



BIG TEXAS

RALLY FOR RECOVERY

Impact Report FY23

Big Texas Rally for Recovery



The University of Texas at Austin
Addiction Research Institute
Steve Hicks School of Social Work



TEXAS
Health and Human
Services

2023 BTRR IMPACT

The Big Texas Rally for Recovery (BTRR) is a celebration of recovery for individuals, families, and entire communities across Texas. This celebration is part of the annual National Recovery Month celebrated across the country every year in September.

In 2023, the University of Texas Addiction Research Institute (ARI) coordinated of BTRR events and distributed HHS funds to support local rallies. ARI developed an application process for BTRR Affiliate Organizations to recruit partners from local substance use and mental health recovery communities to be a part of the statewide BTRR planning committee and to host local rallies for recovery. ARI facilitated affiliate planning meetings to share resources and lessons learned along the way.

ARI is proud to collaborate with all of the BTRR Affiliate Organizations, HHS Staff, local community partners and recovery communities for successful Recovery Month celebrations. This report is a highlight of the events that occurred in September 2023. All data was reported by BTRR Affiliate Organizations in their post event reports.



AFFILIATE CITIES + ORGANIZATIONS

Abilene Recovery Council | *Abilene, TX*
 Recovery ATX | *Austin, TX*
 One World Recovery Network | *Dallas, TX*
 Recovery Alliance of El Paso | *El Paso, TX*
 Party Sober Partnership & Houston Recovery Initiative | *Houston, TX*

Alcohol and Drug Abuse Council of Deep East Texas (ADACET) | *Lufkin, TX*
 Thriving United | *Midland, TX*
 Greater Tyler ROSC | *Tyler, TX*
 San Antonio Council On Alcohol & Drug Awareness (SACADA) | *San Antonio, TX*
 Outsiders Anonymous | *San Marcos, TX*



7th Annual Recovery in the Park
 Austin, TX | September 9th



A Celebration of Recovery: In FULL Color
 Abilene, TX | September 9th



Big Texas Rally for Recovery
 El Paso, TX | September 23rd



Recovery in the Park: A
 Celebration of Recovery
 Lufkin, TX | September 9th



Recovery on the Plaza
 San Marcos, TX | September 30th



Recovery at Los Patios
 San Antonio, TX | September 9th



Recovery Union Under the Sun
 Dallas/Ft. Worth, TX | September 9th



Big Texas Rally for Recovery
 Tyler, TX | September 9th



Motorcycle Rodeo
 Midland, TX | September 16th

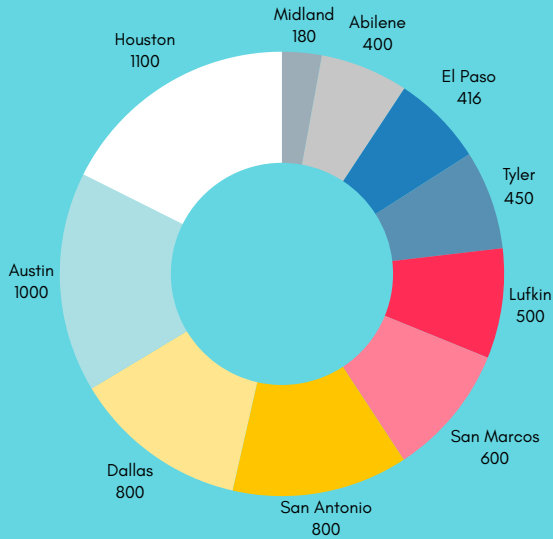


The Greater Houston Rally for Recovery
 Houston, TX | September 9th

ATTENDANCE

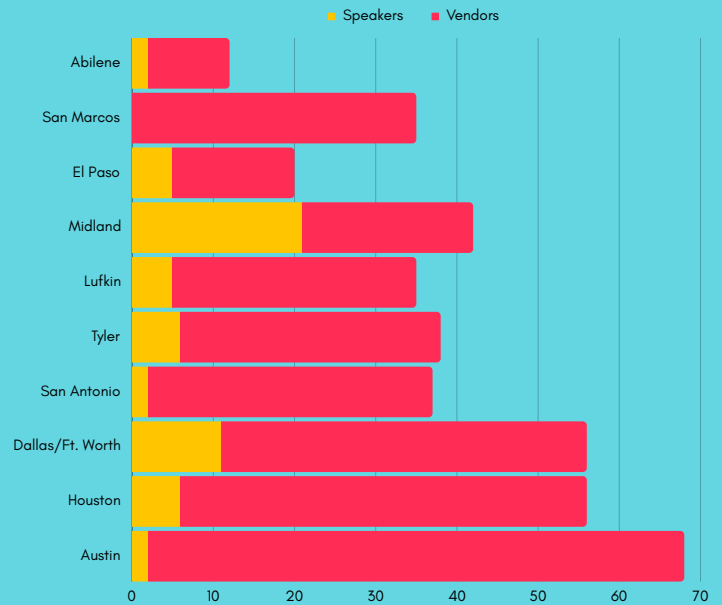
Across Texas, rallies in communities small and large had a spectacular turnout.

The graph to the left showcases the attendance per city per rally. A statewide total of approximately 6,250 Texans attended a rally in 2023.



SPEAKERS + VENDORS

All 2023 BTRR rallies included vendors ranging from food and drink services to recovery support resources. Speakers at rallies were city officials, local celebrities, poets, and people in recovery. The graph to the right showcases the number of speakers and vendors per rally per city. A statewide total of 60 speakers and 316 vendors participated in rallies in 2023.



Numbers reported are representative of post-event reports submitted by 2023 BTRR Affiliate Organizations.

BY THE NUMBERS

	ABILENE	AUSTIN	DALLAS/ FT.WORTH	EL PASO	HOUSTON	LUFKIN	MIDLAND	TYLER	SAN ANTONIO	SAN MARCOS
ATTENDANCE	400	1000	800	416	1100	500	180	450	800	600
VENDORS	10	66	45	15	50	30	21	32	35	12
SPEAKERS	2	2	11	5	6	5	21	6	2	0

VENDORS

ABILENE

Abilene Recovery Council
Abilene Health Department
Betty Hardwick Community Health Workers
Celebrate Recovery
Hope Haven/West TX Harm Reduction
Maximus Health Care
National Alliance on Mental Illness
Oxford House
Serenity Impact
West TX Homeless Network

AUSTIN

Did not provide specifics

DALLAS/ FT. WORTH

8Pex
Associate of Person Affected by Addiction
Carl's Kitchen
Dallas Area Narcotics Anonymous
Dallas Area Rapid Transit
Dallas County Speciality Courts
F&F Express Food Truck Japanese Grill
Homeward Bound
Jeremiah's Ice of Frisco
Josh's Snow Hut
Kid Zone Face Painting
Ken Grant/Naforis King - Honor Guard
Lioness
LIVEGY
Marichealth
Marketplace Insurance Exchange Group LLC
Men of Nehemiah
Metrocare
Miles of Freedom
One World Recovery Network
Origins
Oxford House
Parkland Hospital
Positive Recovery Center
Recovery Communities
Recovery Walk Mental Health and Substance Use
Simply Grace
Spice of Life Mobile Foods
Symetria Recovery
Texas State Fair
Texas Workforce Solutions Vocational
Rehabilitation
The Haven
The Phoenix
This Pink Cloud
Unity Recovery
Volunteers of America

EL PASO

AlAnon
Alateen
Aliviane
Alliance for Borders Collaborators
Celebrate Recovery
Community Recovery Project
Emergence Health Network
Homeward Bound
Kingdom Builders
Narcotics Anonymous
NM State Health Services
Project Vida
Punto de Partida
Recovery Guide
Rio Vista Behavioral Services

SAN ANTONIO

Alpha Home
Banyan Treatment Center
Blue Heron Recovery
Born2Bounce Event Rentals
Cap's Crusaders
Celebrate Recovery at New Hope United Church
Center for Health Care Services
Community Medical Services
Dulce Carts
Elite Artistry
European Dumplings Food Truck
Hokulani Shaved Ice
Lifetime Recovery
Lumbre Food Truck
Mama Mia Food Truck
Naco 210
New Braunfels Emergency Response
Oxford Davis House
Oxford House/South Texas Regional
Pay It Forwards San Antonio
Photo Busters
Pony Express
Promies Behavioral Health
Prosumers International
Rise Recovery
San Antonio Council on Alcohol and Drug Awareness/Hill City Council on Alcohol and Drug Abuse
San Antonio Recovery Center
Starlite Recovery
Texas Rio Grande Legal Aid
Texas Treatment Services, Inc.
The University of Texas at Austin, Addiction Research Institute
The University of Texas at San Antonio, Be Well Texas

SAN MARCOS

Broken Chains
Celebrate Recovery
Cenikor AIM
Cenikor Prevention
Cenikor YRC
Cocaine Anonymous
Narcotics Anonymous
Rio Grande Legal Aid
Texas State Student Recovery Alliance
The University of Texas at Austin, Addiction Research Institute, TxCOPE
The Vibe Sober Living
Starlite Recovery

MIDLAND

Basin Dream Center
Bikers Against Child Abuse
Breaking Bread
Buckner Family Center
Co-Dependents Anonymous
Elevate Mental Wellness
Family Promise of Midland
Family Resiliency Center
Midland Community Development Corporation Alumni
Midland Health Services
Momentous House
Narcotics Anonymous
Overeaters Anonymous
Oxford House
Permiacare
Project I:ll
Rance at Dove Tree
Thriving United
Straightline Foundation
Spiritual
Workforce Solutions

LUFKIN

Angelina Coalition - Drug-Free All-Stars
Angelina County & Cities Health District
Burke Center
Celebrate Recovery - Nacogdoches
Celebrate Recovery - Woodville
Celebrate Recovery - Zavalla
CPR - Cornerstone Church
Deep East Texas Workforce Solutions
Endeavors
Hospice Of The Pines
Life's Healing Choices - Souls Harbor Church
Lufkin Alcoholics Anonymous Group
MedMark Treatment Center
One-On-One Outreach
PAC - Peer Advisory Council Of Deep East Texas - ADAC
PADREs - Parenting Awareness and Drug Risk Education Services - ADAC
RSS - Recovery Support Services - ADAC
Salvation Army
Seasons Of Hope Center
Sports Clips
Texas Department Of State Health
The Family Crisis Center of East Texas
The Kirkland House
The Men's Field House
The Mosaic Center
The Most Excellent Way - Clawson
The Most Excellent Way - Huntington
The Royal Priesthood Kingdom Ministries
WOW - Working On Wellness - ADAC
YRC - Youth Recovery Communities - ADAC

TYLER

Access Services
Andrews Center
Breakout Youth
Call 2 Recovery
Celebrate Recovery Green Acres
Baptist Church
Cenikor Foundation
Cenikor YRC
Community HealthCore - The Beginnings
Crisis Response Ministry
C-Trilogy Outreach
East Texas Counsel on Alcohol and Drug Abuse
Frio's Frozen Pops
Goodwill of East Texas
Iron House Ministries
Knucklehead Recovery
Maximus Health Care
More Than Rehab
Moore Brothers Trucking
Narcotics Anonymous
New Creation Foundation
Oak Street Health
Oxford House
Recovery Unplugged
Smith County Behavioral Health
Leadership Team
Son Shine Lighthouse
Sugar Dust Shaved Ice
Superior Quality Pros
Texas Inmate Mail Support
Texas Recovery Centers
The Chimney Sweep
Tyler Winners Circle
Wellness Points

HOUSTON

444 Creationz
Abby Caron Art
Angela House
Angela House Tie Dyes
Assoc. for the Advancement of Mexican Americans
Avenue 360
Charlie Health
Cougars in Recovery
Council on Recovery
Credible Messengers United
Crosswalk Center
Discovery/Houston DWI Education
Great Oaks
Gulf Coast Outreach Services
Harris Center
Harris County Veterans Services Dept.
HCSO
House of Extra Measures
Houston HIDTA
Houston Recovery Center
Houston Recovery Initiative
Hypenenergy
Ironic Coincidence Designs
Jay Bird
Justice Forward
Kendama Vibes
Legacy House
Lifeway
Lightning Step
Magnolia City Detox
Maric Healthcare
Mercy Street
Montrose Center
NYX Treasures
ODM
PDAP
Positive Recovery
Promises Brazos Valley
Re-cover Girls
Red Cardinal Marketing
Sante Center for Healing
Santa Maria Hostel
Santa Maria Hostel Peer Advisory Council
Shannah Gertson
Sharpen Recovery
Soberliving America
Sober Recreation Committee
Starlight
Strategic Recovery Solutions
Texas Work Force Commission
The Oxford House
The Right Step
Triumphant Apparel
TROHN
UT Health/ Houston Integra
UT Austin
Valero Studios
We Practice Life
WestOaks Hospital
Workfaith



PROCLAMATIONS

As a result of Greater Tyler's ROSC efforts, the city announced a proclamation acknowledging September as Recovery Month in Smith County.



Austin officials signed a proclamation acknowledging September as Recovery Month in Travis County, in part due to the efforts of Recovery ATX and BTRR.



PRESS

ABILENE

Local organizations partner for the 2023 Big Texas Rally for Recovery | KTAB 4U | August 18, 2023

AUSTIN

Recovery ATX discusses xylazine cases, fentanyl overdoses in Travis County | KVUE | September 4, 2023

Travis County Commissioners Court - Proclamation of September as Recovery Month in Travis County | Travis County Texas | August 29, 2023

DALLAS/ FT.WORTH

RBIG TEXAS RALLY for RECOVERY - DFW 2023 - Joe Powell (Opioids & the Vietnam War) | This Pink Cloud | July 28, 2023

HOUSTON

The Biggest Sober Party in Texas Is Coming Soon to Houston | Houstonia | September 1, 2023

LUFKIN

Big Texas Rally for Recovery held in Lufkin for National Recovery Month | KTRE | September 9, 2023

WebXtra: Texas Rally for Recovery held in Lufkin for National Recovery Month | KBTX | September 9, 2023

MIDLAND

Big Texas Rally for Recovery Motorcycle Rodeo takes place Saturday | NewsWest9 | September 16, 2023

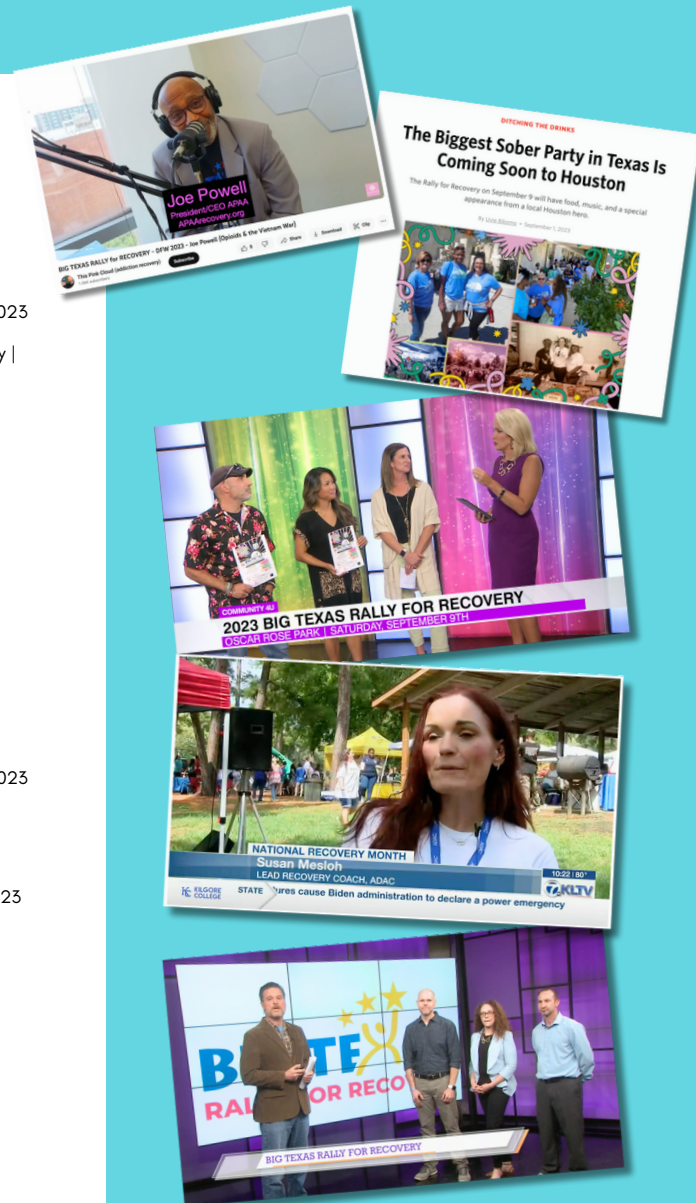
Thriving United hosts first annual Big Texas Rally for Recovery | CBS7 | September 24, 2023

TYLER

A Celebration of Recovery | KETK | September 7, 2023

SAN MARCOS

Outsiders Anonymous Hosts Recovery on Plaza in Support of Recovery | KTSW 89.9 | October 3, 2023



RALLY RECAP

The Big Texas Rally for Recovery DFW 2023 event exceeded all expectations. Our community engagement reached unprecedented heights, forging meaningful partnerships with nontraditional organizations, and garnering support from esteemed community leaders. The event's impressive statistics underscore its profound impact, while the diverse range of speakers and entertainment ensured a memorable celebration of recovery.

— One World Recovery Network | Dallas, TX

It was an amazing day of celebration! Since the venue was right on the river, we had people coming and going all day, many interacting with our community partners, and finally able to find some resources in the area. We handed out hundreds of doses of Narcan and even more fentanyl testing strips. Some of our community partners reported talking to more individuals than all other outreach events this year combined! This was by far the best-attended recovery event in all of Hays County, and it couldn't have been done without y'all's support!

— Outsiders Anonymous | San Marcos, TX

We had an amazing turn out for our BTRR event! It was heartwarming to see so many people come together in support of our cause. What made the evening truly special was the significant support we received from our dedicated community partners and various 12-step recovery groups. Their presence and involvement not only added to the event's success but also underscored the power of unity and collaboration in our journey toward recovery. The event was an incredible testament to the strength of our community and the importance of helping one another break free from the roadblocks on the path to recovery.

— Thriving United | Midland, TX

The individual comments from each BTRR Affiliate Organization include kind words of appreciation and descriptions of many successes. The County Judge and Commissioners in Tyler signed a resolution declaring September National Recovery Month in Smith County. In Dallas/Ft. Worth, many local officials including the county commissioner, judges, mayor, and sheriff attended to show their support for the recovery community. Each affiliate organization put tremendous effort into creating wonderful, meaningful rallies in their communities. Quotes are from individual post-event affiliate organization reports.

We have a great turn-out this year. Enough money was raised to cover the cost of ALL activity booths. We also were able to give two \$6.00 food vouchers to 600 people attending the event to redeem with the food trucks. It was an amazing day of celebration! Since the venue was right on the river, we had people coming and going all day, many interacting with our community partners, finally able to find some resources in the area. We handed out hundreds of doses of Narcan and even more fentanyl testing strips. Some of our community partners reported talking to more individuals than all other outreach events this year combined! This was by far the best attended recovery event in all of Hays County, and it couldn't have been done without y'all's support! I think we're even going to be able to start a CA meeting in Hays County (and even made a connection to hopefully open a sober home!!) as a result of this rally, 100% successful. We're already looking to next year and planning for that event. We're going to make it a little more family-friendly and are hoping to find a larger regional band to help draw people in to expose a bigger audience to recovery.

— San Antonio Council On Alcohol & Drug Awareness | San Antonio, TX

LESSONS LEARNED

This year ARI successfully coordinated the distribution of HHS funds to 10 BTRR Affiliate Organizations. This doubled the number of cities participating in local rallies from 2022. We hope that in 2024, ARI can facilitate the expansion of the numbers of BTRRs across Texas including adding more rural and suburban communities. Let's celebrate recovery all across Texas!

Feedback was collected from all 2023 affiliate organizations and ARI will incorporate this feedback into the 2024 application process. The application process has been shortened so that applicants have more time to plan, budget, and market the rallies. Our goal is to provide all selected organizations with the means to develop and execute an organized and well-attended rally that celebrates and supports the Texas recovery community.

