



ATTC

Addiction Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

ATTC Network 30th Anniversary Celebration Outreach and Communication Plan

Key Message: 30 Years - Pearls of Wisdom (pearls are the traditional gift for the 30th anniversary)

Audience: ATTC customers, SAMHSA, thought leaders in the SUD treatment and recovery services arena

Goals: Highlight significant accomplishments of the ATTC in the last 30 years; increase and measure online traffic to a wider audience.

Timeline: January - September, 2023

Activities

Branding:

- The NCO will develop and send a 30th Anniversary logo to all ATTCs.
- The NCO will create a 30th Anniversary logo email signature and share with all Network team members to use in their email signature lines.
- The NCO will create a custom PowerPoint template with the 30th anniversary logo.

Website Content:

- The 30th Anniversary icon will appear in the footer of all ATTC webpages.
- The ATTC website homepage will include a 30th Anniversary web banner that links to a special 30th anniversary landing page to include:
 - Timeline of 30 years in the field
 - A compilation of success stories from each Center. We will utilize the blog posts ATTCs have written over the recent grant cycle (e.g., Tech Transfer in Action).
 - Links to related content (see below)
- The NCO will also ask each Center will be asked to produce one story (approximately 500-word) that shares their "Pearls of Wisdom" (e.g., lessons learned over the course of being an ATTC).
- The NCO will interview people who have been leaders in the field during the last 30 years as well as emerging leaders. Interviewees will share memories and/or thoughts about what they are looking forward to in the next 30 years. We will compile these interviews, which could be audio, video or text, on the 30th anniversary web page and highlight them in e-publications and social media.
- The ATTC/NIATx Services Improvement Blog will have a new design based on the 30th Anniversary theme.
- The NCO will publish a story in the ATTC Messenger on changes in addiction science and the SUD treatment field over the past 30 years.

Social Media: 30th Anniversary Build-up Plan for Twitter Feed/Facebook

- The NCO will create small graphics for social media posts starting in January; publish weekly on Facebook and Twitter.
- Teaser banner will appear in the January ATTC Messenger and Bi-Weekly Update
- Infographics with numbers and icons will be available for social media and websites.

Virtual 30th Anniversary Celebration --Spring or Early Summer 2023

- NCO will hold a virtual 30th anniversary celebration event
- SAMHSA Assistant Secretary, CSAT Director, and other key leadership will be invited to speak
- The NCO will send out 30th Anniversary boxes to each ATTC in anticipation of the event.
- Each ATTC Director will be asked to send a "Happy Anniversary ATTC video", and photos of staff to the NCO.
- The NCO will create a video montage of all the videos/photos submitted to share during the celebration.

Other

- By the end of 2022, the NCO will compile and distribute a list of ideas for how individual ATTCs may celebrate the 30th Anniversary in their own communications platforms (e.g., newsletters, social media), with their Advisory Boards, at regional events, etc.

Questions? Contact Molly Giuliano: giulianom@umkc.edu