

Recovery Walk Scotland 2015: Media

Background

The Scottish Recovery Consortium (SRC) will host the Recovery Walk Scotland 2015, Scotland's third national recovery walk, in Glasgow on Saturday 19th September 2015.

Recovery communities, treatment delivery and commissioning agencies and family organisations alike are supporting the Walk. Each of these strands of the recovery movement in Scotland has been involved on the Recovery Walk Council, which has worked since last October created this year's event.

This Walk has been financially supported by:

Glasgow ADP, Edinburgh ADP, SRC (Scottish Government Grant), Forth Valley ADP, Fife ADP, Highlands ADP, South Ayrshire ADP, Turning Point Scotland, Addaction, Crossreach, Phoenix Futures, Vetrica Ltd,

Why do we walk?

We believe that by gathering the recovery community in Scotland together en masse and walking together we create mutuality, strength, confidence, enthusiasm and support. We know that the vast majority of people who walk feel that taking part strengthens their recovery. The walk inspires us for another year of action to come. In these ways the walk builds personal and community recovery from addiction.

We believe that a helpful way to challenge the stigma that surrounds addiction is to make recovery from addiction more visible in public life. The walk is visible recovery in action. People who come into contact with the walk can experience a shift in perception about addiction that is more lasting than an effect produced by any media article. We feel this is because it is one real, live human being actually meeting another.

For these reasons we choose not to pursue media coverage for the event.

SRC Media policy

Some time ago and based on our experience the SRC took the decision to stop interacting with the mainstream press. We found that in the vast majority of cases the journalists that we spoke with adopted a deficit approach and did not fully understand recovery from addiction. They wanted to focus on the addiction part of the journey and the worst days of our lives. We wanted to talk about the difference recovery makes and how we live well in recovery. They focus on problems and debates and we focus what's working well and what unites us.

Instead, the SRC has focused upon creating our own media through social media, our website and blogging. The first year of working like this 1000 people registered to take part in Recovery Walk Scotland 2013 without a single piece of media promotion! We find can tell our own stories on our terms very well to local and national bodies much more effectively through our own media.

We have also considered the anonymity of those who may prefer not to feature in any footage or photography of the event. This can only be guaranteed when film and photography is managed internally.

The potential to be misunderstood, misrepresented and ultimately to achieve low impact has informed our decision to create our SRC led media coverage and not to seek mainstream media coverage of the event. The SRC will have our own official film crew and photographer to capture the event on our behalf.

Social Media

This year we want to maximise your social media coverage of the event. We will ask people to take their own photographs and add them to social media sites, to share status updates of Recovery Walk Scotland 2015 on their Facebook page and to tweet live from the day itself. More details of our plans will be released as we approach Saturday 19 September.

Scottish Recovery Consortium

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