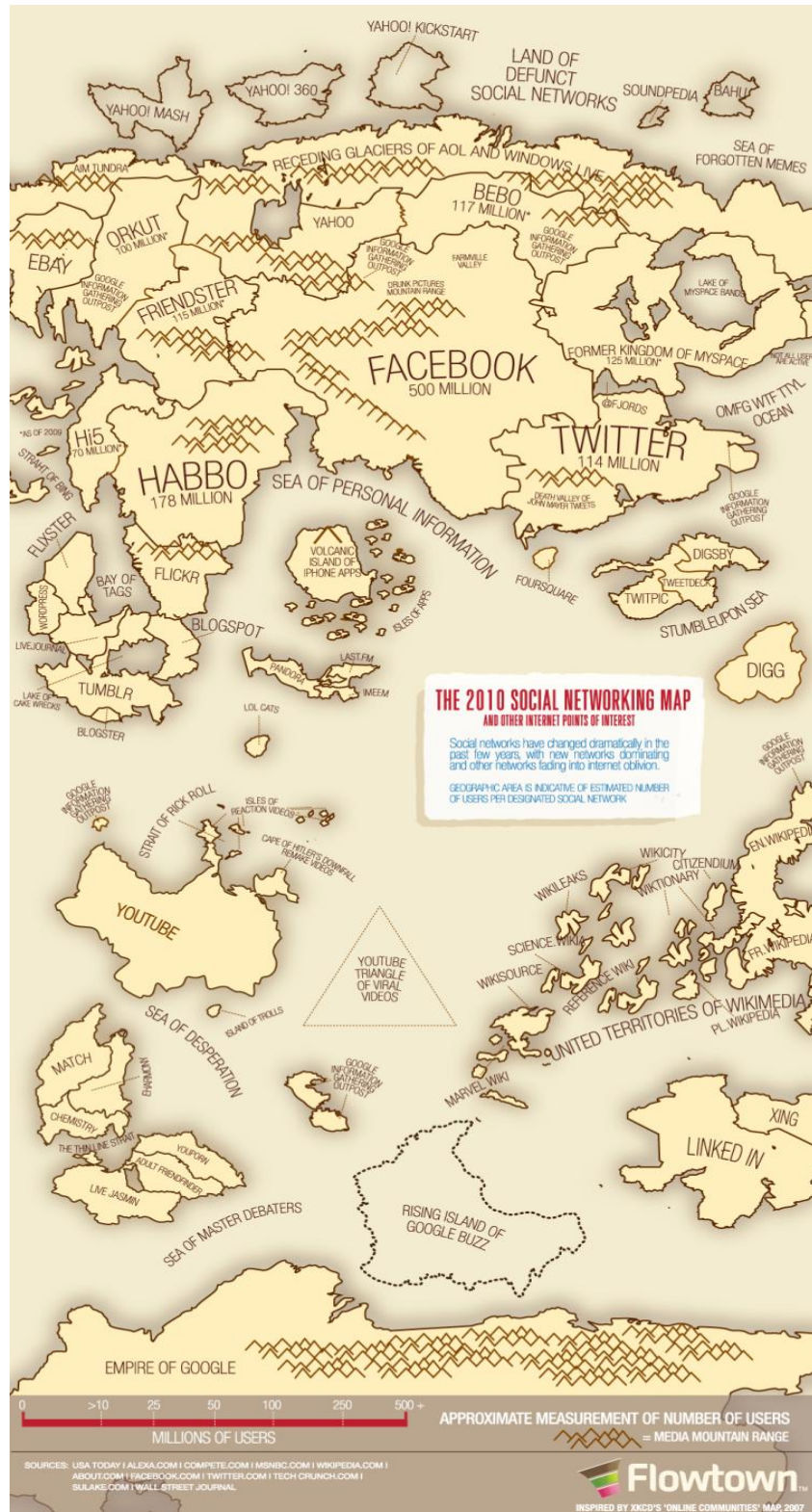


NIDA CTN Social Media Resource Guide

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Introduction

Social media tools are rapidly expanding and radically changing the way we communicate with one another (see video at <http://bit.ly/jzV6To>). Social media can be used to:

- 1) Disseminate information
- 2) Connect with individuals & groups
- 3) Research topics & trends

The purpose of this guide is to provide people in the NIDA CTN with a basic understanding of social media and tips for navigation. While there are many social media tools, this guide is limited to Facebook, Twitter, LinkedIn, and blogs. For a more comprehensive overview of health-related use of social media see <http://www.aids.gov/using-new-media/> or <http://1.usa.gov/fiVYs9>.

Despite social media's rapidly expanding use, there is limited information on how best to use it to communicate health information or how it can be used as a virtual social network for health professionals. Given the lack of best practices for social media, we can learn from successful uses of social media to disseminate information and organize communities.

The Obama presidential campaign's success has been credited in part to the use of social media, text messages, and online videos (<http://bit.ly/hSUjEL>). Even today, President Obama is the most frequently followed person on Twitter, with over 9 million "followers." The Obama presidential social media campaign was successful because it used *multiple* internet-based strategies to reach voters, which together helped him both add and inform a variety of supporters. It is important to keep in mind that these were not just *virtual* social networks, but also a mechanism to bring people in communities together in real space and time.

Social media has also been successfully used to communicate information regarding epidemics such as the H1N1 pandemic. The health department in Alexandria, Virginia used Twitter and text messages to disseminate information on H1N1 vaccine locations with near-immediate effect. During this same time, the Disease Control and Prevention's "emergency profile" grew from 65,000 to 1.2 million followers (Merchant et al., *New England Journal of Medicine*, July 2011).



Social media has the potential to radically change and expand the dissemination of evidenced-based practices for addiction medicine at a relatively minimal cost. Nearly all medical schools in the United States have a presence on Facebook (Kind et al., *Medical Education Online*, September 2010) and numerous professional organizations have set up Facebook pages, including many of our CTPs. Social media may also provide a mechanism to build virtual social networks of addiction researchers, clinicians, key stakeholders, and community-members. Additionally, social media tools are being used to recruit for research studies and to follow up with research participants, even within the NIDA CTN (CTN-0044).

Whether you choose to engage in social media or merely watch from the sidelines, it is important to be aware of what is already happening. Your social media choices will be largely driven by the purpose and content of information you wish to share.

How to Manage Your Social Media Accounts

Social media has the potential to be very time-consuming and therefore it is important to become familiar with programs that help you multitask. [Tweetdeck](#) or [HootSuite](#) are programs that allow you to simultaneously read and post on Facebook, Twitter, and LinkedIn (as well as other social media platforms).

Furthermore, there are applications integrated within Facebook and LinkedIn that allow you to simultaneously post content across various platforms. For example, the Twitter application within Facebook allows you to automatically "push" posts on Facebook directly to Twitter.

Facebook

Facebook, the most frequently used social media tool, has over 650 million users worldwide and 50% of users log-on everyday. Facebook has numerous features including:

- posting information, pictures, videos, weblinks, or notes
- communicating via email or instant chat
- scheduling events & tracking RSVPs
- checking-in at events or locations
- choose your friends & manage your social network
- manage what you see in your "news feed"
- manage who sees your posts
- privacy settings to limit access to your Page & content on your Page
- videochat (forthcoming)

Setting up an account. We recommend setting up your Node or organization's Facebook account as a "Page" so that multiple individuals in your organization can administer the Page account (post updates, add events, etc.) (NOTE: You need to have an individual Facebook account in order to set up a Page account, so set an account up for yourself at Facebook before you start working on a "Page" for your Node or organization.) Facebook has a strict policy regarding one Facebook account per person and therefore aliases should not be used to create accounts. This policy, in part, was created to protect the integrity of users.

"Groups" in Facebook may be an option depending on your goals. Groups seem to be a good option when you have targeted information you want to post or email (within Facebook) to a defined set of group members. Groups on Facebook are similar to "clubs" in the real world – a more personal, directed group of like-minded people. Pages are more like interactive web sites, and seem to be the most suitable platform for CTN Nodes and organizations. There is also a limit on the number of people who can join a "Group" on Facebook, with no such limit for Pages. To see an example of a Facebook Group, visit [CPDD](#) on Facebook, a group with over 263 members. [Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose](#) is a community-based group with 3,738 members in rural southeastern Ohio. This group is very active with multiple daily posts and extensive comments to posts.

As you are setting up your Facebook account, it can be helpful to look at the content on highly trafficked Facebook pages. For example, [The New York Public Library](#) on Facebook has over 37,000 "likes" and has implemented Facebook applications or add-ons to provide a variety of special resources on their Facebook page such as videos, blogs, Twitter, and YouTube. While some of the advanced features, like the use of applications in Facebook, may require an expert consultant, there are many ways to optimize your Page without spending a significant amount of time or money. Facebook applications are available at no cost and can be disabled if they become problematic.

FACEBOOK TIP:

For Facebook pages, the default is to show how many individuals are following you. To see how many Pages are following you, click on 'people like this' & use the drop-down menu to select 'Pages.'

Example of a Facebook page

The image shows a screenshot of the Facebook page for the Western States Node - NIDA CTN. The page header includes the Facebook logo, the user's name 'erinwinstanley@me', and a 'Keep me logged in' checkbox. Below the header is a 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.' The main content area features a profile picture of two men, a 'Like' button circled in red with an annotation '“Like” Nodes & CTPs in the CTN', and a 'Wall' section circled in red with an annotation 'The “Wall” is where your posts appear'. The 'Wall' section shows a post from Informa Healthcare dated August 24 at 9:53am, with a 'Like · Comment' button circled in red and an annotation 'You can “Like” specific “Wall” posts & write a comment'. The left sidebar includes a 'Wall' tab, 'Info', 'Photos', and 'Discussions' options, and a list of organizations followed by the page, including 'CTN Dissemination Library' and 'American Society of Addiction Medicine', with an annotation 'See which organizations the Western States Node follow' pointing to the list.

What else can you do on Facebook?

- “Like” the NIDA CTN Nodes and organizations already on Facebook and “like” their posts
 - [Western States Node-NIDA CTN](#)
 - [Delaware Valley Node of the NIDA Clinical Trials Network](#)
 - [Ohio Valley Node of the NIDA CTN](#)
 - [CTN Dissemination Library](#)
- “Like” professional organizations, state agencies, local agencies, and community groups in your area. Are your CTPs on Facebook? If so, “like” them!
- Post up-to-date information and cross-post information on other pages (when possible & appropriate)
- Use the “Check in” feature on Facebook (when relevant to your aims). For example, you could “Check in” to one of your CTPs when you visit them, to let your followers know you’ve been there recently. Or you could “Check in” at a dissemination training event and be able to see the other people who are attending the event as well.
- Use the Events tab to market trainings and other events and allow participants to RSVP & check in
 - Register as an attendee for your own page/group’s events using your personal account
- Use Facebook application to automatically “push” posts to Twitter & to associate the account with someone on LinkedIn
 - Click on “edit page” and then select the “Apps” tab to edit your Facebook apps
- Keep up on changes in social media and new software, as well as applications within Facebook by reading [Mashable.com](#) or other news outlets

- Use the “Insights” tab (located within “Edit page”) to view summary statistics on the number of users, interactions, and views for your page
- Comment on other’s posts

A more comprehensive guide to Facebook can be found at <http://mashable.com/guidebook/facebook/>.

Example of a Facebook page

The screenshot shows the Facebook page for The New York Public Library. The page header includes the library's name and location. Below the header is a row of photos. The main content area features a post titled "Storm Reading: What Were You Reading During Irene?" with a link to the library's website. The post includes a description of a reading event and shows 37 likes and 64 comments. A sidebar on the left contains navigation links for various services, with the "Twitter" link circled in red. Annotations in red text provide additional context: "You can add FB apps (e.g., if you click on the Twitter link the NYPL Twitter feed will appear where the wall post is)" points to the sidebar; "39,685 people will see wall posts from the NYPL" points to the "39,685 like this" count; "You can select 'Everyone' to view your wall post or limit it to specific groups" points to the audience selector; "You can post weblinks & ask your fans a question" points to the post content; and "64 People have answered the question to this post" points to the "View all 64 comments" link.

Twitter

Twitter is a real-time information network that limits communications to 140 characters per post. Twitter was launched in March 2006, currently has over 200 million users, and 155 million Tweets are posted daily worldwide. The US Library of Congress has been archiving all public tweets since 2006, so there is a permanent record of what you “tweet.”

Hashtags are a way to create categories that can be tracked and followed and are preceded by the symbol “#” (e.g., #addiction). Anyone can create a hashtag category – simply use it yourself to get things rolling. For example, if you want to create a category for Tweets about your Node, you could begin tagging all relevant tweets with #SCNode, and encourage others to use that tag when talking about the Node as well. Then a search for that hashtag will result in every tweet that’s been tagged with the term “SCNode.”

SOCIAL MEDIA TIP:
Remember, what you post via social media are publicly available & accessible through a web search. Think before you post & use privacy settings as appropriate.

Setting Up an Account. Twitter accounts do not have to be associated with a single, unique individual, as with Facebook. Furthermore, Twitter accounts may not reflect real people at all, as fictional characters and

animals have accounts. If you would like to increase your credibility as a real person or organization, it is important to post a picture of yourself and include a weblink to your organization.

- Quick Tips for Managing Your Twitter Account:
 - Create lists in order to generate a shorter list of tweeters that you want to keep up on
 - Retweet posts from others
 - Follow people who follow you

What else can you do with Twitter?

- Send direct messages
- Search for specific topics to see what is being said on Twitter about them
- See what the most popular topics of discussion are for a region or nationally (“trending topics”)

A Twitter Guide Book is available at <http://mashable.com/guidebook/twitter/>.

Example of a Twitter account

Twitter names begin with @

The National Council
@nationalcouncil Washington, DC
Advocating for access to comprehensive behavioral healthcare services for all and keeping you informed and involved along the way.
<http://www.thenationalcouncil.org/>

Include a weblink to your homepage so that followers can learn more about you

Click to "Follow" or "Unfollow"

Click to view your Tweets

Lists allow you to see only select Twitter accounts that you follow (e.g., only tobacco cessation programs)

National Council for Community Behavioral Healthcare
www.TheNationalCouncil.org

nationalcouncil The National Council
The National College Health Assessment found the most traumatic situations involve academics, finances & relationships
huff.to/otLoaU
57 minutes ago

nationalcouncil The National Council
@TRxA Hey Thanks!
31 Aug

nationalcouncil The National Council
Opportunities for Behavioral Health Agencies to Take Advantage of Health Reform <http://ow.ly/6hAjr>
31 Aug

nationalcouncil The National Council
Affordable Care Act Prevention Grants Will Support SBIRT, Tobacco Cessation <http://ow.ly/6gzLU>
30 Aug

About @nationalcouncil

2,618	2,086	2,601	192
Tweets	Following	Followers	Listed

Examples of the type of information that treatment programs can tweet or post on Facebook

The image shows a screenshot of a Twitter profile for Betty Ford Center (@bettyfordcenter). The profile header includes the Betty Ford Center logo, the name "Betty Ford Center", the handle "@bettyfordcenter", the location "Rancho Mirage, CA", and a bio: "We provide effective alcohol and other drug dependency treatment services, to help women, men and families begin the process of recovery." The website "http://www.bettyfordcenter.org" is also listed.

The tweet feed contains several tweets with red arrows pointing to them and text annotations:

- Following:** A green button with a checkmark and the word "Following".
- APAHelpCenter:** Retweeted by Betty Ford Center. Text: "How do define recovery from a mental illness or substance use disorder? @SAMHSAgov wants your feedback. <http://ow.ly/6cZhc> #mhsm". Date: 25 Aug. Annotation: "A ReTweet, asking followers to provide SAMHSA with feedback on defining recovery".
- bettyfordcenter:** Text: "Good information from an organization to stop the abuse of prescription abuse stampexpress.org". Date: 25 Aug. Annotation: "Health prevention information".
- Soulseedzforall:** Retweeted by Betty Ford Center. Text: "The AAA approach to change-- Awareness, Acceptance and Action. tinyurl.com/3sxh2d4". Date: 25 Aug. Annotation: "Information on how to change".
- bettyfordcenter:** Text: "\"If I know I'm right, and I know you're wrong, why am I upset?\"". Date: 25 Aug. Annotation: "Inspiration or thoughtful quotes".
- MusesMusings:** Retweeted by Betty Ford Center. Text: "NPR - Addiction: A Disorder of Knowing npr.org/blogs/13.7/201...". Date: 24 Aug. Annotation: "News article that discusses the complexity of addiction".
- bettyfordcenter:** Text: "@DrugAbuseRehab Would like to RT some articles but ads on pages won't close. Can you fix?". Date: 24 Aug.
- bettyfordcenter:** Text: "\"Rehab is the ambulance that gets some folks to Alcoholics Anonymous.\"". Date: 24 Aug. Annotation: "Marketing new treatment modalities/programs".
- bettyfordcenter:** Text: "New Treatment Phase for Young Adults Now Available fb.me/UsLUdPJ". Date: 23 Aug. Annotations: "Marketing new treatment modalities/programs" and "Inspiration or thoughtful quotes".

LinkedIn

LinkedIn is a network of over 100 million professionals. The purpose of LinkedIn is to connect with professionals and seek employment; it also serves as a forum for job-related questions. It may be the gateway to social media as it is simple to use and navigate.

Setting Up an Account. Accounts are set up for individuals and much of the content that is posted on your profile reflects your resume/CV. The key elements of your professional profile include: 1) summary, 2)

experience, 3) brief recommendations (written by other professionals in your network), 4) files or slides (optional), and 5) publications (optional). Other features of LinkedIn include following groups and companies. You can post updates as on Facebook or Twitter, however the volume of “posts” on LinkedIn is minimal.

- “Box” is an application that allows you to post documents to your profile page
- “Tript” is an application that allows you to post your travel plans and it will let you know which of your connections are in the area of your destination
- “SlideShare” is an application that allows you to share presentations

Example of Using LinkedIn Applications

The screenshot displays a LinkedIn profile section titled "My Travel" with a sub-header "Erin is in Cincinnati, OH". A red circle highlights the "Upcoming Trips" section, which lists a trip to "Rockville, MD (2 days)" from "Sep 26 - Sep 27, 2011" for attending the "NIDA CTN Steering Committee Meeting". A red arrow points from this section to a text box stating: "Erin's colleagues will know that she is attending the fall NIDA CTN Steering Committee Meeting".

Below the travel section is "Erin Winstanley's Files", which shows a list of PDF documents. A red circle highlights the file "ELW_OVN_Overview_Slides.pdf". A red arrow points from this file to a text box stating: "Documents available for download through Erin's LinkedIn account".

File Name	Date	Size
ATTC_Slides_ModelTransfer.pdf	05/12/11	6 MB
Brigham_Presentation_F...011.pdf	02/23/11	647 KB
ELW_OVN_Overview_Slides.pdf	01/03/11	11 MB
OVN_newsletterAug2011.pdf	08/30/11	2 MB
OVN_newsletterFeb2011.pdf	02/11/11	1 MB

Erin (owner) powered by box

Blogs

Blogs are probably the most well-known social media platform, though many people don't tend to think of them as being part of “social media.” Most blogs are interactive, allowing visitors to leave comments and have discussions. Blogs typically provide commentary or news on a specific subject, though many people also use them for more personal online diaries. Blog posts can combine text, video, photos, audio, and links to other blogs or web sites, making them extremely versatile when it comes to modes of information dissemination.

Blogs are particularly suited to the type of information commonly found in a newsletter, and because information on blogs can be posted one item at a time, as time permits, they can be much more efficient ways to disseminate news of that nature to readers. Nodes in the CTN who are currently producing print-style newsletters may want to consider a switch to a blog platform, if they are struggling with time issues come deadline. Free blog platforms such as Wordpress.com and Blogger.com are fairly simple to set up and allow for multiple administrators, meaning more than one person in your organization can be granted the rights to make posts.

A few sample blogs:

- [What's New by the CTN Dissemination Library](#)
- [The Pacific Northwest Node's blog](#) (a feed from the blog is also displayed on the [Node's home page](#), letting visitors to the web site also see the latest news from the blog – this nice feature is fairly simple to set up)
- [CPDD Community Website](#)
- [The Sara Bellum Blog](#) (NIDA Blog)
- [ONDCP Blog](#)

COOL TIP:
QR Codes are increasingly being used. Using a smartphone app (e.g., RedLaser) take a picture & it will automatically open a URL.



National Drug Abuse Treatment


Clinical Trials Network • Dissemination Library

What's New?

Updates from the CTN Dissemination Library

Welcome to the CTN Library's "What's New" blog!

December 30, 2010 by adaiblogs



This blog is an adjunct to the **CTN Dissemination Library website**. We'll update you when new publications are added to the library's digital collection, and also let you know about events and trainings, useful resources not included in the library, and more. On the blog, readers can **comment on posts** — we want to hear from you!


To receive notifications of new posts, subscribe to our **RSS feed**:
<http://ctndisseminationlibrary.wordpress.com/feed/>.

Posted in [Announcements](#) | [Leave a Comment »](#)

About this Blog

"What's New" is a feature of the [CTN Dissemination Library](#), a digital library for NIDA's National Drug Abuse Treatment Clinical Trials Network.

Email: info@ctnlibrary.org



Get New Posts by Email

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[Sign up!](#)

Categories

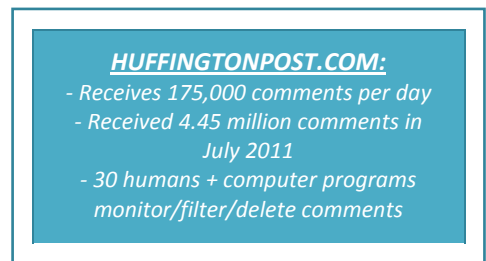
- » Also of Interest
- » Announcements
- » CTN Bulletin

Caveats of Using Social Media

The use of social media in health-related fields is a relatively new phenomenon and while there are some known pitfalls, there may be more than we are aware of at this point. It may be wise for organizations to develop policies on social media that clearly delineate appropriate versus inappropriate use of social media. For example, policies could limit the nature of content to be used in social media (only posting information regarding events and types of services, for example). One advantage of social media tools are that dissemination is *rapid*, so perhaps policies regarding content might prioritize information that requires timely dissemination.

In some cases, organizations may want their policies to be reviewed by a lawyer. Confidentiality of patient information, as well as setting appropriate boundaries between staff and patients, needs to be paramount in these policies. Many health care organizations have adopted policies that prohibit staff from connecting via social media with patients (e.g., staff cannot “friend” any current or past patients on Facebook).

There should be careful consideration of whether you are using social media only to “push” or to “push and pull” information. For example, Facebook accounts have privacy settings that can allow only account administrators to post information. If users are also allowed to “post” information, this may require careful monitoring to ensure the content of posts is appropriate.



HUFFINGTONPOST.COM:
- Receives 175,000 comments per day
- Received 4.45 million comments in July 2011
- 30 humans + computer programs monitor/filter/delete comments

Concluding Remarks

If Facebook were a country, based on the number of registered users in August 2011, it would be the third largest country in the world. According to the Pew Research Center, 50% of American adults are using social media sites such as Facebook, Twitter, and LinkedIn. Over 70% of companies are estimated to be using social media and 59% are using Twitter. Given that social media sites can all be accessed via smartphone applications, we can virtually connect from virtually anywhere. Some social networking sites may evolve, and others will dissolve, but experts believe the use of social media is not just a fad -- rather it has become enmeshed within the fabric of our daily lives.

We know the potential reach of social media is significant, but we do not know the impact of this reach and how best to harness the power of social media. Social networking sites are fun places to goof around with your friends, but they are also an important mechanism for building and maintaining virtual professional networks. Social media can connect individuals, professionals, organizations, and communities without the need for traveling vast geographic distances. The NIDA CTN could use social media to build virtual communities of treatment providers and researchers, as well as key stakeholders. These communities could then be used to foster collaboration and to rapidly disseminate evidence-based treatments. Virtual social networks cannot truly replace the value of in-person interactions, but they may provide a zero-cost way of staying connected across geographic boundaries. Based on the lessons learned from the Obama campaign, social media tools are one of many internet-based strategies that, when appropriately combined with other strategies, have great potential for social change. Hopefully we will be able to learn how best to harness these tools to help us reach our goal of improving the quality of treatment for substance use disorders nationwide.

Appendix 1: Sample List of Organizations using Facebook or Twitter

ORGANIZATIONS	FACEBOOK	TWITTER
CTN NODES		
Delaware Valley Node	X	
Ohio Valley Node	X	X
Western States Node	X	
OVN CTPs:		
CenterPointe	X	
Centro de Salud Esperanza	X	
Cumberland Heights	X	
DCCCA, Inc.	X	
Heartview Foundation	X	
Jefferson Alcohol and Drug Abuse Center	X	
Maryhaven	X	
OTHER CTN		
NIDA Blending Initiative		X
CTN Dissemination Library	X	
Professional Organizations:		
AAFP National Research Network	X	
American Academy of Family Physicians	X	
American Academy of Family Physicians Foundation	X	
American Academy of Nurse Practitioners	X	
American Academy of Physician Assistants	X	
American Family Physician	X	
American Medical Student Association	X	
American Medical Women's Association	X	
American Nurses Association	X	
American Psychological Association	X	
American Public Health Association	X	
American Society for Clinical Pathology	X	
APA PsycNET	X	X
Association of Recovery Schools	X	
Cincinnati Academy of Professional Psychology	X	
Emergency Nurses Association	X	
Emergency Nurses Association Foundation	X	
Join Together	X	X
National Association for Addiction Professionals	X	
National Association of Community Health Centers	X	
National Association of County & City Health Officials	X	
National Association of Public Hospitals and Health Systems	X	
National Association of School Nurses	X	
National Association of Social Workers	X	X
National Center for Responsible Gaming	X	
National Rural Health Association	X	
Ohio Psychological Association	X	
Society of Teachers of Family Medicine	X	
Substance Abuse Librarians & Information Specialists (SALIS)	X	
West Virginia Psychological Association	X	
Community Organizations:		
Active Minds	X	
American Association for the Treatment of Opioid Dependence, Inc.	X	
ATTCs	X	X
Campaign for Tobacco-Free Kids	X	
Clinical and Translational Science Network	X	

ORGANIZATIONS	FACEBOOK	TWITTER
Coalition for a Drug-Free Greater Cincinnati	X	
Coalition for a Tobacco-Free West Virginia	X	
Community Anti-Drug Coalitions of America	X	
Community Coalition for the Prevention of Substance Use and Abuse	X	
Community Shares of Greater Cincinnati	X	
Community Violence & Substance Abuse Prevention Council (Delta County, MI)	X	
Connecticut Community for Addiction Recovery	X	
Faces & Voices of Recovery	X	
Faces without Places	X	
Greater Cincinnati Coalition for the Homeless	X	
Mothers Against Drunk Driving	X	
NAMI	X	X
National Coalition Against Prescription Drug Abuse	X	
National Coalition for Homeless Veterans	X	
National Council for Community Behavioral Healthcare	X	X
National Network to Eliminate Disparities in Behavioral Health	X	
Ohio Citizen Advocates for Chemical Dependency Prevention & Treatment	X	
Reclaiming Futures	X	
Recovery Support Network	X	
STOP AIDS Cincinnati	X	
Students Against Destructive Decisions (SADD)	X	
Students Against Substance Abuse	X	
The Partnership at Drugfree.org	X	
The Recovery Project	X	
West Virginia Association of Alcoholism & Drug Abuse Counselors, Inc.	X	
YWCA of Greater Cincinnati	X	
Local, State, and Federal Organizations:		
ADAMHS Board for Montgomery County Ohio	X	
ADAMHS Board of Cuyahoga County (Cleveland, Ohio)	X	
AIDS.gov	X	X
CDC	X	X
City of Kansas City, Mo., Health Department	X	
Columbiana County Mental Health & Recovery Services Board	X	
County of Summit ADM Board (Akron, Ohio)	X	
Crawford-Marion ADAMH Board	X	
Drug Facts	X	X
Fairfield County ADAMH Board	X	
FDA	X	X
Geauga County of Mental Health & Recovery Services (Ohio)	X	
Hamilton County Health Department – Indiana	X	
Hancock County Board of Alcohol, Drug Addiction & Mental Health Services	X	
HealthCare.gov	X	X
Mental Health & Recovery Board of Clark, Greene & Madison Counties (Ohio)	X	
Mental Health & Recovery Board of Wayne & Holmes Counties (Ohio)	X	
Mental Health & Recovery Services Board of Allen, Auglaize & Hardine Cos. (Ohio)	X	
Mental Health & Recovery Services Board of Logan & Champaign Co.	X	
Mental Health & Recovery Services Board of Stark County	X	
Michigan Department of Community Health	X	
NIDA	X	X
NIMH	X	X

ORGANIZATIONS	FACEBOOK	TWITTER
OF-1-MIND (State of Ohio)	X	
Ohio Association of County Behavioral Health Authorities	X	
Ohio Department of Health	X	
Oklahoma Department of Mental Health & Substance Abuse Services	X	
Paint Valley ADAMH Board	X	
Recovery Month	X	X
SAMHSA	X	X
VA	X	X
West Virginia Tobacco QuitLine	X	
White House Office of National Drug Control Policy	X	X
World Health Organization	X	X
Journals & Other Media Outlets:		
Alcoholism and Drug Abuse Weekly	X	
APA Journals	X	
Health Affairs	X	
Journal of Studies on Alcohol & Drugs	X	X
Minds on the Edge	X	
MMWR	X	
NIH News in Health	X	
NY Times: Healthy Living	X	
Psychology Today	X	
This Emotional Life	X	
Non-CTP Treatment Providers:		
Greater Cincinnati Behavioral Health Services	X	
Holzer Clinic	X	
HOPJ Substance Abuse Prevention Center	X	
Native American Health Center	X	
Phoenix House	X	
Portage Path Behavioral Health	X	
The Counseling Center (Portsmouth, OH)	X	
Conferences:		
Addiction Studies Institute (Columbus, Ohio)	X	
Joint Meeting on Adolescent Treatment Effectiveness (JMATE)	X	
NIDA Blending Conference 2010	X	
Other:		
AlcoholScreening.org	X	
Johns Hopkins Bloomberg School of Public Health	X	
National Association for Children of Alcoholics	X	
New England Institute of Addiction Studies, Inc	X	
NIATx	X	
Science Inside Alcohol	X	
The Ohio State University Center for Clinical and Translational Science	X	
University of Cincinnati Academic Health Center	X	
University of Cincinnati Center for Community Engagement	X	