

National Treatment Court Month





Dear treatment court family,

We are thrilled to be celebrating the first [National Treatment Court Month](#) under our new name, All Rise. I can think of no better example of what All Rise means than National Treatment Court Month, when the uplifting stories of treatment court success are on display for the world to see.



National Treatment Court Month celebrates your lifesaving work across adult, family, juvenile, tribal healing to wellness, impaired driving, and veterans treatment courts. But it's so much more than that. National Treatment Court Month honors the ways that you transform your communities, inspire innovation and progress across the justice and treatment systems, and lead the way in advocating for a more inclusive and effective path forward. Each year, you remind us that when one person, one family, one community rises, we all rise.

About the Toolkit

This year's National Treatment Court Month toolkit is your guide to sharing our success, educating the public, and engaging elected officials. Inside this kit and on our [website](#), you'll find a wealth of information on ways you can bring attention to your programs. Through social media, proclamations, op-eds, and more, you can share your success with your local community, statewide, and across the country. Our samples will help ensure that elected officials, the public, and the media are aware of how vital treatment courts are to advancing justice in our neighborhoods.

New This Year

[RISE24](#), our annual training conference, will be held toward the end of National Treatment Court Month. At RISE, we will highlight your graduations, community gatherings, and other events on-site in Anaheim as well as on our website. Send us photos and media coverage of your National Treatment Court Month events by May 19 to be included! Instructions are detailed on [page 11](#).

Thank You

By the end of May, we want the world to know your programs are successfully leading people out of the justice system and into long-term recovery. This National Treatment Court Month and all year round, thank you for proving that when one person, family, and community rises, we all rise.

We're here to serve you. If you need assistance beyond what's in the toolkit, just ask.

Sincerely,

Carson Fox
CEO, All Rise



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COVER PHOTOS:

TOP L: A graduate of Washington’s Thurston County Drug Court hugs Officer Avery Stegall. *Tony Overman/The Olympian: Reprinted with permission.*

TOP C: A graduate of Illinois’s Macon County Hybrid Court slams the gavel with Judge Thomas Little (ret.). *Jim Bowling/Herald & Review: Reprinted with permission.*

TOP R: A Washington, D.C. treatment court graduate laughs with Judge Gregory Jackson (ret.)

MIDDLE L: A graduate of Maryland’s Baltimore City Veterans Treatment Court holds his completion certificate with Judge Halee Weinstein.

MIDDLE C: A graduate of Michigan’s 36th District Adult Drug Court laughs with Judge Shannon Holmes. *Max Ortiz, The Detroit News: Reprinted with permission.*

MIDDLE R: Graduates of Montana’s Great Falls Veterans Treatment Court recite the pledge of allegiance. *Rion Sanders/Great Falls Tribune: Reprinted with permission.*

BOTTOM L: A graduate of Illinois’s Macon County Hybrid Court holds his son. *Jim Bowling/Herald & Review: Reprinted with permission.*

BOTTOM C: A graduate of Hawaii’s Maui Drug Court speaks from the podium.

BOTTOM R: Judge Scott Moore and Senior Probation Officer Vanessa Torres wrap a graduate in a Pendleton blanket in celebration of completing her time in Colorado’s tuuCai Wellness Court. *Fabian Martinez/The Southern Ute Drum. Reprinted with permission.*



Be Seen, Be Heard

National Treatment Court Month is our chance to celebrate the work of recovery happening in adult, family, juvenile, tribal healing to wellness, impaired driving, and veterans treatment courts nationwide, engage our stakeholders, and inspire our communities. Now is the time to start planning! The earlier you plan, the greater your impact will be.

Ways You Can Make an Impact

- **Hold a graduation ceremony:** Graduations are the most effective way to build support in the community and among elected officials. Consider holding a graduation event in May. Invite local, state, and federal officials and the media to see the positive effects of your program on the community. Elected officials' schedules fill up months in advance, so you need to send event invitations soon! [Click here for tips.](#)
- **Write an op-ed:** Submit an opinion piece to your local, state, and regional newspapers to share your success. National Treatment Court Month is a great hook for op-eds, and outlets will likely publish what you send them. [Click here to get started.](#)
- **Issue a proclamation:** A Treatment Court Month proclamation is a great way to garner city, county, or state support. Proclamations can also help generate media coverage. [Click here for a sample.](#)

Tell All Rise about your events: We want to amplify your success at the national level and honor your work at RISE24! Whether you're holding a graduation ceremony, celebrating a major milestone, participating in a proclamation or press conference, doing a community service event, holding a fundraiser, or finding another creative way to engage your community, we want to share it.

Tell us how your program is celebrating National Treatment Court Month: Submit your media coverage, event photos, proclamations, videos, and more.

SUBMIT



Be an Advocate and Help Us Educate Congress

There's no better way to build lasting support for your program than by holding a graduation ceremony and inviting elected officials—such as your members of Congress or other elected officials—to attend. Program graduates' deeply moving stories of recovery will leave an indelible impression, and National Treatment Court Month events are an opportunity to express gratitude to elected officials for the support they provide. Congress has been unwavering in its support of treatment courts, and last year, it approved a historic amount of federal funding for these lifesaving programs. Your members of Congress are rarely thanked for their public service, and they deserve gratitude for their commitment to seeing families and communities restored through our programs.

Here Are the Steps

1. Invite the media. Graduations are great events to invite the media to show the positive impact on your community. Let elected officials know the media is invited and offer to work with their communications directors to provide quotes and interviews. See the instructions for sending a media advisory on [page 6](#).

2. Give the official an award. If your members of Congress or other elected officials have been particularly vocal and public in their support of treatment courts, consider presenting them with an award acknowledging their leadership on public health and public safety issues.

3. Send the invitation.

- [Click here](#) to get contact information for your elected officials.
- [Click here](#) to view the congressional calendar to know when your members will be in their districts.
- Call the Washington, D.C. office and ask to speak to the person handling judiciary issues.
- When speaking to the staff person:
 - Introduce yourself. Tell them a little about your treatment court.
 - Invite your official to attend and deliver the keynote address for your program's graduation ceremony or other event.
 - Provide the date, time, and location information.
 - Ask for the scheduler's contact information.

- Follow up with an [email](#) to the staff person and the scheduler:
 - Adapt the [sample invitation email](#) and attach the official event invitation.
 - Send background information on your treatment court (a brochure, local news story, or video of a graduate or graduation).
 - If you know congressional staff working in your community, copy them on the invitation.
 - Follow up after a few days to confirm receipt.
 - If one or more of your elected officials agrees to attend, let them know you plan to send a media advisory, as their offices may need to review it before sending.

Graduations are a perfect opportunity to highlight your success to members of Congress!

4. We're here to help. If your elected official agrees to attend the event, contact communications@allrise.org. We can help promote your event with the press and social media, assist with local and national talking points, and more.

5. After the event, send a personal thank-you letter. Consider asking your graduates and participants to send letters of appreciation and/or thank the elected officials on social media.





Be in the Media Spotlight

Your court's graduation ceremony or community event is newsworthy, even if virtual! Start planning now so you have an event the media can't wait to cover.

To make sure your court is prepared to manage the media and the message, designate a media coordinator and a spokesperson for your court. The media coordinator is responsible for identifying and contacting media for your court. The media spokesperson is the individual providing quotes and interviews to the media. The spokesperson must be knowledgeable about your court and able to speak from a position of authority. This is often the judge but could be another key member of the team.

Three Ways to Get Noticed

1. Send a media advisory.

- Adapt our [sample media advisory](#) and identify which media outlets to contact, including local, state, and regional. If you've worked with reporters in the past or know of reporters covering relevant issues or topics, reach out to them directly. Otherwise, contact the outlet and ask for the assignment desk.
- Email your advisory to each media outlet 5 to 10 days prior to the event. Include the advisory in the body of the email, not as an attachment.
- Make repeated follow-up calls and send follow-up emails. This is often what it takes to get noticed.

Your **graduations** and other events are newsworthy, even if they're virtual!

2. Write an op-ed.

- Start by adapting our [sample op-ed](#). Give your graduation ceremony or community event an extra news hook by including a unique graduate story or anecdote. Include compelling data or statistics on your program's success to demonstrate the positive impact your court has on the community.
- Know the word limit. Check the specific outlet's op-ed guidelines, usually 500 to 700 words.
- Humanize your piece. Anecdotes and personal stories help illustrate and bring clarity to complicated issues. Use names only with permission.
- Make a single strong point clearly and persuasively. Your first paragraph should draw the reader in, but if you choose to open with an anecdote, get to the point quickly.

- Make a specific recommendation about what's needed to ensure your court can operate effectively.
- End with a bang. Your final paragraph is as important as your opening paragraph and should summarize your argument.
- Follow up. If you haven't had a response from the opinion editor in one week, or if your piece is time-sensitive, follow up with a phone call to be sure it was received, and ask about its status.

3. Issue a **proclamation**.

- Ask your governor, county commissioners, city council, mayor, or even judge to make a proclamation declaring May as Treatment Court Month.
- We're here to help! If you need assistance with media outreach or drafting an op-ed or media advisory, contact communications@allrise.org.





Be Connected on Social Media

Social media is one of the best ways to make your court program visible to the community it serves. Done right, social media is an indispensable tool to promote your impact, engage elected officials, broaden support, strategically connect with partner agencies, and make your voices heard.

Four Ways to Make Social Media Work for You

- **Use what's already in place.** If your state Supreme Court, judicial district, or circuit have social media accounts, reach out to the individuals responsible for them and ask them to help you promote National Treatment Court Month by sharing your program's positive news, events, and success stories.
- **Get the attention of elected officials.** Most elected officials and all members of Congress have social media accounts. You can find their social media information [here](#). Don't forget to thank them publicly for their support, especially if they attend your event!
- **Let us help you.** Get started with our [sample Facebook and X posts](#). Tag us on Facebook (@AllRise.org) or X (@_ALLRISE_) so that we can amplify your content. And [send us](#) your photos, videos, and media coverage so that we can promote what you're doing.

Tap into All Rise resources. Use the [samples](#) provided to generate content, and follow our All Rise [Facebook](#) and [X](#) accounts for content you can easily share. Our [YouTube](#) channel also has our powerful Voices of Reform video series, celebrity PSAs, RISE clips, media compilation videos, and much more.

Remember that posts on social media (including text, photos, and videos) are public content. Put a system in place to ensure that content posted or shared is factual, appropriate, and in accordance with the principles and responsibilities of your court and the U.S. judicial system.



Be Creative

Want your program to get noticed? You can promote National Treatment Court Month and your treatment court in numerous ways that don't include a graduation ceremony. Here are a few ideas to get you started.

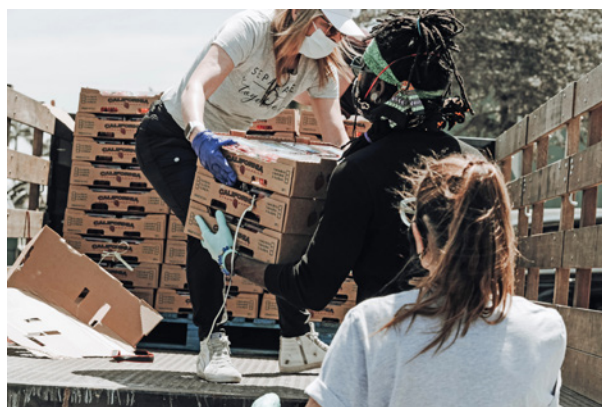
Donation drive: Choose a local food bank, community shelter, or charity and hold a donation drive throughout the month of May. Use this opportunity to connect with local business owners and garner support for your court program. Get your court participants involved in collecting and dropping off donations!

Recovery walk, run, or bike ride:

This is a fun community event that can easily become an annual tradition and fundraising opportunity.

Outdoor community cleanup project:

Invite your community to join treatment court staff, participants, program alumni, and family members cleaning up a local park, roadway, or school grounds. This is a great opportunity for community service hours.



Sports competition: Host a softball game, golf tournament, or other sporting event. Pit participants and alumni against court staff or law enforcement. Consider making it an annual tradition; make team shirts and award trophies!

Please plan your event in compliance with applicable laws and regulations, including, but not limited to, any liability insurance, permit, and licensing or law enforcement/traffic control requirements. As you select, plan, and implement your events, be sure to comply with local, state, and federal guidelines and protocols, ensuring the safety and health of all event planners, participants, and attendees.



Be Organized

Want to make sure you've got everything covered in preparation for May? Use this checklist to help with planning, advertising, and engaging your community during the month's events. You can find samples for the resources below on our [National Treatment Court Month webpage](#).

- Schedule your court's next graduation ceremony during the month of May.
- Schedule other National Treatment Court Month events to engage your community stakeholders. [Click here for ideas](#).
- Invite your elected officials to attend your graduation ceremony or other event(s) virtually or in person.
- If your member of Congress or governor plans to attend, notify communications@allrise.org.
- Send a media advisory to your list of targeted media outlets 5 to 10 days before each event you hold.
- Prepare and submit an op-ed to your list of targeted print media outlets.
- Prepare a proclamation for your state and local leaders.
- Send the latest national treatment court [talking points](#) and/or statistics about your court program to hand to elected officials and media that attend your graduation ceremony or other event(s).
- Send us your milestones, stories, news media clips, and event photos and/or videos so that we can share your accomplishments with others and celebrate them at RISE24! (Please submit your content by May 19 to be included at RISE24.)
- Send news media clips to your elected officials, and include a thank-you letter if they attended your graduation ceremony or other event(s).





Be Informed

Below are some treatment court messaging points for consideration when working with elected officials, the media, and your community. These points are easily adapted and enhanced by adding your specific program's statistics to demonstrate success.

Talking Points

- ✓ National Treatment Court Month is led by All Rise, the training, membership, and advocacy organization for justice system innovation addressing substance use and mental health at every intercept point. National Treatment Court Month recognizes that we can provide effective alternatives to incarceration for individuals with substance use and mental health disorders; it's also a celebration of the lives saved, families reunited, and communities restored by treatment and recovery.
- ✓ There are now more than 4,000 treatment courts in the United States. ([Click here](#) for more details and interactive maps.)
- ✓ Treatment courts are a sentencing alternative that provide lifesaving treatment to justice-involved individuals with substance use and mental health disorders.
- ✓ According to All Rise, treatment courts are the single most successful intervention in our nation's history for leading people with substance use and mental health disorders out of the justice system and into lives of recovery, stability, and health.
- ✓ Treatment courts have transformed the way the justice system responds to individuals with substance use and mental health disorders by combining accountability with evidence-based treatment.
- ✓ By delivering individualized, evidence-based treatment, supervision, drug testing, and social services, treatment courts save lives and reduce crime.
- ✓ According to All Rise, treatment courts annually refer more than 150,000 people to lifesaving treatment and recovery support services.
- ✓ Not only is the treatment court approach effective and humane, but it also saves considerable money for taxpayers. According to All Rise, research shows that treatment courts produce benefits of \$6,208 per participant and return up to \$27 for every \$1 invested.
- ✓ In addition to positive treatment outcomes for substance use and mental health disorders, research confirms that treatment courts improve education, employment, housing stability, family reunification, and healthcare.
- ✓ Treatment courts are the foundation of the U.S. justice reform movement, giving rise to other incarceration alternatives, diversion programs, sentencing and adolescent justice reforms, harm reduction strategies, and more. These programs prove it is possible to repair lives, reunite families, and reduce drug use and crime, and to do so at far less cost than jail or prison.

All Rise Statements

- ✓ When one person rises, we all rise.
- ✓ When one person, one family, one community rises, we all rise.
- ✓ When one person rises out of addiction and into recovery, health, and healing, we all rise.
- ✓ When a child gets their parent back, we all rise.
- ✓ When our roads are safe from impaired driving, we all rise.
- ✓ When a veteran receives the benefits and treatment they've earned, we all rise.
- ✓ When a community works together to address the most pressing issue of our time, we all rise.
- ✓ When we work together to promote public health and public safety, we all rise.
- ✓ When an adolescent is given the opportunity to change their future, we all rise.
- ✓ When tribal members are restored to their communities, we all rise.
- ✓ When we advance treatment, recovery, and justice for people with mental health and substance use disorders, we all rise.





**Treatment
Court Institute**
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**Impaired
Driving Solutions**
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**Justice
for Vets**
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**Center for
Advancing Justice**
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Founded As



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Treatment courts perform their duties without manifestation, by word or conduct, of bias or prejudice, including, but not limited to, bias or prejudice based on race, gender, national origin, disability, age, sexual orientation, language, or socioeconomic status.

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