

ABOUT THE PROGRAM

New Hampshire is in the midst of a public health crisis. The number of overdoses and deaths due to substance use and misuse has quadrupled in the past few years. More and more experts agree that addiction is a disease and that it is treatable, but knowing where to get help is often the biggest challenge to recovery.

Taking a solutions-oriented approach, New Hampshire PBS looks at the disease of addiction and the role of mental illness through a multi-platform initiative. Working with community partners and public broadcasters in Maine and Vermont, ROADS TO RECOVERY II will help those in need navigate the journey to treatment and recovery and explore the impact addiction has on families, society and the costs to our healthcare system.

We are working with “Stand Up Laconia” in its grassroots efforts along with their schools, law enforcement, parents, faith-based folks and business owners to educate students about the risks of substance usage. We also are working with Dover’s “Youth to Youth” group and Franklin HS students. Franklin High School recently put flyers on pizza boxes of a local store to promote the problem of prescription drug misuse. In April, our producer followed Laconia students at the State House as they attended legislative sessions.



ROADS TO RECOVERY II SPONSORSHIP INCLUDES

- One-hour, studio-based program with four roll-in stories exploring the impact of the addiction epidemic on families and addicts; reasons behind the epidemic; an in-depth look at prevention, recovery and treatment; and the role mental illness plays in addiction behavior.
- Four (4) segments (1-4 minutes in length) to air throughout the NHPBS broadcast schedule, focused on resources available in New Hampshire.
- ROADS TO RECOVERY II will be featured on the program webpage with links to videos, one-sheets, resources and partners.
- Educational outreach: NHPBS will include ROADS TO RECOVERY II resources, links, activities and all video content in at least two of our weekly educator e-newsletters. NHPBS will also target middle and high school age students on an interactive, peer-to-peer awareness campaign.

SPONSOR BENEFITS

As a sponsor of ROADS TO RECOVERY II, your company will reach a highly engaged audience and become part of the solution to the addiction crisis in New Hampshire. **HELP SAVE LIVES. BECOME A SPONSOR.** *Your \$6,500 sponsorship includes the following benefits:*

- Credit on one-hour studio-based program at top and bottom of program (broadcast and online)
- Credit on 4 interstitials airing around PBS and NHPBS' locally produced programming to air year round (minimum of 100 times)
- Web tile ad on ROADS TO RECOVERY website linked to your organization
- Credit in on-air promotional spots (100 times) and social media posts promoting ROADS TO RECOVERY II
- Promotion in NHPBS' special e-blasts
- Credit on educational materials

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