

INSTITUTIONAL AUDIENCES

Addiction Treatment

- Detoxification Centers
- Inpatient Rehabilitation
- Outpatient Rehabilitation
- Sober Living Facilities
- Group Homes
- Transitional & Halfway Houses
- Methadone Clinics
- Needle Distribution Programs
- Homeless Shelters
- DUI Programs
- Camps

National Alcohol and Addiction Organizations

- National Council on Alcoholism
- National Institute on Alcohol Abuse and Alcoholism
- NAADAC
- CAADAC
- Drug Education Programs
- MADD
- DARE

Self Help Recovery Organizations

- LifeRing
- LifeRing International Charter Organizations
- Alcoholics Anonymous
- Narcotics Anonymous
- SMART Recovery
- SOS
- Moderation Management
- Rational Recovery
- Women for Sobriety
- HAMS

Government

- United Nations
- UNESCO
- President
- Cabinet
- Executive Branch
- Judiciary
- Supreme Court
- U.S. Senate
- U.S. House of Representatives
- Governors
- State Executive Branches
- State Legislatures
- Drug Courts
- State Boards and Commissions
- County Governments
- Municipal Governments
- Staff of Elected Officials

Governmental Social, Health, and Human Services

- SAMHSA
- DHHS
- NIH
- County Social Services
- Welfare
- Homeless Programs
- Anger Prevention Programs
- Violence Prevention Programs
- Child Protective Services
- Family Protective Services
- Food Banks

Armed Forces

- Army
- Navy
- Air Force
- Marines
- Coast Guard
- Reserves
- Veterans Services
- Veterans Hospitals
- Post Traumatic Stress Disorder

Criminal Law

- Courts
- Drug Courts
- Prisons
- Jails
- Other Correctional Institutions
- Juvenile Halls
- Parole
- Probation
- Drunk Driving Classes
- Prosecutors
- Defenders

Health System

- Hospitals
- Clinics
- HMOs
- Insurers
- Physician Groups
- Condition Specific Providers
- Blood Donor System

Mental Health System

- Mental Hospitals
- Counseling Centers
- Post Traumatic Stress Disorder Treatment

Other Nonprofit Organizations and Community Groups

- Faith-Based Organizations
- Atheist and Freethinker Groups
- Sport Teams, Events, Programs
- Fitness Teams, Events, Programs
- Organizations for People with Disabilities
- Fraternal Organizations
- Veterans Organizations
- Professional Associations
- Motorcycle Clubs
- Senior Organizations
- Youth Organizations

Self-Help Programs

- Meditation Programs
- Multilingual Outreach Programs
- Immigrant Outreach Programs
- Job Placement Programs
- Senior Centers
- Pregnancy Support Groups
- Grief Support Organizations
- Health Screening Institutions

Funders

- Foundations
- Corporations
- Family Foundations
- Individual Donors
- Event Proceeds

Education

- Public Secondary Schools
- Private Secondary Schools
- Alternative Schools
- Community Colleges
- Trade Schools
- Colleges and Universities
- Drug Education Programs
- Special Needs Disabled
- Student Unions
- Student Government
- Student Clubs and Organizations
- Drug Education Curriculum
- English as a Second Language
- Certification Organizations
- Educational Foundations
- Fraternities and Sororities
- Medical Schools
- Alcohol and Drug Counseling and Administration Programs

Event Organizations

- Recovery Month
- Conferences
- Conventions
- State Fairs
- County Fairs
- Agricultural Fairs
- Local Recovery Events
- Walks, Runs, Races
- Job Placement
- Temporary Services
- Health Fairs
- Nonprofit Fairs
- Earth Day
- Concerts
- Art Festivals
- Burning Man
- Street Fairs
- Holiday Fairs
- Gay and Lesbian Pride Days
- Workshops
- Seminars
- Speeches
- Retreats

Media and Entertainment

- Television
- Radio
- Film
- Internet
- Publishers

Professions

- Professional Associations
- Topical Associations
- Continuing Education

Workplace and Employment

- Employers
- Employee Assistance Programs
- Insurers
- Job Placement
- Temporary Services

Businesses

- Insurers
- Alcohol Manufacturers
- Drug Manufacturers
- Alcohol Distributors
- Drug Distributors
- Bars
- Liquor Stores
- Coffeehouses
- Bookstores
- Music Stores
- Gyms

INSTITUTIONAL OUTREACH

	✓	Initial Contact	✓	Outreach	✓	OngoingContact
Addiction Treatment						
National Alcohol & Addiction Organizations						
Self Help Recovery Organizations						
Government						
Social, Health & Human Services						
Armed Forces						
Criminal Law						
Health System						
Mental Health System						
Nonprofit Organizations						
Community Groups						
Self-Help Programs						
Funders						
Education						
Event Organizations						
Media and Entertainment						
Professions						
Workplace & Employment						
Businesses						
OTHER						