

# The Power of Print:

## A Partnership with Journey Magazine

Individuals in recovery from substance use disorders use tobacco at rates that often exceed that of the general public, but the desire to quit remains the same. Research continues to show that individuals in recovery from other substance use disorders greatly increase their odds of maintaining long term recovery efforts when they discontinue tobacco use. With this knowledge Healthy Androscoggin worked with Journey Magazine, whose focus is making recovery from addiction visible, to publish advertisements that communicated the benefits of tobacco cessation while in recovery from other addictions.



In working with Journey Magazine, Healthy Androscoggin was able to run the ads pictured above for 12 months beginning with the June/July 2022 issue. Each issues has 30,000 copies distributed throughout the state of Maine to individuals, community recovery centers, and community businesses. The breadth of dissemination of these ads allows for individuals across the spectrum of recovery in Maine access to this often overlooked knowledge.



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