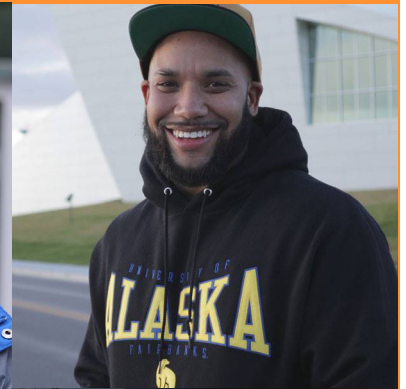


DAY 001

VOICES OF RECOVERY

FILM SCREENING TOOLKIT



Day 001 Toolkit Contents:

- [Welcome Letter](#)
- [Video reference sheet](#)
- [Conversation starters](#)
- [Survey](#)
- [Sponsor letter](#)
- [Social media content](#)
- [Community calendar draft](#)
- [Community calendar reference sheet](#)
- [Flyer](#)
- [Frequently asked questions](#)

Welcome!

Dear Day 001 supporter,

Welcome to the Recover Alaska family. Thank you for joining in the conversation about recovery from alcohol misuse by hosting a screening of the Day 001 mini-documentary series. This toolkit is meant to help you host a successful community event, celebrate the successes and challenges of recovery, as well as lead a discussion with your viewers.

The Day 001 video series addresses how recovery from alcohol misuse has led to positive outcomes for individuals and families in Alaska. The series motivates those struggling with addiction to seek help and educates community members about their role in the solution. Recover has learned the messages of Day 001 videos are stronger if you're able to have discussions and conversations after the viewing. After you screen the videos, we encourage you to lead a short discussion to educate people about the resources available in your community and how everyone can get involved in the battle against addiction.

If you have any questions along the way, please don't hesitate to reach out to us or check our website for additional resources like our monthly newsletter and social media channels. In this toolkit you will find:

- Videos accessible online, DVD or flash drive version can be produced upon request
- Frequently asked questions about hosting and promoting a Day 001 screening event
- After-film discussion starters
- Information to submit your event to community calendars
- Social media content
- A flyer for you to customize for your event

We truly believe that change is not possible unless we get to the root of alcohol misuse in the state. We hope to do this by increasing understanding of the effects of excessive alcohol consumption, changing social norms, improving access to information about treatment and capturing data that will allow us to see where improvements in services and resources are needed. By sharing personal stories of individuals in recovery, we strive to break the cycle of alcohol misuse so that all Alaskans feel empowered to achieve their full potential.

Thank you again for helping us spread a positive message in Alaska that alcohol recovery is possible, and that life goes on after overcoming addiction. Good luck with your event!

Best,

Recover Alaska team

Download the video

The eight individual videos from this season of Day 001 are online and can be found on our website or on [Youtube](#). For easy screening purposes, all eight videos have been combined into one video. In case of poor connection, and so you don't have to switch between videos, we recommend downloading the full version(s) directly to your computer. Here is a step-by-step guide:

1. Go to this [Dropbox](#) link to access the Day 001 film.
2. Click "Download" located on the top right side of the screen.
3. Locate video in your downloads.
4. Save the video in an easy-to-access location to use on the day of your event. If you won't be using your computer to connect to the video projector, save the video to a flash drive that you can bring to the event.

If for any reason you are unable to download the video or stream the series from the internet at your event, please reach out to us at info@recoveryalaska.org at least two weeks in advance for a hard copy on a flash drive or DVD to be mailed to you.

Leading the discussion

Before the film:

1. Introduce yourself and thank everyone for coming.
2. Give a brief explanation about the Day 001 video and why you are showing it.
3. Invite people to stay for a short discussion following the screening.
4. Encourage everyone to fill out the survey before and after the film is shown.

After the film:

1. Does anyone feel comfortable sharing their reaction to the video we just watched? Could you relate in any way?
2. As we saw, there are many different paths to recovery and everyone starts with a different Day 001. How can we find strength in these stories to find our own path to recovery or encourage others on their journey?
3. How can we make sure we are supporting our friends and family who are struggling? If we don't know anyone who is struggling, how can we still be a part of the societal solution of creating a more supportive community?
4. How believable is the statement "recovery is possible?"
5. There are many resources available in our community and in our state to help people find their own path to recovery and to stay on it. If you feel like you need to reach out for help, or if a friend or loved one is reaching out to you, there is a free and confidential online screening at www.RecoverAlaska.org to help you or your loved ones evaluate your drinking and be connected to available resources.

Survey

Recover Alaska values your feedback and is eager to learn more about how the Day 001 screening in your community was received. The [survey](#) on the next page can be printed, cut in half, and distributed to participants to fill out before and after the screening. Make sure to bring plenty of pens! Please mail the completed surveys to our address below:

Recover Alaska
3201 C Street Suite 110
Anchorage, AK 99503

Sponsor Letter

Getting other community members involved will extend the reach and help create an environment of healthy socialization. Don't be afraid to ask for a venue sponsorship or for in kind donations for snacks and drinks. [Download this letter](#) and customize it to your specific needs before sending it out. If you need financial support, please contact Recover Alaska first.

[Date]

[Your name]

[Your organizations name]

[Street]

[City/state/zip]

Dear [name],

[We/I] have partnered with Recover Alaska to celebrate recovery from alcohol misuse in the state of Alaska and in our community. On [date], [name of your organization] will be hosting a screening of the mini-documentary Day 001: Recovery is a different path for everyone at [name of venue/location and time]. In the short film, eight diverse Alaskans from all over the state, tell their personal stories of recovery. Spreading awareness about the benefits of living a sober lifestyle and seeing the courage of others telling their story can give people the hope and motivation they need to find their own day one. After the film, there will be a community discussion about the effects of alcohol misuse and the positive outcomes of recovery.

Your support would add to the success and reach of this event and demonstrate that the community cares.

Would you consider being a sponsor for this upcoming event? If so, [we/I] would name you as an official sponsor in [our/my] promotion of the event and recognize you as a sponsor at the beginning of the event.

Sponsorship options include:

- [detail your sponsorships here]

If you would like to sponsor the event in a different way, [I/we] would be happy to discuss other opportunities. [contact information]

Thank you,

[Signature]

[Name]

Promote the event on social media

Once your Day 001 screening is scheduled, it's time to start spreading the word! Posting about your event on social media is a great way to reach your followers and make sure they save the date. Here are a few sample posts and graphics to get you started. Please feel free to use these but remember to incorporate specific information about the date, time and location of your event.

Facebook posts



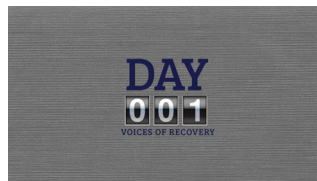
Save the date! We are hosting a celebration of recovery from alcohol misuse featuring Recover Alaska's Day 001 films and a community discussion. Whether you're in recovery, curious about recovery or simply interested in learning more about what people in your community are facing, we'd love to have you!

Share with save-the-date graphic



Join us for a screening of Recover Alaska's award-winning Day 001 mini-documentary series and a discussion about alcohol and recovery in our community.

Share with trailer, download here: <https://bit.ly/2NgvFLN>



We're just a few hours away! Join us this evening for a screening of the award-winning Day 001 films from Recover Alaska. Hear stories of recovery from across the state and stay for the discussion to follow.

Share with countdown graphic below



Facebook event

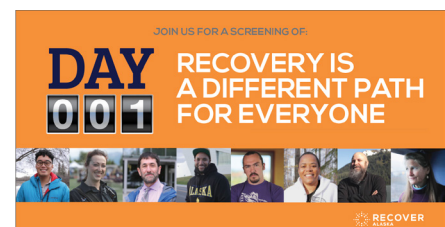
Extend your outreach by creating a Facebook event. It will allow people to RSVP and remind them when your event is coming up. Here is all the information you'll need to create your event:

Title: Day 001 film screening: Recovery is a different path for everyone

Location: Make sure to let your followers know where the event will be held

Description: Join us for a special screening of the second season of

Recover Alaska's Day 001 documentary series, featuring Alaskans in recovery. The series follows the stories of eight diverse Alaskans, addressing how recovery from alcohol misuse has led to positive outcomes for individuals and families. Bring yourself, bring a friend, bring your family. Let's celebrate recovery in Alaska! A short discussion will follow.



Twitter posts



#SaveTheDate! We're screening Recover Alaska's Day 001: Recovery is a different path for everyone. #Day001 #RecoverAlaska

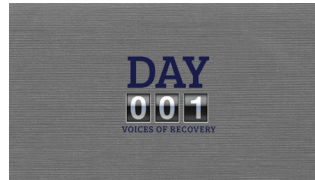
Share with save-the-date graphic



Recovery is a different path for everyone! Join us in watching Recover Alaska's mini-documentary series, Day 001. Stick around for a discussion to follow.

#Day001 #RecoverAlaska

Share with trailer, download here
<https://bit.ly/2NgvFLN>



Just hours away, we're screening Recover Alaska's Day 001. Come for stories of recovery from across the state.

#Day001
#RecoverAlaska

Share with countdown graphic below

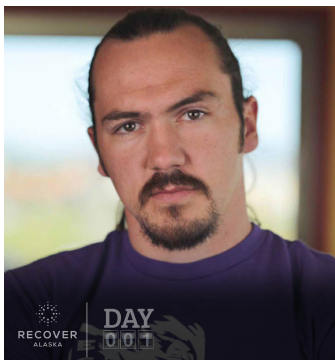


Instagram posts



Nick Hansen's Day 001 started before he ever tried a sip of alcohol. Join us for a film screening featuring his story and other stories of recovery from across the state. #Day001 #RecoverAlaska

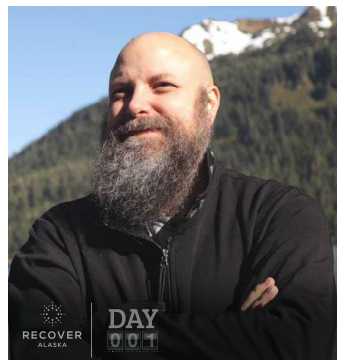
Share with Nick Hansen's headshot



Nick Hansen

Brian Iutzi survived a suicide attempt before his Day 001. Learn more about his story and other stories of recovery from across the state with us as we screen Recover Alaska's Day 001 mini-series.

Share with Brian Iutzi's headshot



Brian Iutzi

Jeff Jessee had an inspiring career and great kids, but something was missing. Learn how and why he embarked on his Day 001 journey at a screening of Recover Alaska's Day 001: Recovery is a different path for everyone. #Day001 #RecoverAlaska

Share with Jeff Jessee's headshot

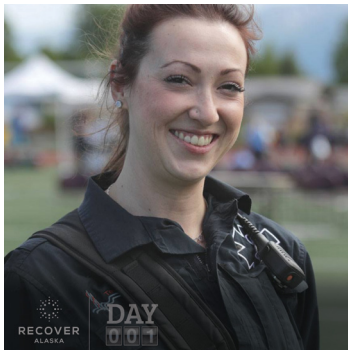


Jeff Jessee



Shannon Konkler talks about her journey to recovery in hopes of inspiring others to take that first step to a new life. Join us to hear her story and more at a Day 001 screening featuring stories of recovery from across the state. #Day001 #RecoverAlaska

Share with Shannon Konkler's headshot



Shannon Konkler

Terry Holloway celebrates her sobriety each and every day. Her journey to Day 001 was not easy. She spent time living on the streets, feeling like her addiction had won. Come to our Day 001 screening to hear her story and more from across the state. #Day001 #RecoverAlaska

Share with Terry Holloway's headshot



Terry Holloway

Wesley Brewington's path to recovery was a battle after years of addiction that ultimately led him behind bars. Join us for a Day 001 screening to hear his story and other stories of recovery from diverse Alaskans. #Day001 #RecoverAlaska

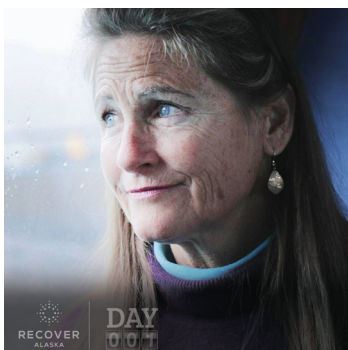
Share with Wesley Brewington's headshot



Wesley Brewington

Thea Thomas calls the decision to choose sobriety her best decision ever. Hear her story and more at a screening of Day 001: Recovery is a different path for everyone. #Day001 #RecoverAlaska

Share with Thea Thomas' headshot



Thea Thomas

Andrew Aquino credits his Day 001 for a newfound perspective on life. Come view the docuseries, Day 001: Recovery is a different path for everyone, to hear his story and more. #Day001 #RecoverAlaska

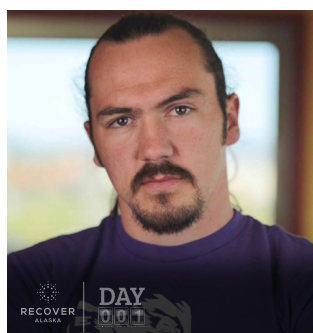
Share with Andrew Aquino's headshot



Andrew Aquino

Graphics

Go to [Dropbox](#) to download these social media graphics.



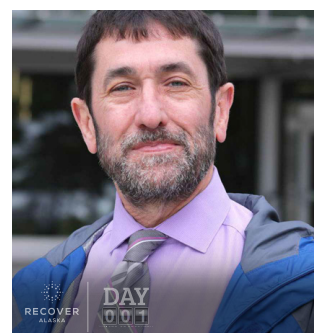
Nick Hansen



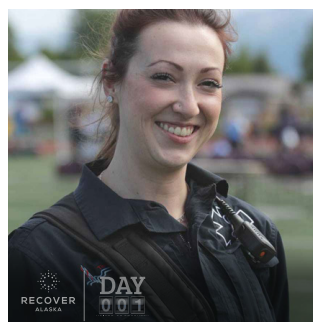
Terry Holloway



Thea Thomas



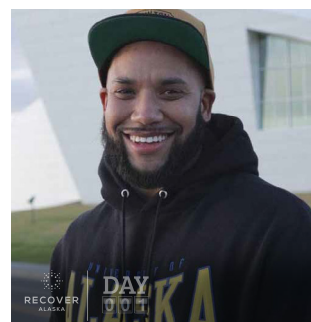
Jeff Jessee



Shannon Konkler



Brian Iutzi



Wesley Brewington



Andrew Aquino

Share your event on community calendars

Submitting your event to local calendars is a great way to tell more people about it. Please see the next page for a list of online calendars across the state that accept submissions. All you need to do is add the information specific to your event to the copy below and send it in for posting! Many of the online calendars accept images to go with the event. Feel free to use an image of your own or any that are included in this toolkit.

Title: Screening of Day 001: Recover is a different path for everyone

When: Insert the date of your event

Where: Insert the location of your event

Come watch the Day 001 documentary and hear real stories of recovery from eight diverse Alaskans from all walks of life. They are your neighbors, your friends and your loved ones and while they are all on their own path, they all experience the benefits of living in recovery. The film is meant to motivate those struggling with addiction to seek help and educate community members about their role in the solution. Come celebrate the successes and challenges of recovery and join in a community discussion about alcohol and recovery in your community.

The prevalence of alcohol consumption in Alaska, including youth drinking and adult binge drinking, remains high, and Alaskans are dying from alcohol at a rate twice as high as the national average. But it is not a lost cause. Recovery works and there are many different paths to it. Alcohol recovery depends on everyone: family, friends, and community support. Come be a part of the solution!



Most community calendars accept images. Feel free to [download](#) this image to use for your calendar listing.

Community calendars across the state

Here is a list of community calendars around the state that accept submissions. Click “Add Event” or “Submit New Event” and follow the prompts using the calendar listing information and photos from this toolkit. Please know that there may be additional calendars in your community; check for other calendars in your area for submitting your event.

Statewide

[Alaska Public Media](#)

Anchorage

[Anchorage Daily News](#)

[Anchorage Press](#)

[Visit Anchorage](#)

[KTUU](#)

Barrow

[Barrow County Chamber of Commerce](#)

Cordova

[The Cordova Times](#)

Eagle River

[The Alaska Star](#)

Fairbanks

[Fairbanks Daily News-Miner](#)

[Explore Fairbanks](#)

[KTVF](#)

Homer

[Homer Tribune](#)

Juneau

[Juneau Empire](#)

[Juneau Arts and Humanities Council](#)

Kenai

[KDLL](#)

Kodiak

[KMXT](#)

Wasilla

[Mat-Su Valley Frontiersman](#)

[Make A Scene and The People’s Paper](#)


Flyer

[Download this flyer](#) and add in the information specific to your event to help promote your Day 001 screening.


JOIN US FOR A SCREENING OF:

DAY
001

**RECOVERY IS
A DIFFERENT PATH
FOR EVERYONE**



Watch the second season of Recover Alaska's Day 001, moving stories featuring Alaskans in recovery. The series follows eight different Alaskans, sharing how recovery from alcohol misuse has led to positive outcomes for individuals and families. Bring yourself, bring a friend, bring your family. Let's celebrate recovery in Alaska!


RECOVER
ALASKA

Date:

Time:

Location:

Frequently asked questions:

Will Recover Alaska help promote my event?

Absolutely! We're grateful that you're helping spread the Day 001 message and are here to help however we can. Please email info@recoveralaska.org with the details of your event and we will be happy to add it to the [events calendar](#) on our website and across our social media channels.

Do I need to give a trigger warning before I show the video?

The video does not contain graphic content, but it does feature very real, emotional stories. Alcohol misuse and recovery can be sensitive topics for many people. Whether they've had their own struggles with alcohol or have a loved one who has, the video may trigger memories for some. Before you show the video, you may want to let people know that it contains personal accounts that may be difficult to hear.

I won't have internet at the event. How can I show the video?

If you won't have internet to stream the video, we suggest downloading it prior to the event and saving it to your computer, flash drive or burning it to a DVD. If you are unable to download the video for any reason, we can send it to you on a DVD or flash drive. Please let us know at least two weeks prior to your event so we can produce a hard copy and mail it to you.

What do I do if the video triggers a highly emotional response from someone in the room?

If someone becomes visibly upset, you may want to reach out to them to make sure they are okay. Try to do this without drawing too much attention to the situation as that could escalate it. Ask them if they'd like to step outside the room to talk or if they have a trusted friend they can reach out to.

How do I find resources in my community to share with attendees?

The Recover Alaska [website](#) is a great place to start to identify available resources in your community. The Resources and FAQs page provides statewide information about the tools available, and people can call 2-1-1 or 1-800-478-2221 to be connected with resources available in the area.. Additionally, the screening tool on the website is another great resource to help people get a read on their relationship with alcohol.

What do I do if a community member at the event is asking for immediate help?

The most important thing to do is to listen to the community member and ask if they want immediate help. You may direct them to resources, make a plan to help them follow through or connect them to an organization in the community that can provide them the help they need.

For help from a member of Alcoholics Anonymous, call their 24-hour hotline at 907-272-2312.