



Ways Campuses Can Participate in Collegiate Recovery Week

There is no “right” way to do Recovery Week. Common participation models include:

1. Campus-Led Programming

- Hosting an event aligned with a daily theme or promoting collegiate recovery as a whole
 - Consider co-hosting with student organizations or campus partners
 - Integrate recovery language into existing events
- Facilitate educational training on campus to increase awareness of recovery

2. Promotion of National Events

- Sharing registration links for virtual events
- Hosting informal watch parties
- Encouraging staff and students to attend independently

3. Passive or Visibility-Based Engagement

- Displays, signage, or digital messaging
- Social media posts aligned with daily themes (from the national toolkit or on your own)
- Buttons, stickers, or table tents
- Wear Purple on April 15 and share messaging about its significance

Programming Ideas from Past Recovery Weeks

Below are examples of activities campuses have been implemented in prior Recovery Weeks, organized by level of effort and program maturity.

Low-Lift / Early-Stage Programming Ideas

These are especially well-suited for newer or expanding programs.

- Wear Purple Day or visibility campaign
- Tabling with recovery-affirming messaging
- QR codes linking to CRP info or campus resources
- Recovery quote boards or “What Recovery Means to Me” displays
- Drop-in hours in recovery space



- Social media spotlights aligned with daily themes
- Promoting national virtual events via email or Instagram

Moderate-Lift Programming Ideas

Often implemented by programs with some staffing, space, or student leadership.

- Art nights or creative expression events
- Coffee hours or mocktail socials
- Film screenings with optional discussion
- Panel discussions featuring students, alumni, or staff
- Collaboration with counseling, wellness, or DEI offices
- Residence hall–based programming or tabling

Higher-Lift / Established Program Ideas

These are optional and not expected for early-stage programs.

- Keynote speakers or recovery storytelling events
- Multi-day programming schedules
- Campus-wide marketing campaigns
- Community partner involvement (RCOs, treatment providers)
- Media coverage or campus publications
- Alumni engagement events

Re-Framing Existing Activities as Recovery Week Programming

Campuses are encouraged to use what already exists. Examples include:

- Branding a regularly scheduled group as “Recovery Week Special”
- Highlighting existing student org meetings during the week
- Adding Recovery Week language to previously planned events
- Collaborating with partners who already have programming scheduled

This approach reduces planning burden while increasing visibility.

Planning Prompts for Campuses

As you identify Recovery Week ideas, consider:

- Who is the primary audience for this activity?
- What partnerships already exist that could support this?
- What feels realistic with current staffing and time?
- How might students be involved in planning or hosting?
- What level of visibility feels appropriate at this stage?



Suggested Planning Output (Not a Formal Deliverable)

Campuses are encouraged to develop a simple, working outline that includes:

- 1–3 Recovery Week ideas
- Estimated scope and level of effort
- Potential collaborators
- Alignment with the national schedule

This does not need to be finalized, approved, or public-facing.

Support Available from ARHE

ARHE can support campuses with:

- Brainstorming and idea refinement
 - Examples from other campuses
 - Messaging and framing support
 - Light templates or promotional language
 - Talking points for partners or administrators
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