NCADD
NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC.

Celebrate Recovery

Long-term recovery from alcoholism and drug addiction opens a world of possibilities. It is real, it is happening every day, and we estimate that as many as 20 million individuals and family members are living life in recovery!

Recovery is something to CELEBRATE, indeed!

Please Share Your Story: Celebrate Recovery

Media Focus on Drama and Chaos of Active Addiction: Regrettably, the relentless media buzz about the active alcoholism and addiction of celebrities, being in and out of "rehab," as well as people's own negative experiences with the alcoholism or drug addiction of a family member, spouse, child, friend or co-worker, creates a disastrous misperception that NO ONE RECOVERS and no matter what you do, nothing works--it is a moral weakness! This overwhelmingly negative opinion about alcoholism and drug addiction is the breeding ground for the guilt and shame that are part of **STIGMA.**

FACT: Stigma prevents millions of individuals and family members from seeking help!

FACT: Stigma results in social and legal discrimination in employment, housing, education and access to healthcare**.**

Get Involved **and** Become a Donor **and support NCADD!**

When Marty Mann first started NCADD back in 1944 (see "Our Founder"), **three ideas formed the basis of her message:**

- Alcoholism is a disease and the alcoholic a sick person.
- The alcoholic can be helped and is worth helping.
- Alcoholism is a public health problem and therefore a public responsibility.

Marty's **Vision for NCADD** centered on the following messages:

- To share the joy of recovery and knowledge
- To break down barriers of ignorance and stigma
- To encourage individuals, families, companies and communities to seek help

And, when asked about NCADD's #1 priority, Marty always said: Stigma, Stigma and Stigma. So, on May 8, 1976, in Washington, DC, NCADD hosted **Operation Understanding: NCADD's Challenge to Stigma**, as an historic public celebration of recovery which received extensive worldwide press, radio and TV coverage! Fifty-three public figures, leaders in their field, stood up and spoke openly about their recovery in an effort to reduce stigma and increase public understanding and support for alcoholism as a treatable disease. A partial list of participants included:

- Astronaut Buzz Aldrin--second man to walk on the moon
- U.S. Senator Harold E. Hughes
- U. S. Congressman Wilbur D. Mills
- Actor, Dick Van Dyke--star of TV, movies and stage
- Actor, Garry Moore--star of TV's "To Tell the Truth"
- Actress Mercedes McCambridge
- Baseball star Don Newcombe--Brooklyn Dodgers
- Baseball star Ryne Duren--New York Yankees
- Marty Mann--NCADD Founder
- R. Brinkley Smithers--President, The Christopher D. Smithers Foundation
- William G. Borchert--Producer, "My Name Is Bill W" movie
- John Mooney, MD--Founder/Director, Willingway Hospital
- Adolph J. Sullivan--Standard Oil Corporation
- Thomas P. Pike--Chairman, Fluor Corporation and NCADD Board Chair
- Actor Dana Andrews--star of TV, movies and stage
- Actor Johnny Grant--star of KTLA-TV

One reporter was quoted as saying, **"Operation Understanding was probably the most dramatic mass attack on alcoholism we have ever seen in this country."**

Fortunately, almost 70 years later, as a direct result of NCADD and our National Network of Affiliates, along with many others, we have learned a great deal about alcoholism, addiction and, more importantly, about recovery! According to a study released by SAMHSA, **80% of Americans have positive feelings about prevention and recovery** from alcohol and drug addiction, believing that treatment works and that people can recover and live productive lives.

Believe in Recovery!