicated that they believed their goal was achieved to a very large extent or to a great extent.



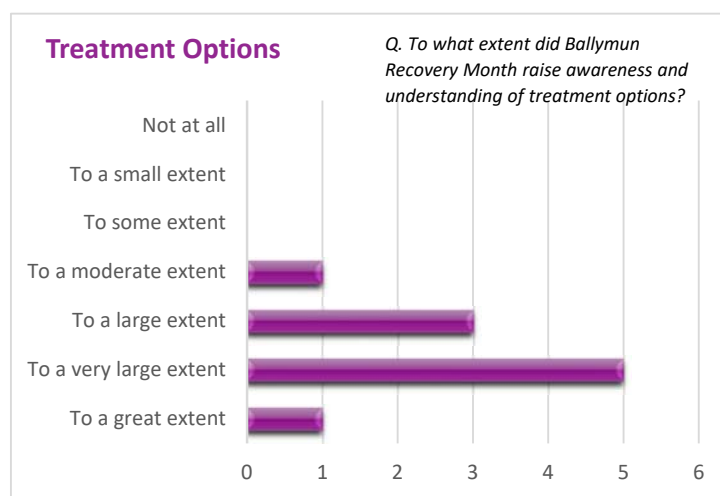
The purpose of this question was to determine the extent to which the committee respondents believed they achieved the goal of making recovery visible. All respondents indicated that they believed their goal was achieved to a large extent or greater.



The purpose of this question was to determine the extent to which the committee respondents believed they achieved the goal of challenging stigma. All respondents indicated that they believed their goal was achieved to a large extent or greater.



The purpose of this question was to determine the extent to which the committee respondents believed they achieved the goal of raising hope. All respondents (8 responses) indicated that they believed their goal was achieved to a large extent or greater.

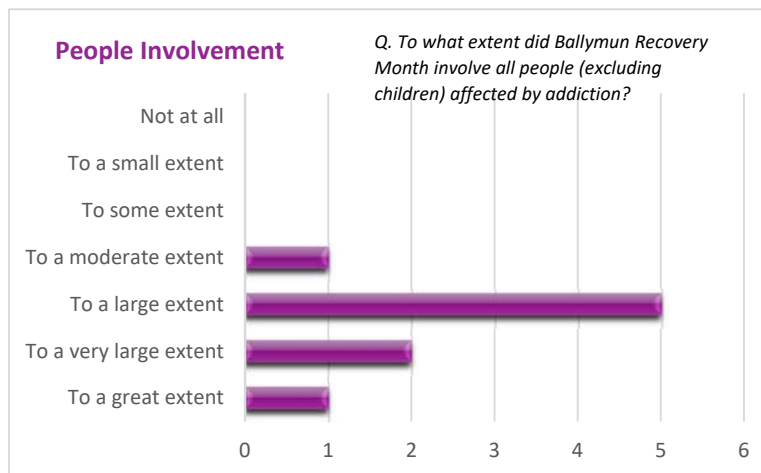


The purpose of this question was to determine the extent to which the committee respondents believed they raised awareness and understanding of treatment options. One respondent indicated that this was achieved to a moderate extent and nine respondents indicated that they believed their goal was achieved to a large extent or greater.

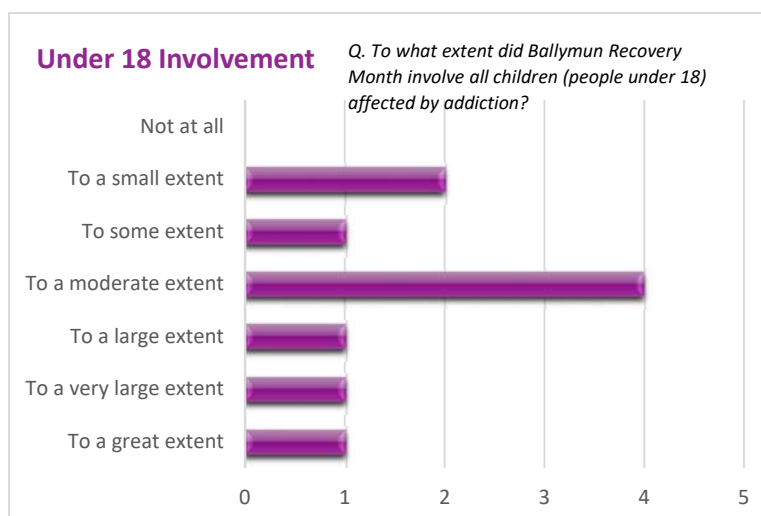


This question was to determine the extent to which the committee respondents believed they achieved the goal of implementing Ballymun Recovery Month 2019 using a partnership model. One respondent indicated that this was achieved to a moderate extent, 8 respondents indicated that they

believed their goal was achieved to a large extent or greater.



Committee respondents were also asked to report on the extent they believed Ballymun Recovery Month was inclusive of community involvement. One respondent indicated that this was achieved to a moderate extent, 8 respondents indicated that it was achieved to a large extent or greater.



The purpose of this question was to determine the extent to which the committee respondents believed they implemented Ballymun Recovery Month with the involvement of people under 18 years old. Three respondents indicated that this was achieved to a large extent or greater, four respondents indicated that this was achieved to a moderate

extent and three respondents indicated that this was achieved to a small extent or to some extent.



51



This chapter examines the methods and efforts required for the implementation of the community partnership approach to Ballymun Recovery Month.



Operational Approach: Meetings were conducted fortnightly (approximately) from May 2019 and altered depending on need and urgency, with weekly meetings taking place from August. A communication protocol was established at the first meeting whereby the Chair could distribute the members e-mail contacts amongst the group. Brainstorming was conducted to create an events list and this was later distilled down into actionable items. Meetings operated off an agenda with the emphasis on the events, costs and status updates.

The minutes highlight the growing membership and motivation to become involved. For example, the meeting minutes of June 26th 2019 had 9 attendees and apologies from 6 members which was an expansion to 15 members from a previous list of 5 members (minutes 27th of May 2019). Meetings and task allocation were conducted with what appears to be an agile management approach. That is, there was a great deal of flexibility and adaptability regarding the completion of tasks and the assignment of same. This enables adjustment as to who was completing a task, how it was completed and so on. Membership of the group also comprised of those working in agencies and volunteers. Minutes also demonstrate committee members bringing updates from colleagues who were leading on events but not a member of the Committee themselves.

It was not evident that project management tools (e.g. Monday, Trello, Slack) were used to in the coordination or planning of Ballymun Recovery Month. In addition, it was noted through interviews that people "found their own niche" as opposed to were allocated tasks or responsibilities.

Resourcing the Month: The committee were surveyed to determine their estimated effort to plan and deliver the events which led to Ballymun Recovery Month. Ten individuals responded to the committee survey.

Respondents were asked to indicate whether or not they had attended events. The purpose of the question was to determine the time spent attending/supporting the events of Ballymun Recovery Month. Collectively the respondents account for 76 attendances in support and promotion of



Ballymun Recovery Month. There were 10 committee members surveyed. The most attended events saw 8 committee members attend. However, this is only a partial picture as there were many more contributors to meetings and events. A key aspect discussed at meetings was to ensure that each event/activity had at least one committee member at the event to offer and support its implementation and provide update and feedback to the wider group. This would tally with the system of agile management whereby only necessary human resources were utilised to ensure that events/goals were achieved. Furthermore, some events like AA, GA did not require attendance by committee members or organisers as they may have undermined the essence of the meeting by appearing to have a larger spectator audience.

In addition to attendance, the committee were asked to indicate if they had promoted the events (email, twitter, word of mouth etc). The vast majority of the respondents promoted all events. The lowest number of respondents to promote an event was 8 (out of 10 respondents). The committee respondents used Twitter, Facebook, Instagram, Email, Text and word-of-mouth to promote the events.

The committee were also asked to indicate if they had led or organised an event. The event with the most number of contributors was the Recovery Gig, with 8 respondents. Some clarifications were offered by respondents regarding contributions. For example, the Family Support group contributed to all events by creating ribbons (replicating the logo) which were made available at all events. Also, other members reported while not organising or leading events, they provided support as required/requested in terms of set up, buildings, rooms, funding etc. Furthermore, some of the events were lead events of other agencies or individuals outside of the Ballymun Recovery Group, such as Annual Recovery Walk, Dublin Treatment Services Run 2019.

The committee were also asked to indicate the methods of promotion used. A Committee member organised media to attend events and others worked on press releases and the dissemination of information to newsdesks and editors, coordinated with journalists for media articles. Committee members also promoted Ballymun Recovery Month through radio interviews and presentations were made to groups to promote the month and ask for support. A member of the group designed the logo which was used on the flyers and all publicity materials.

The committee were asked to outline the communication platforms/technologies they used to plan and coordinate the events of Ballymun Recovery Month and responded with the following outline (see graphic).



To further understand the niches within the committee and the distribution of work, the committee were asked to describe their roles. The role categories were subsequently cross-referenced against hours required within the role category, for example, coordination roles were presented as a collective.

The roles involving chairing and coordinating Ballymun Recovery Month required significant resource hours. Between chairing and coordination, Ballymun Recovery Month required 310 resource hours. Other roles included promotion of activities, events managing, development of logo, which collectively totalled 300 hours among respondents. Furthermore, other respondents reported having no designated roles but were available to support and contribute to tasks as they emerged at meetings or events. In agile management, the presence of a scrum master (coordinator) is central to the approach and this may explain why the hours indicated by chairing and coordination roles are higher.

In order to assess the distribution of work across organisations and to gain insight into partnership approach from an organisational perspective, the resource hours were cross referenced against a sample of organisational representation. The distribution of work hours is largely well spread with one outlier. In addition, the individual respondent (not representing an organisation) indicated that 35 hours were dedicated to implementing Ballymun Recovery Month. Therefore, according to the survey respondents, the total number of hours allocated to implementing Ballymun Recovery Month was 585. However, this is a vast under-representation of effort. There were many more contributors (organisations) to the committee and in the implementation of the individual events but, this figure does go some way to illustrating the required resource hours to have made Ballymun Recovery Month happen. It is important to note in terms of organisational spread, that respondents from all organisations did not participate in the survey and so the spread here is based on very limited data.

Findings (8): The Future of Ballymun Recovery Month



Young Persons Sober Sesh 2019



This section presents considerations regarding the future rollout of Ballymun Recovery Month. Interviewees were asked to consider what could be done differently and what areas required more support. Contributions have been grouped into recurring categories.

Work Demands & Duration	There was a overwhelming agreement among those interviewed that the focus on making recovery visible is necessary and essential locally. However, there were differing opinions on its delivery type and implications going forward.
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The danger that exists is there, the other 11 months, the void, the dangerous normal.

I think one month is enough - concentration is good. Recovery should be promoted over the year though.

I would like to see this, recovery, on the agenda all year.

There was a general sense of pressure. It was very demanding and there was some small feeling that the month was excessive and people were tired, maybe some were losing the message.

It is a lot to have in one month

Make it bigger - it needs more than 4 weeks.

Recovery Promoters	It was highlighted that a key feature of further development should be to look at ways of supporting recovery promoters in the area.
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There is care needed to support recovery promoters. People (in recovery) need to know the pitfalls of being a promoter and what it constitutes.

Insight is important in recovery. Regarding speaking about your own recovery, prudence is needed. Think about the effect on yourself and your loved ones. Think about what you will say and how that will sound. Speakers should consider their willingness to accept and cope with negative feedback and also the possibility of a fall, from recovery.

Regarding support, there was a big high at the performance of the gig so a big low could happen. We need to plan for this to provide aftercare. There was support available through the agencies present but I can't remember this coming up at meetings.

One of the traditions of the fellowship is the protection of anonymity. I had no memory of anonymity being discussed at the committee meetings.



Promotion of Month	<p>Extending and increasing the promotion of the month was also highlighted thereby increasing additional involvement of agencies, groups, networks and individuals in recovery.</p>
<p><i>The promotion seemed to be focused on the centre and may have missed the outskirts. It's important to reach all of Ballymun.</i></p> <p><i>Involve more people, make it wider.</i></p> <p><i>Make it more visible.</i></p> <p><i>If one person gets the message, then that is a success. If one family member felt supported, then that is a success. If one person sees recovery and says I can do it, then that is a success.</i></p> <p><i>Keep the focus simple and clear.</i></p> <p><i>The biggest danger is narrowing recovery and excluding people.</i></p>	
Stakeholder Involvement & Scope	<p>Key to future successful implementation was maintaining focus on the inclusivity nature of Ballymun Recovery Month both in its development and delivery.</p>
<p><i>Its important for children to see the potential of recovery so school involvement is important going forward. Schools have a huge piece to manage and huge part to play - they are affected.</i></p> <p><i>There is great scope for bringing the schools along through training and creating awareness amongst teachers and parents. Communication between parents and children is essential.</i></p> <p><i>Mental Health meetings would be good. Listening to others is where the most change can originate. The power of listening is vital.</i></p> <p><i>I'm not sure how engaged GPs were.</i></p>	



Media

Going forward it would be necessary to explore and develop a strategic focus to the type of media involvement required.

The media is a threat and an opportunity. You have to know your agenda and their agenda and you have to keep to your agenda.

I did not recall a strategy for dealing with the media and media exposure. There should be a strategy for dealing with the media going forward and it needs consideration. Perhaps, guidelines for Recovery Month, for attraction rather than promotion. This could involve public information talks, briefings about what can and cannot be said.

At the Lord Mayor's launch, people in the media wanted to talk about crack cocaine. The media were not interested in a positive message.

Team & Coordination

Value of the co-ordination role and function to ensure the inclusive nature of the work and team process.

Someone from every organisation needs to sit down at the start.

This was a great success and for it to continue it needs a dedicated role and someone who can link to the Recovery Academy and the recovery agenda within agencies. This is hard work and staff in Ballymun work hard, they need rejuvenation like everyone and hope too. Another person, linking, coordinating could help bring them even closer together so they can really see the good they are doing.

[Local service] was a key player - they worked hard, didn't work alone and were very passionate. In terms of going forward, I think we need a dedicated coordinator. This needs dedicated project management to make it sustainable. The experience of 2019 is invaluable, it was huge event management.

Everyone has ideas - welcome them. Everyone has a voice and a say - listen to them.

Reflection & Closure/Renewal

Collective reflection and learning opportunities should be incorporated as a key component.

The Mansion house was a nice finish but a closure meeting is needed.

The committee did not do a wrap up, there was no debrief or period to reflect on what we did. A get-together like this is important - friendships were made.

Reflections about events with other agencies didn't happen after events.

I would like to see a committee meeting to acknowledge the work of the Ballymun Recovery Month committee. This can help keep momentum and celebrate the work, celebrate the sacrifice, acknowledge the heart. This completes the circle and reinforces the good work and keeps the focus. This is the continuum.



Summary & Conclusions



**1****Challenging the Stigma of Addiction**

Interviewees were unanimous in the belief that the events of the month and the promotion and visibility of same were important in challenging the stigma of addiction. Twenty-nine interviews were conducted and there were no negative views of the aim or the approach to challenge stigma voiced. Moreover, there was unanimity that stigma and shame must be challenged to enhance the prospect of more people entering recovery. Furthermore, many interviewees added that those in recovery and particularly those who represent recovery, should be supported and coached to deal with the challenges of stigma should they opt to take a stand. In addition, the public response was almost unanimous with 94% of the 208 respondents, agreeing that the stigma of addiction should be challenged.

2**Promoting Recovery & Recovery Options**

Interviewees were united in the belief that the events of the month and the promotion and visibility of same were important in promoting and celebrating recovery. The events of the month were challenged during interview as to their validity in the promotion of recovery and every response had a sound rationale which connected the event to recovery. Some events highlighted the importance of meetings and therapeutic interventions, others focused on non-therapeutic interventions and others highlighted the normality of recovery. There were numerous events, and some were much more complex, novel and ambitious which may have garnered them greater appeal and therefore, recognition. However, the spread of events was a good method of promoting service providers and in promoting the many forms of recovery. There were a very small number of interviewees (2) who questioned the reach of the promotion, namely that the promotion was visible in central Ballymun and not in the outskirts. However, the public survey saw a recognition rate of 73% for the Logo projection, an 87% knowledge of the goal of Ballymun Recovery Month and an approval rating of 96% regarding the promotion and celebration of addiction recovery. In addition, 93% of the public survey respondents said they would support a month of events that promotes addiction recovery. There is consensus then that the promotion of recovery is important and also that the promotion of recovery through Ballymun Recovery Month was successful.



3

Social Media Promotion

The reach of the social media campaign was below average to average. A manual search of the terms and hash tags often returned mixed results which was an indication of the small reach and non-targeted digital marketing techniques used. There was no clear digital marketing strategy and high-profile users were not targeted or did not utilise their position to promote the enterprise. The committee and individuals did promote the enterprise but if it was completed in a targeted manner the results would be much higher. The results of video uploads were in the hundreds but could have been in the thousands. A social media trawling tool (Brand24) was used to identify the twitter reach and established this was 3880. Viewed in isolation this is an impressive achievement, however, with a consolidated effort from all stakeholders there was a potential for this to trend nationally.

4

Mechanisms & Efforts Behind a Community Partnership Approach

An online survey was used to gather data on input, effort, role identification, collaboration tools and task management. The survey response did not capture all committee members or contributors to events. Based on the results, input and effort varied widely. Some organisations appeared to have had a large degree of input and expended a very large degree of effort in realising Ballymun Recovery Month. In addition, the collaboration techniques used (i.e. those provided through interview and minutes) did not appear to offer live helicopter views of task progression or completion. Therefore, coordination of the tasks appeared to require very significant input from the chair, vice chair and coordinators. This hypothesis is borne out by the numbers of hours contributed by these role categories - 310 hours combined. That is not to say there was not significant effort elsewhere, there was, the point being that the distribution of tasks was not wide enough to achieve a fair distribution of work. Another element which may have impacted on this was role identification. There was one outlier which reported far less input and this outlier reported as having no role. There are other contributors missing from this data so a comprehensive report on the effort behind the venture is hindered. Based on the available data, there were very significant efforts by some parties, significant efforts by most parties and lesser efforts by a minority of parties. Also, based on the methodology to execute, the management of this enterprise was very hands-on and therefore labour intensive. For example, an email query and response were used where a collaboration tool would have offered visibility on progress without an interaction.



5

Committee Reflection

An online survey was used to gather data on the committees' own perception their goal achievement. The survey response did not capture all committee members or contributors to events. Based on the results, the committee rightly judged that they had challenged stigma, raised hope, promoted and celebrated recovery and highlighted recovery options. This tallies with the belief gathered from the interview process. Furthermore, the goal of inclusivity regarding agencies and adults was judged to have been successful. Schools were not targeted or collaborated with on this enterprise and so the level of inclusivity was judged to have been lesser regarding young people (under 18s). Young people did play a significant part in Ballymun Recovery Month but the committees observations tally with those offered in interviews. That is, if schools were involved more young people would have been reached by the enterprise.

6

The Future of Ballymun Recovery Month

The interviews returned several recurring items for attention in future rollouts of Ballymun Recovery Month. Recovery Champions are important, strong and also vulnerable. Therefore, a procedure for the care, support and repercussions of being a champion requires regular input. The interviewees value the importance of champions but not at a personal cost to a person in recovery. This was echoed many times in interviews. The scope of the Ballymun Recovery Month is set in duration through it's title however, there are conflicting views on the celebration and promotion of recovery in general. In contrast, the scale of the months' events and the workload behind same resulted in some interviewees cautioning against attempting too much. The views are largely equivocal but there was wider consensus throughout all interviews that the month was needed, overdue and there is a fear that it will not be repeated. The interviews pointed to the need to involve schools. This was unequivocal and occurred often. In addition, but to a much lesser extent was the absence or perceived absence of individuals from new communities and general practitioners. The merits of school involvement were supported as well as potential benefits from greater involvement from treatment centres was raised. These perspectives see the continued influence of the culture of inclusivity. Furthermore, an appreciation and understanding of the extent to which recovery can



reach back is encapsulated with the gesture, the desire to reach the schools. This is a strategic view which Ballymun Recovery Month has enhanced and can continue to provide and enhance.

7

The Value of Using a Community Partnership Approach

The interviews gave a strong sense that teamwork, solidarity and focus were key contributors to the successful implementation of the approach. These components appear to have been guided, enhanced and protected by the Chair. A vital element was the representation on the committee by people with the lived experience of Recovery. This very significant influence appeared to remove potential barriers to communication and cleared the way for focus and progression. It also appears to have elevated the importance of the mission - it was pointed out on several occasions that this enterprise had far reaching potential and very serious ramifications. Recovery, it was explained, can mean connection and life, while addiction can mean isolation or death. Thus, inclusivity was also a key principle and this governed the forms of recovery as well as the people contributing to the enterprise. The presence of funders on the committee was also credited as a significant influence in terms of oversight and belief and the work completed in meetings and resourcing was described as huge. Trends in the community were identified and targeted with an openness to ideas that enabled very creative responses. This openness was supported by empathy and empathy appeared to be significant in the Chair, through motivational interviewing inspired leadership, and through the collective commitment to further understand each other. The individuals that contributed were reported to have brought the best of themselves and the collective output was even greater. It was reported that people were like-minded and shared a sense of purpose. It was also reported that there were no hierarchies - each person, each view was respected and welcomed. The clarity of focus, the openness to ideas, the sense of purpose, the respect for the mission and the respect for the people elevated this team to be more than a team. They had become their own philosophy of Recovery.



Recommendations





This chapter will present an overview of recommendations arising from the review analysis. The recommendations are presented under the following headings;

- ∞ Coordinaton
- ∞ Meetings
- ∞ Media
- ∞ Online Promotion
- ∞ Reputation Management
- ∞ Ground Promotion
- ∞ Agency Visibility
- ∞ Open Meetings
- ∞ Impact Measurement – Clients
- ∞ Research
- ∞ Enhancing Engagement
- ∞ Scope and Realism
- ∞ Celebrate and Recognise

⇒ Coordination

Ballymun Recovery Month was a complex operation and involved a great deal of coordination and planning. This was implemented by agencies and volunteers with other commitments running parallel. It was an extremely successful operation due to a huge effort and very positive attitude. However, a concern that arises when looking at a repetition of this, is burnout. Burnout can impact focus, attitude, quality of work, mental health and physical health. Therefore, a dedicated coordinator or team of coordinators is advisable. This would enable focus on the overall plan and the coordination of people and events.

The tools used to oversee the management of tasks and allocation of same were labour intensive and required a continued forensic approach to planning. This system can be difficult to implement with so many contributors and so many tasks. It is advisable that collaboration tools be adopted to enable easier tracking of tasks, enhanced allocation of tasks, more efficient communication and a greater helicopter view of the project.

Potential tools for event management and communication include: [Slack](#) [Monday](#)

These tools enable:

- Clean conversation threads which can be seen under events - enabling group work;
- Gantt charts for visual oversight of project and task progression;



- Oversight of task allocation for wider distribution of work which creates greater efficiency and wider individual/organisation involvement.

⇒ Meetings

Reports on meetings were extremely positive and this may be down to the Chair using motivational interviewing, appreciative inquiry and adopting elements of six thinking hats. It is recommended to not alter anything regarding the approach to meetings i.e. the language and style adopted. Therefore, if a Coordinator was appointed it would be advisable that they link in with the Chair for training in motivational interviewing as a guide to the language and also discuss with him his methodology. In the short-term it would be prudent for the current chair to remain and enable a Coordinator to shadow him. The strength, focus and openness of the Chair was a key factor in the success of Ballymun Recovery Month and it will be vital in the long-term also. The Chair is key to efficient, effective and open meetings.

⇒ Media

The media represent an opportunity and a threat to Ballymun Recovery Month. Therefore, clear guidance communication and support regarding media engagement is required. It is advisable that a short positive message is constructed for media with 3 supporting points. Deviations from the message should not be pursued. A short workshop on media messages may be required for the committee and would be beneficial in devising a strategy to safeguard agency representatives and also those in recovery who are part of Ballymun Recovery Group.

⇒ Online Promotion

It is recommended that a small team dedicate attention to a digital promotion campaign. This can involve the use of high profile influencers to enable a greater reach of the population. Youtube and Facebook can be utilised to provide geographic map of the audience reach and twitter can be analyzed and managed to develop trends. It is recommended that SMART goals are introduced for this. It is also recommended that messages are drafted for the committee which can be also promoted from their own accounts. This ensures a consistent message and enables the development of traction. Messages may resemble:

- *Recovery is Connecting with People* - Boxerise, Womens Cafe
- *Recovery is Getting Stronger* - Building Resilience, Recovery Run



Tweets were limited in the first iteration of Ballymun Recovery Month but re-tweets reached much greater heights.

Podcasts could be produced in collaboration with local youth services, including CTC's or Ballymun Youthreach which would increase the reach of the month and develop more links with the under 18 demographic. Furthermore, Ballymun Youthreach has an excellent Radio production programme which would provide enhanced opportunities for the message of Ballymun Recovery Month to be produced (in a safe and controlled environment) while reaching a wide audience.

⇒ Reputation Management

A workshop in online reputation management may be prudent. This includes liking, posting or sharing comments or videos. Posts should be regularly reviewed and have a plan in place to address any issues that may arise. These are proactive steps and are important.

⇒ Ground Promotion

The projection was a huge success in the promotional campaign. It is recommended that this be implemented again. Additionally, the ribbons enabled a visible individual sign of support, this should also be implemented again. It is recommended that public spaces be used as much as possible - reaching outskirts - to display messages. Churches, libraries, hotels, schools and sporting facilities could be targeted with fliers or speakers. The wearing of ribbons is a good way to invite conversation so it is a good idea to adopt this as an early activity leading up to the month.

⇒ Agency Visibility

It is recommended that agencies create very short promotional films which describe their services. This may provide enhanced visibility if physical interactions are affected by restricted population movements. These clips can be shared under the Ballymun Recovery Month hash tag, through whatsapp messages etc. Podcasts development and dissemination could be very important proactive steps should there be a future risk of isolation and disconnection due to Covid19.

⇒ Open Meetings

Due to Covid and restrictions, it is recommended that a novel approach to showing the working of meetings be explored - this requires the protection of anonymity and may involve a technology solution.



⇒ Recovery Gig

There is a potential that the Recovery Gig could be impacted by a future restriction. It is advisable to link in with Ballymun Communications to record material (e.g. Recovery song2, spoken word, guest speakers) in advance so as to enable a broadcast. A broadcast can be completed on a platform like youtube with ticketed access in the event of a restriction.

⇒ TedX Talk - Panel Discussion

This could be live and recorded and offers the potential for a conversation about recovery to be had in a controlled, friendly environment. It may present an opportunity to talk about the genesis of Ballymun Recovery Month. This may also offer a different approach to a Services Fair which has the potential to reach people looking for recovery.

⇒ Impact Measurement - Clients

It is recommended that services explore the potential to measure recovery clients before and after the Month for factors pertinent to addiction. For example:

- Self-Stigma
- Perceived-Public Stigma
- Self-Esteem
- A Stress Appraisal Measure of the step to enter recovery

This could enable an analysis of the potential correlations between the public challenges to stigma and celebration of recovery with the individual client responses to same. This could be managed by a single researcher.

⇒ Research

Research on the area of Recovery could be invited to a poster exhibition which may enable services to network and explore advances in the area of recovery.

⇒ Enhancing Engagement

- School Engagement: The involvement of schools is an important step in the increasing reach of recovery. It should be approached with careful consideration. It is recommended that Ballymun Youthreach and Trinity Comprehensive be engaged to offer insights into this



venture. Due to the impact of Covid19 there is very little room for development at this point, however, an exploration regarding potential collaboration should be explored.

- Axis: Axis played a key role in Ballymun Recovery Month. It is a willing and enthusiastic supporter of the cause and should be engaged as fully as possible.
- Rediscovery Centre: The Rediscovery Centre was utilised for the Faces of Recovery exhibition and offers a wider reach if utilised more. This should be explored.
- Business Promoters: The involvement of local businesses as promoters and supporters of the month is a very positive and very significant influence in Ballymun. While it did have strong local business support through Supervalu/Centra and pharmacies, it may be possible to recruit more business people to support the events. This may involve support from neighbouring businesses like Ikea.

⇒ Scope & Realism

All of the above are suggestions. If it is possible to run Ballymun Recovery Month with the exact same itinerary then that is what should be done. There have been huge obstacles presented for Recovery Month 2020 due to Covid19, however it also presents an opportunity to reach in different ways and to assess how creative approaches can be undertaken to deliver similar events for 2020 bearing in mind public health policies.

⇒ Celebrate & Recognise

The outgoing committee and contributors should to come together and accept what they have achieved. They should recognise that their efforts were meaningful and had real impact. They should be proud.



Appendix A: Promotional Calendar of Recovery Month 2019



SEPTEMBER

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		4th NA Open Meeting	5th Ballymun Does Recovery Gig		7th Mindfulness Retreat	
9th Faces of Recovery Exhibition Launch	10th No Bucks Café Celebrates Recovery	11th GA Open Meeting	12th Womens Café Boxercise Session		14th Recovery Walk	
16th YAP Documentary Première	17th BRYR Sober Sesh	18th AA Open Meeting	19th Horizons Open Day	20th Recovery Services Fair		
23rd CASC & YAP Certificate Presentation	24th Smart Recovery Open Meeting	25th CA Open Meeting	26th Recovery Pop Up Café	27th Building Confidence & Resilience	28th Recovery Run	

Ballymun Does Recovery

September is Recovery Month.

This September Ballymun Recovery aims to promote recovery, make it visible, challenge the stigma of addiction and highlight available recovery options.

Look out for ...

Faces of Recovery Exhibition
 AXIS - 2nd-6th
 Rediscovery Centre - 9th-13th
 Recovery Art Projects

 [#ballymunrecovery](https://twitter.com/ballymunrecovery)
 www.facebook.com/ballymunrecovery/

 [instagram.com/ballymun_recovery/](https://www.instagram.com/ballymun_recovery/)



Ballymun Recovery Month September 2019 Events

- 5th Ballymun Does Recovery Gig - 7.30pm Axis
Tickets €8.00 available from Axis or YAP
- 7th Mindfulness Retreat - 10am-4pm
Limited Places - To book contact YAP
- 9th 'Faces of Recovery' Exhibition Launch
12.00pm Rediscovery Centre
- 10th 'No Bucks Café' Celebrates Recovery - 7.00pm
No Bucks Café shopping centre car park
- 12th Womens Café Does Recovery
10.00am-1.00pm in YAP (women only)
- 12th Undercover Therapy - Boxercise Session
7.15pm - To book contact BYAP
- 14th National Recovery Walk - Garden of Remembrance to Merrion Square
Contact YAP to reserve a place on the bus from Ballymun
- 16th YAP Documentary Première
6.30pm in YAP
- 17th BRYR Sober Tuesday Sesh
For young people attending BRYR - Contact BRYR for more information
- 19th Horizons Open Day
11.00am - 2.00pm Horizons Centre
- 20th Recovery Services Fair
10.00am-12.00pm in BRYR - The RECO
- 23rd CASC and BYAP Day Programme Certificate Presentation
6.30pm in YAP
- 26th Pop Up Recovery Café with Recovery Academy Ireland
5.30pm-8.30pm in Horizons Centre
- 27th Building Confidence & Resilience with Maria Lynch
10.30am-12.30pm in YAP - To book contact YAP
- 28th Recovery Run
ARC to ACRG to FAST to YAP

Open Meetings

- 4th NA - Narcotics Anonymous
7pm in YAP
- 11th GA - Gamblers Anonymous
7pm in YAP
- 18th AA - Alcoholics Anonymous
7pm in YAP
- 24th Smart Recovery
6pm in YAP
- 25th CA - Cocaine Anonymous
7pm in YAP

Open Meetings are an opportunity to see how meetings work and to meet others in Recovery.

 [#ballymunrecovery](https://twitter.com/ballymunrecovery)
 www.facebook.com/ballymunrecovery/
 [instagram.com/ballymun_recovery/](https://www.instagram.com/ballymun_recovery/)

Look out for ...

Faces of Recovery Exhibition
 AXIS - 2nd-6th
 Rediscovery Centre - 9th-13th
 Recovery Art Projects



Appendix B: Costings Ballymun Recovery Month 2019

Promotion

Item	Funded by partners or given free of charge	Funded by BLDATF
Printed Materials Logo cut outs, service information leaflets, hashtags		€1060.00
Purple decorations Disseminated to local services		€300.00
Social Media Paid posts		€62.00
Logo <ul style="list-style-type: none"> Developed by Rachael Keogh & small working group as a part of recovery month. Digitisation of logo concept 	Time given free of charge	€240.00
Ribbons Ballymun Family Support Service materials & time making ribbons	Funded by BFSS & time given free of charge to make them	
Radio Interviews	Individuals gave time for interviews free of charge	
Logo Projection	Funded by CHO-09 Social Inclusion	
Posters/Calendars	Designed in-house and printed by Task Force and local services	
Promotional Video		€300.00
Balloons (used for most events)		€200.00
Photography	Provided by Ballymun Communications	

Events

Launch Venue Refreshments	No cost for venue	€123.00
Open Meetings - NA, GA, CA, AA, SMART Recovery <ul style="list-style-type: none"> Venue & Refreshments Speakers/Hosts 	Provided by BYAP Individuals gave their time free of charge	
Ballymun Does Recovery Gig <ul style="list-style-type: none"> Artists & Speakers Axis Venue, staff & catering Tech support staff Box Office Income Received - €1,496.00 	Gave their time free of charge 1 provided by Axis free of charge	€1413.00



Mindfulness Retreat Venue & Refreshments Facilitator	Provided by BYAP Funded by BYAP	
Faces of Recovery Exhibition Axis Hosting of the Exhibition for one week Rediscovery Centre Hosting of the Exhibition for one week & venue for launch Refreshments for launch	Provided free of charge Provided free of charge	€75.00
No Bucks Café Celebrates Recovery	Food & Refreshments provided by Nans Supervalu & Tiglin	
Women's Café <ul style="list-style-type: none"> • Venue, Food & Refreshments • Students of Youthreach – Beauty Treatments & tutorials • Gifts/samples for ladies 	Provided by BYAP Provided free of charge by Youthreach students Donated by local businesses	
Undercover Therapy – Boxercise	Class organised by individual in Recovery	
Recovery Walk <ul style="list-style-type: none"> • Bus to transport Ballymun attendees • Refreshments 	Provided by Dublin Bus free of charge	€129.00
YAP Documentary Premiere Venue & Refreshments	Provided by BYAP	
BRYR Sober Sesh <ul style="list-style-type: none"> • Venue, Decoration and Catering • Artists & Speakers • Resources for attendees 	Provided by BRYR Provided time free of charge Provided by HSE Social Inclusion	
Horizons Open Day <ul style="list-style-type: none"> • Venue, Staff & Catering 	Provided by BYAP, STAR & Urrús	€384.89
Recovery Services Fair <ul style="list-style-type: none"> • Inputs by Services & Speakers • Venue & Catering 	Time given free of charge Provided by BRYR & HSE CHO-09 Social Inclusion	
CASC & YAP presentation Venue & Refreshments	Provided by BYAP	
Pop Up Recovery Café <ul style="list-style-type: none"> • Venue • Catering • Entertainment & Speakers 	Provided by BYAP & STAR Provided by Recovery Academy, BYAP & STAR Provided time free of charge	
Building Confidence & Resilience <ul style="list-style-type: none"> • Venue & Refreshments • Facilitator 	Provided by BYAP Organised by BYAP	
Recovery Run <ul style="list-style-type: none"> • Post run venue • Catering for after run 	Provided by BYAP Provided by Nans Supervalu & Nans Centra	



Evaluation

<ul style="list-style-type: none"> • Advertising Tender • Evaluator costs 		€90.00 €4,000.00
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**Ballymun Recovery Month group – individuals in recovery gave their time to participate on the committee and organise & attend events. Agencies supported staff to participate on the committee and organise & attend events.*



Appendix C: Interview List

One to one or group interviews were undertaken with the following individuals or agencies;

- Ballymun Recovery Group Members
(established in May 2019 for the purpose of planning and delivery of the Ballymun Recovery Month. Membership consisted of people in recovery and representatives of drug/alcohol, community, family support and youth services).
- Organisers of Recovery Events
- Ballymun Does Recovery Gig Performers
- Individuals in Recovery
- Service Users of BYAP
- Service Users of STAR
- Axis
- Ballymun Communication
- Ballymun Local Drug and Alcohol Task Force (BLDATF)
- Ballymun Family Support Service
- Ballymun Regional Youth Resource (BRYR)
- STAR Ballymun
- Ballymun Youth Action Project (BYAP)
- Ballymun Youthreach
- Dublin City Council
- HSE Addiction Services
- No Bucks Café
- Trinity Comprehensive
- Urrus
- Local Business
- Lord Mayor of Dublin
- Recovery Academy Ireland

**Some comprised of multiple roles during Ballymun Recovery Month 2019.*



'bringing recovery into the open'
A review of the Ballymun
Recovery Month 2019

