

# **SAMHSA Text4RecoverySupport Script**

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## SCRIPT

Open on a small group of people sitting on folding chairs in a bland room. They're a mix of different ethnicities, genders, and ages, but everything about them is a little washed out, a little gray. No one looks healthy or happy.

### NARRATION

Treating or recovering from substance use disorders requires powerful support.

As the narrator speaks, a young woman fades into nothingness, followed by a man in his late 20s or early 30s.

### NARRATION (CONT'D)

Without the tools to foster engagement and motivation, recovery is much more difficult.

As the narrator speaks, the woman fades back in. Her clothes are slightly brighter, and her posture is more alert. She's holding a smartphone, although it's not obvious.

### NARRATION (CONT'D)

But what if there was a tool designed to improve retention, increase motivation....

The man appears as well, also looking a little better. He's also got a phone in his hand.

### NARRATION (CONT'D)

...and support long-term recovery? A low or no cost way that fits into the systems you already have?

The man looks at his phone. We push in on the screen, and to a text message reading "Text4RecoverySupport".

### NARRATION (CONT'D)

There is - the Text4RecoverySupport message library.

A series of chat bubbles scroll by, first slowly, then quickly, such that you can't even read more than the first two.

### CHAT BUBBLE ONE (TEXT ONLY)

Today's goal: Feel proud!

CHAT BUBBLE TWO (TEXT ONLY)

Honor the work and success you've had so far in recovery! Congratulate yourself.

NARRATOR

It's a text message library that gives you a way to support patients remotely. The rapidly scrolling messages land on a final message:

LAST CHAT BUBBLE (TEXT ONLY)

Tip: Consistent exercise benefits your recovery. Start a new workout routine with a friend!

NARRATOR

A way to convey that you care about them, and that they're not alone.

Pull back from the screen to the middle-aged man looking at it. He's standing outside a storefront with a sign that says BAR.

NARRATOR (CONT'D)

Text messages are a simple, inexpensive, and popular way to communicate.

He puts the phone in his pocket and walks away. He becomes a little more colorful as he does.

NARRATOR (CONT'D)

Text4RecoverySupport is a customizable library of text messages...

He walks past the young woman on the street, where she's standing in front of her mailbox, looking at a piece of mail. Her shoulders slump, and we can see the word "REJECTED" stamped in bold red on the letter.

NARRATOR (CONT'D)

...auto programmed to be sent regularly to participants of treatment and recovery support programs.

As she stands there, a chat bubble flies into her pocket. She looks at her phone, and gets a little more colorful. She puts a new letter in the mailbox, the old one in the trash, and walks away proudly.

NARRATOR (CONT'D)

Of course, messages were tested and refined by people in recovery.

We pull from the woman to a cell phone tower. We can see chat bubbles flying from it out into the sky.

NARRATOR (CONT'D)

The library targets individuals in three stages of recovery:

Begin a triple split screen effect that comes in to the beat of the narration.

On the far right, a very gray looking young man gets a message on his phone. He immediately brightens.

NARRATOR (CONT'D)

New to recovery.

In the middle, a gray looking middle-aged woman gets one. She brightens up as well.

NARRATOR (CONT'D)

Early in recovery.

On the right, a grayed out young woman gets a text message and brightens up.

NARRATOR (CONT'D)

And in longer term recovery.

Swipe to a phone showing the Opt In / Out screen. The Opt In button goes green.

NARRATOR (CONT'D)

Individuals can enter at any point in their recovery, and opt in or out at any time.

Swipe to a computer screen that says set up complete.

NARRATOR (CONT'D)

You just set it up once for ongoing support.

Pulling out from the computer, we see a middle-aged man in glasses stand up and walk across the screen...

NARRATOR (CONT'D)

Text4RecoverySupport provides individuals with...

...into the support group room from the beginning of the video. The people there are alert and happy - colorful and healthy. Even the room is brighter. A Text4RecoverySupport text message bubble appears over the heads of the group.

NARRATOR (CONT'D)

...motivational and support messages that point them to valuable resources and information they need to succeed in their recovery.

Push in on the text bubble.

NARRATOR (CONT'D)

Contact us today, and use Text4RecoverySupport to provide your patients with a powerful support system...

Fade in the call to action:

CALL TO ACTION (TEXT ONLY)

Go to [www.samhsa.gov/hit](http://www.samhsa.gov/hit) to download the library. Get more information by emailing [info@samhsa.hhs.gov](mailto:info@samhsa.hhs.gov).

NARRATOR

...and a good chance at a better outcome.