

BIG TEXAS RALLY FOR RECOVERY

IMPACT REPORT 2024



Tyler, TX



Prepared by

**ADDICTION RESEARCH
INSTITUTE
THE UNIVERSITY OF
TEXAS AT AUSTIN**

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BTRR OVERVIEW



Substance Abuse and Mental Health Services Administration (SAMHSA) created the National Observance in 1989.

For more than 30 years, during the month of September, communities, and local organizations from across the country host celebrations in honor of the National Recovery Month observance. These activities take many forms that bring public attention to recovery and challenge negative attitudes, stigma, and discrimination.

The Recovery Month observance reminds us that when we share our personal accomplishments and struggles, we combat the stigmas that can impede the recovery journey and send a message to positively impact lives for the better.

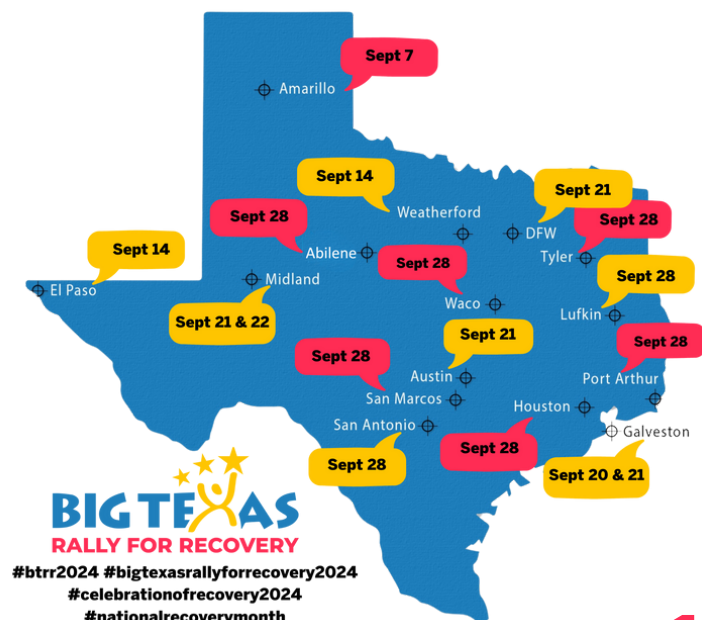
<https://bigtexasrallyforrecovery.org/about/>



For more than a decade, a vital part of this tradition has included the Big Texas Rally for Recovery (BTRR)—a celebration for recovery of individuals, families, and entire communities across Texas.

Rallies aim to increase understanding of substance use and mental health challenges and encourage others to achieve recovery. Meeting people where they are and showing non-judgmental support can be the critical factor for a person to accept evidence-based treatment and supports. Positive messaging, tools, and supportive platforms can encourage healthy choices, and help those in need find support or help.

This impact report is intended to showcase the celebrations that occurred in September 2024 all across Texas.



HOUSTON TX



GALVESTON, TX

BTRR HISTORY

2011

Beginning in 2011, the recovery community in Texas began to band together to represent the interests of people in recovery and to mobilize. Funded by a private donor from a Recovery Oriented System of Care (ROSC) meeting.

2011-2021

BTRR occurred in one city. All of the Texas recovery communities were invited to travel and attend the rally. Over the years, host cities moved around from Dallas, Austin, Houston, and San Antonio.

2022

A planning committee decided that it would be beneficial to host multiple rallies in individual communities to increase participation and provide local resources. The five rally cities include Austin, Dallas, El Paso, Midland, and San Antonio.

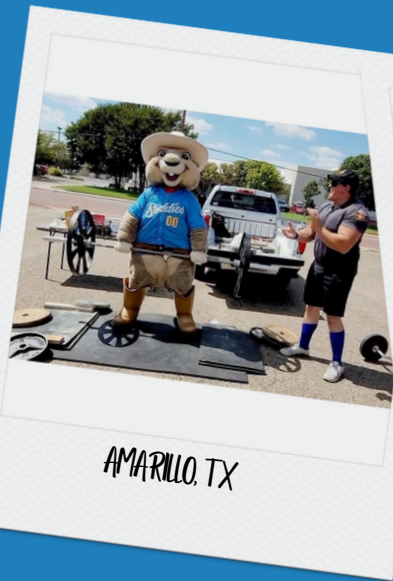
2023

The Addiction Research Institute (ARI) was granted the coordination of events and HHS sponsorship funds to support local rallies. Ten rallies occurred in Abilene, Austin, Dallas, El Paso, Houston, Lufkin, Midland, San Antonio, San Marcos, and Tyler.

2024

The Addiction Research Institute (ARI) sponsored sixteen BTRR Affiliates to host rallies throughout Texas for September 2024.

2024 RALLY HIGHLIGHTS



AMARILLO, TX



SAN MARCOS, TX



DALLAS, TX



MIDLAND/ODESSA, TX



Number of
Communities
16



Number of
Attendees
9000+



Number of
Partners
200+

Abilene, TX
Amarillo, TX
Austin, TX
Dallas, TX

El Paso, TX
Galveston, TX
Gatesville, TX
Houston, TX

Lufkin, TX
Midland/Odessa, TX
Port Arthur, TX
San Antonio, TX

San Marcos, TX
Tyler, TX
Waco, TX
Weatherford, TX



230
Sponsorships



88
Vendors



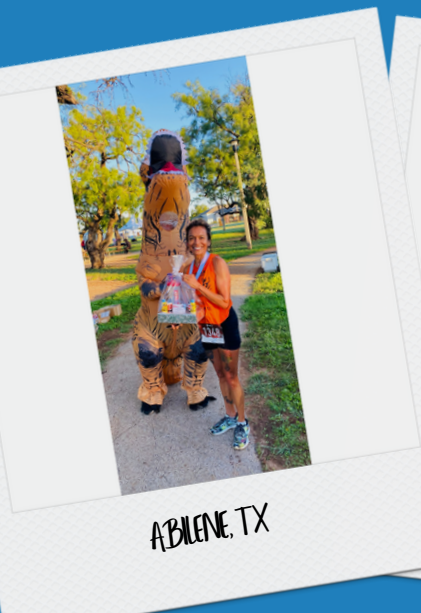
353
Exhibitors



162
Speakers



144
Activities



ABILENE, TX



WEATHERFORD, TX



EL PASO, TX



WACO, TX

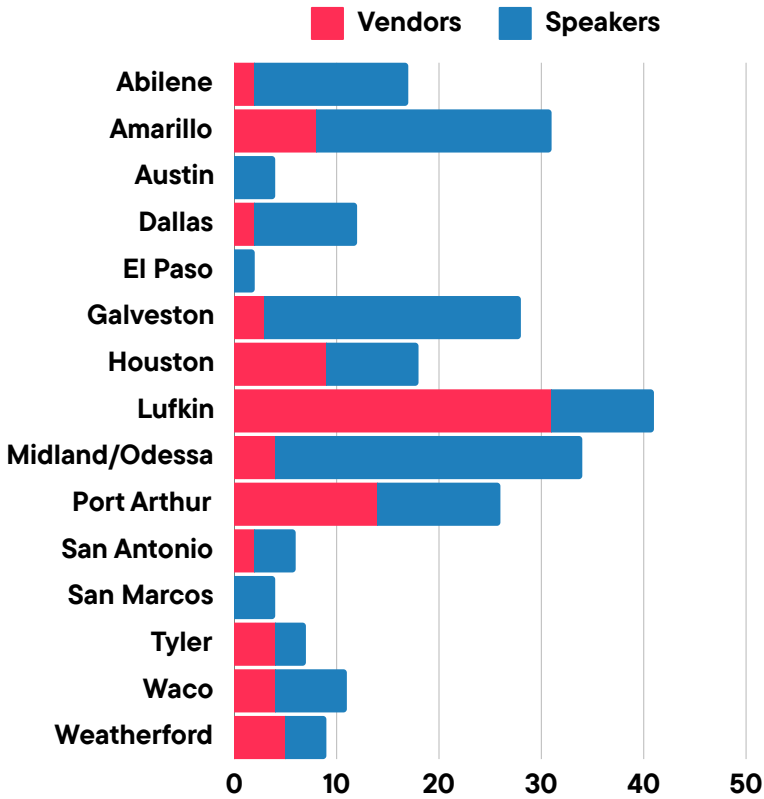
PERFORMANCE OVERVIEW

VENDORS & SPEAKERS

This year every BTRR rally brought something special, featuring a vibrant mix of vendors offering food, drinks, and recovery support resources.

Rally stages came alive with inspiring stories from individuals sharing their recovery journeys, city officials, local celebrities, and talented bands..

The graph illustrates the number of speakers and vendors at each rally across various cities. Altogether, an impressive 162 speakers and 88 vendors participated statewide in 2024, making these events truly memorable!

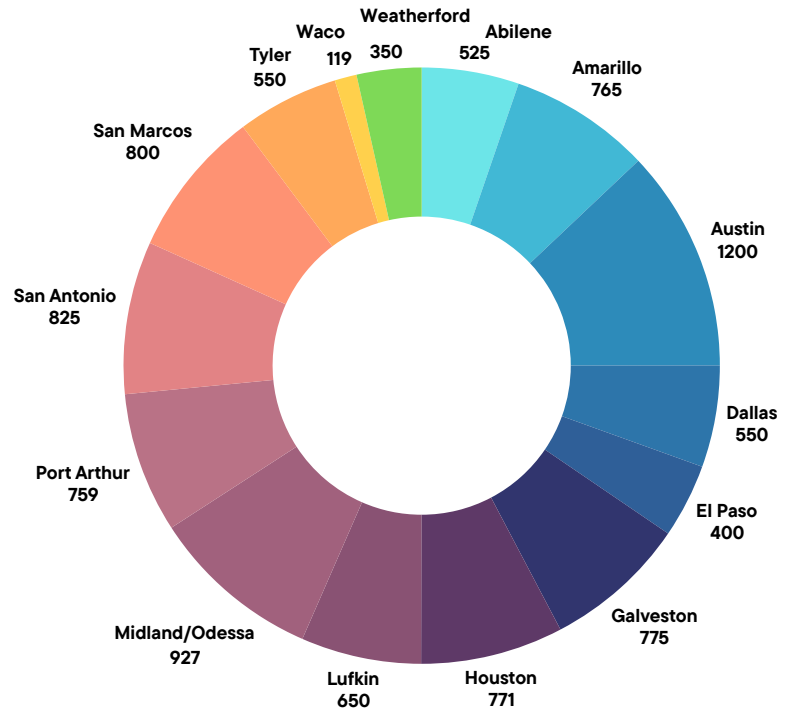


[A full list of partners across all 16 rallies can be downloaded here](#)

ATTENDANCE

From small towns to bustling cities, communities across Texas came together in an incredible show of support, enjoying a spectacular turnout.

Highlights estimated attendance figures for each city, showcasing the impressive engagement at these events. In total, approximately 9,966 Texans participated in rallies statewide in 2024—what an amazing milestone!



DATA COLLECTION

Each local BTRR affiliates selected two of the following possible measurement tools to collect attendance data:

- Ticket distribution
- Sign in sheets
- Scanning QR codes
- Food voucher distribution count
- Wristband distribution count
- T-shirt distribution count

Attendance data shown are based on each BTRR affiliate's self-reported data.

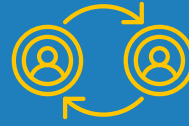
HISTORICAL BTRR

TEXAS DEPARTMENT OF CRIMINAL JUSTICE



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BTRR and TDCJ
Collaborations



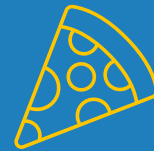
12

Planning
Committee
Members



295

Attendees



170

Boxes of Pizza



IT ALL STARTED WITH A PHONE CALL.

Trisha Bos, a Recovery Support Peer Specialist from Abilene Recovery Council, picked up the phone to contact TDCJ to discuss peer reentry work in Texas. Ms. Bos spoke with Ms. Riley, Peer Support Program Supervisor at TDCJ, who explained the need for recovery celebrations within correctional settings she works in. Ms. Bos brought together a planning committee of 12 people across a variety of systems, organizations, and backgrounds to host the first BTRR within TDCJ Correctional Facility. On September 21st, 10 people most of who have lived experience as a Recovery Support Peer Specialists, facilitated the first BTRR at Lane Murray Unit in Gatesville, TX. They shared peer support education and data, recovery resources, such as ROSC, and personal recovery stories to over 120 women in the recovery housing. With much success, the planning committee was welcomed back! On October 19th, the team facilitated the 2nd TDCJ BTRR at the Hughes Men's Unit in Gatesville, TX to over 175 men in recovery housing. This opportunity has grown into a wonderful collaboration across systems with the goals to continue to inspire hope for recovery and connect individuals to recovery resources and communities when they return home from TDCJ. Check out TDCJ's Tank Nation coverage of the events: <https://fb.watch/wrrgK4F3bL/>

PROCLAMATIONS

As a result of Port Arthur's ROSC efforts, the city announced a proclamation Saturday September 28th as Big Texas Rally for Recovery day in Port Arthur!



Tyler officials signed a proclamation acknowledging September as Recovery Month in Smith County, in part due to the efforts of Greater Tyler Recovery Oriented Systems of Care and BTRR.



SUCCESS STORIES



AUSTIN

"In the spirit of using community collaboration as our guide, we sent out community feedback surveys after the event to all participants, community partners, and sponsors. We received some very useful feedback in how we can continue to improve on the event in future years. The resounding overall sentiment that we heard the most was 'best one yet!' which we were pleased to hear"



DALLAS

"With the Well Well West theme, the rally not only celebrated recovery but also encouraged attendees to explore ways to build a balanced and fulfilling life. This year's event was a testament to the power of unity, storytelling, and the pursuit of wellness across every dimension. Thank you to everyone who made this year's rally a success—we look forward to continuing this journey together!"

SUCCESS STORIES



SAN ANTONIO

"In total, we distributed 1,200 vouchers, equivalent to \$7,200. It was incredibly rewarding to be able to provide meals for so many people."

TYLER

"Using the experience from last year, we were much more organized this year. AND, thanks to the early notification of approval of funds we had a lot more time to get things ready this year. We had an awesome planning committee this year and our increased number allowed us to be more present during the rally. Overall, this continues to be an awesome event for folks in the area. We don't have a lot of things for people in recovery to do, so this event provides a place to build community and strengthen our bond as a ROSC organization."



ABILENE

"Thank you so much for sponsoring the Big Texas Rally for Recovery! It was a beautiful day to celebrate Recovery month!!! Everyone had an amazing time and we received a tremendous amount of positive feedback. #RecoveryRocks!!!"



AMARILLO

"We called the event Big Texas Rally for Recovery Panhandle Edition rather than Amarillo as we wanted to incorporate resources and organizations from the entire Texas Panhandle. While 80% of our attendees were from Amarillo, 20% were from the surrounding areas. We even had attendees from Tucumcari and Albuquerque, New Mexico. We also drew in attendees from the Midland/Odessa area."



Thriving United host Big Texas rally for recovery



'We want to normalize recovery': First annual Big Texas Rally to Recovery aims destigmatize addiction



MEDIA RELATIONS

AMARILLO

Big Texas Rally for Recovery 5K coming to Amarillo Saturday | KFDA | September 5, 2024
Big Texas Rally for Recovery event set for Saturday | KFDA | September 1, 2024

EL PASO

El Paso celebrates overcoming substance use with third annual Big Texas Rally for Recovery | KFOX 14 | September 13, 2024

LUFKIN

Lufkin Alcohol and Drug Awareness Council hosts rally for recovery | KTRE 9 | September 26, 2024
Big Texas Rally for Recovery fills Grace Dunn Richardson Park | The Lufkin Daily | September 29, 2024

MIDLAND/ODESSA

Thriving United host Big Texas rally for recovery | KOSA | September 23, 2024

SAN MARCOS

Recovery on the Plaza | San Marcos Record | October 1, 2024

TYLER

Big Texas Rally for Recovery | KETK NBC | September 26, 2024

WACO

'We want to normalize recovery': First annual Big Texas Rally to Recovery aims destigmatize addiction | KWTX | September 28, 2024



Lufkin Alcohol and Drug Awareness Council hosts rally for recovery



El Paso celebrates overcoming substance use with third annual Big Texas Rally for Recovery





AUSTIN, TX

CONTACT US

Email:

info@bigtexasrallyforrecovery.org

Website:

www.bigtexasrallyforrecovery.org

Website:

www.ari.socialwork.utexas.edu



**Addiction
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