



National Addiction Treatment Week

October 21 – 27, 2019



2019 National Addiction Treatment Toolkit

Thank you for joining National Addiction Treatment Week and helping to raise awareness about the gap in addiction treatment in your community!

Jump to a section:

[About](#) | [Social Media](#) | [Graphics](#) | [Email and Blog Content](#) | [Week At-a-Glance](#)

About National Addiction Treatment Week

When patients are treated appropriately by certified addiction medicine specialists, we can save lives and improve treatment outcomes. With that goal in mind, the American Society of Addiction Medicine (ASAM) hosts [National Addiction Treatment Week \(NATW\)](#) to raise awareness about the gap in certified addiction medicine care and treatment. It also seeks to expand the qualified workforce and raise awareness of the critical need for clinicians to enter the field of addiction medicine.

Addiction specialists are addiction medicine physicians and addiction psychiatrists who hold either subspecialty board certification in addiction medicine from the American Board of Preventive Medicine (ABPM), subspecialty board certification in addiction psychiatry from the American Board of Psychiatry and Neurology (ABPN), board certification in addiction medicine from the American Board of Addiction Medicine (ABAM), or a Certificate of Added Qualification in Addiction Medicine conferred by the American Osteopathic Association (AOA).

This year, NATW is focusing on reaching clinicians and providers on the front lines of addiction medicine treatment to share that they can join their colleagues on the cutting edge of medicine by becoming certified in addiction care and treatment. Visit TreatAddictionSaveLives.org for more information about how to get certified and the exam.

*"We need more physicians that are willing to educate, treat, and advocate on behalf of their patients suffering with addiction. Addiction medicine has been an ABMS subspecialty since 2016, and certification requirements will change after 2021. The time to sub-specialize and become board certified is now. Join us in this journey to end addiction." - **Flora Sadri-Azarbayejani, DO, MPH, FAAFP, FASAM***



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October 21 – 27, 2019



Join Us

No matter the medical specialty you work in, saving lives is the endgame. By putting our combined resources to work, we all contribute to the health and wellbeing of patients.

Here is what else you can do:

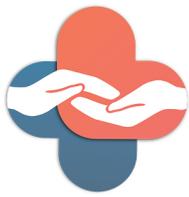
- Share our messages using the hashtag #TreatmentWeek on social media, newsletters, and blogs.
- Integrate NATW messages into your talking points at events or conferences; or invite us to speak!
- Use our infographics and graphics to help educate your audiences about the gap in certified addiction medicine and treatment.
- Send us your ideas for how we can have an even greater impact!

Social Media

This year, NATW will have an official Twitter handle. Please follow us at [@TreatmentWeek](https://twitter.com/TreatmentWeek). You also can follow ASAM on Facebook at facebook.com/addictionmedicine and Twitter at [@ASAMorg](https://twitter.com/ASAMorg).

Suggested Facebook Posts

- Only 1 in 8 people who need substance use treatment receive it. You have the power to save lives and narrow this critical gap in care. Join hundreds of other providers and take the ABPM Addiction Medicine exam.
<http://treataddictionsavelives.org/certification/> #TreatmentWeek
- You are already treating addiction—now join the cutting edge of this critical care by taking the ABPM Addiction Medicine exam. You'll help close the critical gap in addiction treatment, ultimately saving lives and improving patient outcomes.
<http://treataddictionsavelives.org/certification/> #TreatmentWeek
- 98% of providers are not trained to provide medications for addiction treatment. Help close this critical gap in care and take the ABPM Addiction Medicine exam.
<http://treataddictionsavelives.org/certification/> #TreatmentWeek
- Just 12% of Americans who need substance use treatment receive it.
#TreatmentWeek is a growing movement to raise awareness about this critical



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gap in care and help more providers become certified in addiction medicine care and treatment.

- #TreatmentWeek raises awareness about the importance of expanding a qualified workforce that can save lives and improve patient outcomes for people experiencing addiction.
- You can save lives, improve outcomes, and join the cutting edge of addiction medicine. Join hundreds of other providers and take the ABPM Addiction Medicine exam. <http://treataddictionsavelives.org/certification/> #TreatmentWeek

Suggested Tweets

- Only 1 in 8 people who need substance use treatment receive it. You have the power to save lives and narrow this critical gap in care. <http://treataddictionsavelives.org/certification/> #TreatmentWeek #AddictionMedicine #TreatAddictionSaveLives
- You are already treating addiction—now join the cutting edge of this critical care by taking the ABPM Addiction Medicine exam. 📄 <http://treataddictionsavelives.org/certification/> #TreatmentWeek
- 98% of providers are not trained to provide medications for addiction treatment. Close this critical gap in care and take the ABPM Addiction Medicine exam. <http://treataddictionsavelives.org/certification/> #TreatmentWeek #AddictionMedicine #TreatAddictionSaveLives
- Just 12% of Americans who need substance use treatment receive it. #TreatmentWeek is a growing movement to raise awareness about this critical gap in care and help more providers become certified in addiction medicine care and treatment. 🙄 💉 😊 💉 Learn more: <http://treataddictionsavelives.org/>
- #TreatmentWeek raises awareness about the importance of growing a qualified workforce that can save lives and improve patient outcomes for people experiencing addiction. <http://treataddictionsavelives.org/> #AddictionMedicine #TreatAddictionSaveLives
- You can save lives, improve outcomes, and join the cutting edge of addiction medicine. Join hundreds of other providers and take the ABPM Addiction



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Medicine exam. <http://treataddictionsavelives.org/certification/>
#TreatmentWeek

Graphics and Instagram Content

Go to <http://treataddictionsavelives.org/joinus/> to download 2019 NATW graphics. Remember to tag all posts with #TreatmentWeek!

Questions? Send us a DM on Twitter via @TreatmentWeek or visit treataddictionsavelives.org

Email and Blog Content

Blurb #1

Each year, the American Society of Addiction Medicine (ASAM) hosts [National Addiction Treatment Week \(NATW\)](#) to raise awareness about the gap in certified addiction medicine care and treatment. It also seeks to expand the qualified workforce and raise awareness of the critical need for clinicians to enter the field of addiction medicine.

This year, NATW will be held **October 21-27, 2019!** Make 2019 the most impactful year yet for NATW by:

- ✓ Following @TreatmentWeek on Twitter
- ✓ Using hashtag #TreatmentWeek to share your perspectives on addiction care and treatment
- ✓ Urging clinicians and providers to get [certified in addiction care and treatment](#)

By putting our combined resources to work, we all contribute to the health and wellbeing of patients!

Blurb #2

"We need more physicians that are willing to educate, treat, and advocate on behalf of their patients suffering with addiction. Addiction medicine has been an ABMS subspecialty since 2016, and certification requirements will change after 2021. The time to sub-specialize and become board certified is now. Join us in this journey to end addiction." - Flora Sadri-Azarbayejani, DO, MPH, FAAFP, FASAM



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October 21 – 27, 2019

As a physician, no matter the medical specialty you work in, saving lives is your endgame. By sub-specializing in or getting certified as an addiction specialist, you would join hundreds of addiction medicine physicians and psychiatrists who are advocating on behalf of their patients and contributing to their health and wellbeing.

During National Addiction Treatment Week (NATW), determine your [eligibility to take the exam](#) and talk with clinicians and providers in your network about their experiences. With just 2% of providers trained to provide medication assisted treatment, now is the time to narrow the gap in care and improve outcomes for people experiencing addiction.

NATW will be held October 21-27, 2019. Use hashtag #TreatmentWeek to share your perspectives on addiction treatment and follow NATW on Twitter at @TreatmentWeek. By putting our combined resources to work, we can all contribute to the health and wellbeing of patients!

National Addiction Treatment Week At-a-Glance

MONDAY, OCTOBER 21

Instagram Takeover: “A Day in the Life of Addiction Treatment in America”

This video campaign documents what it is like for addiction medicine specialists to treat addiction every day.

[Find out more »](#)

TUESDAY, OCTOBER 22

Certification Day

National Addiction Treatment Week will highlight why physicians choose to become certified in addiction medicine.

[Find out more »](#)



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WEDNESDAY, OCTOBER 23

12 – 1 pm ET

Twitter chat: ASAM chats about adolescents and addiction

Join the American Society of Addiction Medicine (ASAM) for a Twitter chat focused on the science behind adolescents and addiction. The chat will cover the differences between adult and adolescent brain development, treatment options, and resources for parents and young adults. To join the chat, search for #TreatmentWeek on Twitter.

[Find out more »](#)

THURSDAY, OCTOBER 24

12 – 1 pm ET

Twitter chat: ASAM and NIAAA chat about alcohol use disorder

ASAM chats about alcohol use disorder. Join the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and American Society of Addiction Medicine (ASAM) for a Twitter chat on alcohol use disorder. The chat will cover the latest trends in the United States as well as treatment options, resources, and inspiration for people in recovery. To join the chat, search for #TreatmentWeek on Twitter or follow @NIAAAnews.

[Find out more »](#)

FRIDAY, OCTOBER 25

12 – 1 pm ET

A Parent and Patient Perspective: An Evening with the Sheffs

Family support and involvement are dynamic factors that can make addiction treatment more effective. This is your opportunity to hear first-hand from father and son, David and Nic Sheff. Learn more about their personal journey of addiction and recovery, which still provides hope to many across the country today. This special session will be moderated by Marc Fishman, MD, DFASAM, and will include poignant clips from the movie, followed by conversation, insights, and personal reflections from David and Nic.

[Find out more »](#)