

SMART & The Phoenix Collaborate in San Diego: Expanding Reach, Strengthening Community

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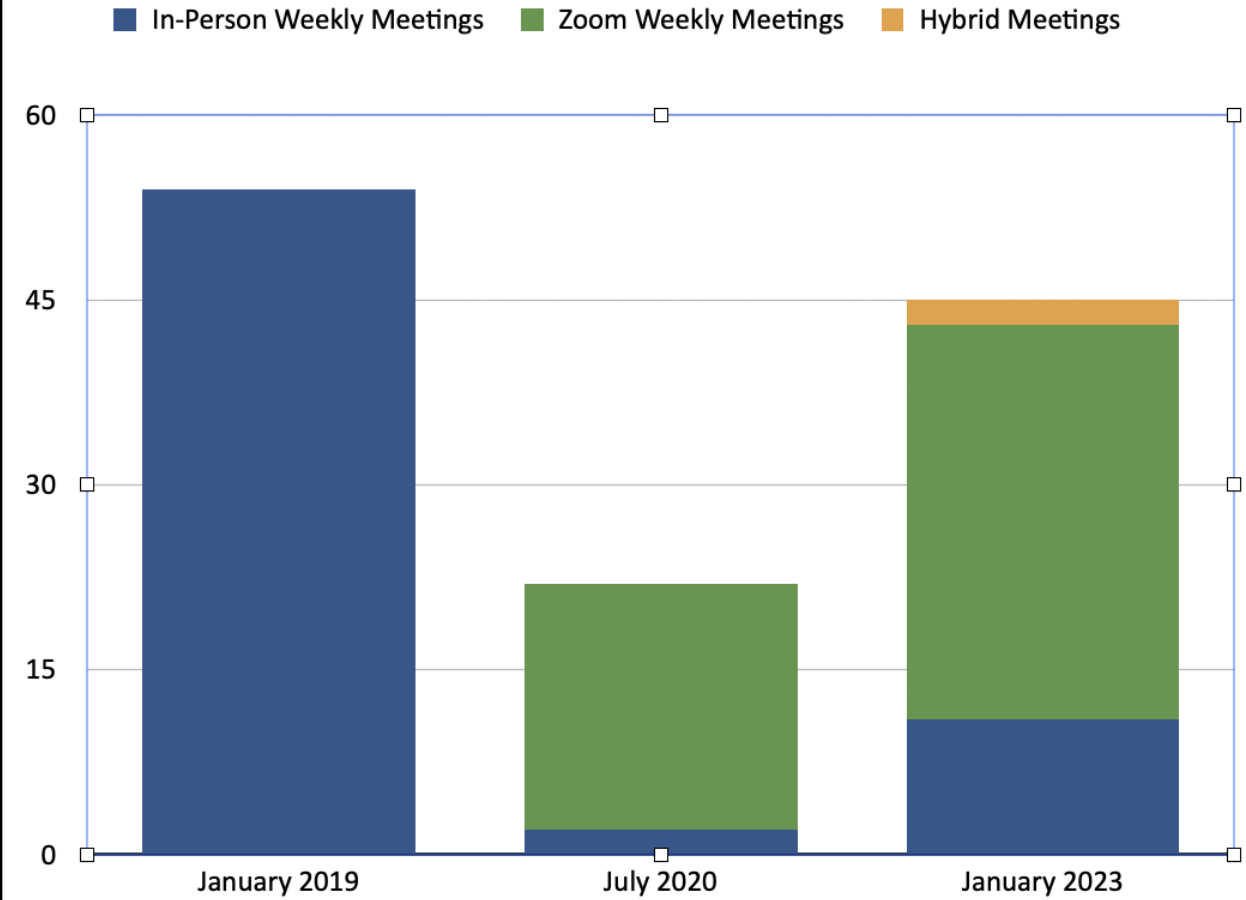
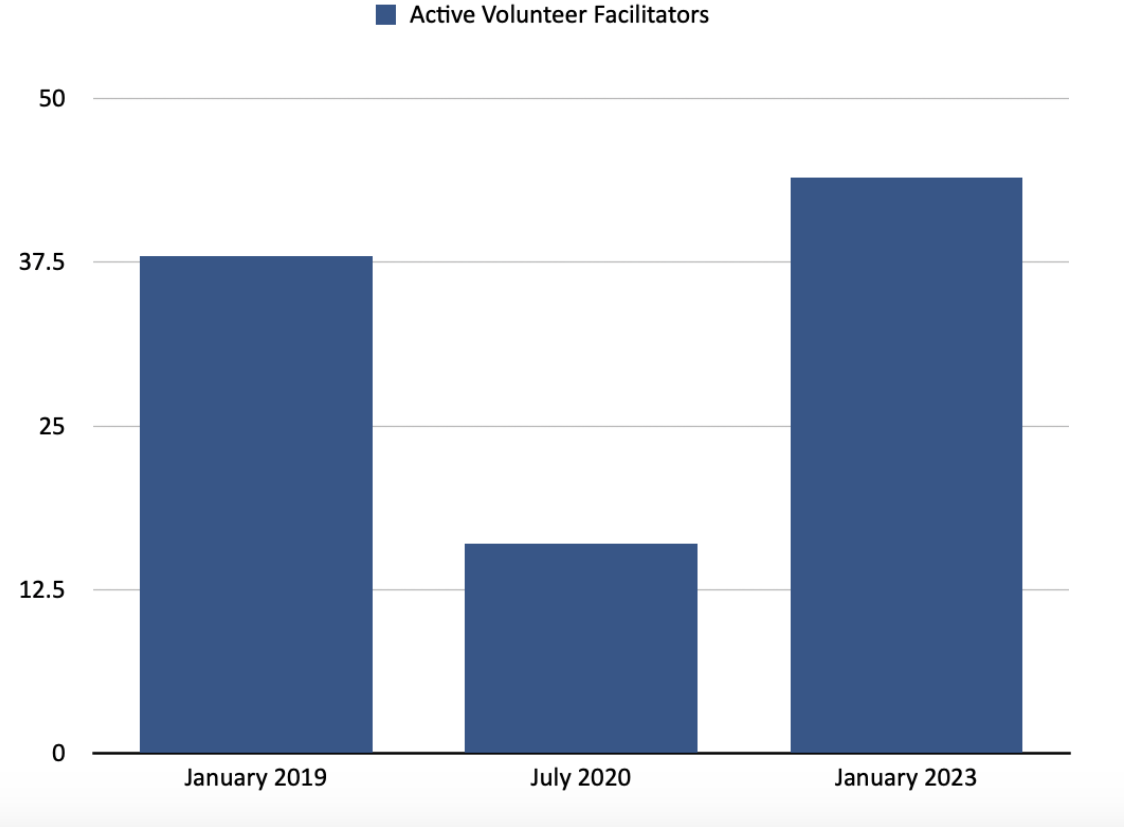
Kristi Porter, Regional Community Coordinator, SMART *San Diego*





30 Years of **SMART** in San Diego

The pandemic's influence on SMART meetings in San Diego



SMART San Diego Website and Calendar Redesign Highlighting Social Events

Upcoming Activities

Saturday, March 23: The Recovery Games
Saturday, March 23: Game Night
Saturday, April 6: Puppy Palooza
Friday, April 19: Open Mic Night

[Click here](#) to check out all of our social events.

For more sober social activities in San Diego, visit [The Phoenix website](#) or download their app.



MAR 23	11:00 am - 2:00 pm PDT	Recovery Games w/ The Phoenix	SDSU ENS Field	Organizer: The Phoenix
MAR 23	7:30 pm - 10:00 pm PDT	Game Night w/ The Phoenix	Smart Community Center Kearny Mesa	Organizer: Jeff
MAR 26	5:00 pm - 7:00 pm PDT	Art from the Heart w/ The Phoenix	La Mesa Adult Enrichment Center	

7	9:00 am - 10:00 am Tool Discussion w/Erika	10:00 am - 11:00 am Discussion w/Linda	2:00 pm - 3:00 pm Discussion with Frederick	2:30 pm - 4:00 pm Tool Discussion w/Dave T.	6:00 pm - 7:00 pm Discussion w/Richard	7:30 pm - 8:30 pm Discussion w/Nicholas
8	11:00 am - 12:00 pm Discussion w/Dan	6:00 pm - 7:00 pm Discussion with Barbara	6:30 pm - 7:30 pm Discussion w/LaKemba	7:00 pm - 8:00 pm Christian Tools/Discussion w/Dirk M	7:00 pm - 8:30 pm Family & Friends w/Julia	7:00 pm - 8:00 pm Discussion w/Elon, A New PATH
9	5:00 pm - 7:00 pm Art from the Heart w/ The Phoenix	5:00 pm - 6:00 pm Discussion w/Ben	6:00 pm - 7:00 pm Discussion Meeting w/Mary	6:00 pm - 7:00 pm Discussion w/Kaylie	6:30 pm - 7:45 pm Discussion w/Darryl	7:00 pm - 8:00 pm Mindfulness Discussion w/Jayne
10	9:00 am - 10:00 am Discussion w/Nick	10:00 am - 11:00 am Deja Mindfulness w/Jayne	12:00 pm - 1:00 pm Family & Friends w/Thad	5:00 pm - 6:00 pm Discussion w/Ben	6:00 pm - 7:00 pm Discussion w/John & Marissa	7:00 pm - 8:00 pm Discussion w/Tom
11	5:00 pm - 6:00 pm Topic Discussion w/Sharon	6:00 pm - 7:00 pm Discussion with Olivia	6:30 pm - 7:45 pm Discussion w/Greg R	6:30 pm - 7:30 pm Tool Discussion w/Dirk M	7:30 pm - 8:30 pm Discussion w/Greg	7:00 pm - 8:00 pm Tool Discussion w/Dave H.
12	1:00 pm - 2:00 pm Handbook Meeting w/Bonnie	6:00 pm - 7:00 pm Discussion w/Megan	6:30 pm - 7:30 pm LGBT+ Tool & Discussion Mtg.	8:00 pm - 9:00 pm Medical Issues Discussion w/Frederick & Mary		
13	9:30 am - 11:30 pm SRSD Community Development Meeting	7:15 am - 8:45 am Family & Friends w/Dave T. or Jim	9:00 am - 10:00 am Discussion w/Veronica	10:00 am - 11:30 am Discussion w/Terry or Reid	12:00 pm - 1:30 pm Discussion w/Mike	2:00 pm - 3:00 pm Tool Discussion w/Frederick



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The Phoenix Movement

“We’re not just dealing with a substance use problem, we’re facing an epidemic rooted in social isolation. The Phoenix model leverages the transformational power of connection and human resilience to build a sober movement.”



What is The Phoenix?

**IF YOU COULD FINISH
THIS SENTENCE...**

Mission

Our mission is to build a sober, active community that fuels resilience and harnesses the transformational power of connection so that together we can rise, recover, and live.

The Phoenix Ethos:

We honor sobriety and recovery. All we ask is that anyone who participates in Phoenix-led activities has been substance-free for at least 48 hours.

We welcome all. No matter what you're rising from, whether you're in recovery, a supporter, or an ally, The Phoenix's goal is to create a supportive community that meets anyone, anywhere, wherever they are in life.

We strive to create safe and inclusive spaces. We act and speak in ways that are inclusive and welcoming.

We rise together. Together, we're fueling a movement that will change the world.



Exploring the Phoenix App



The Phoenix



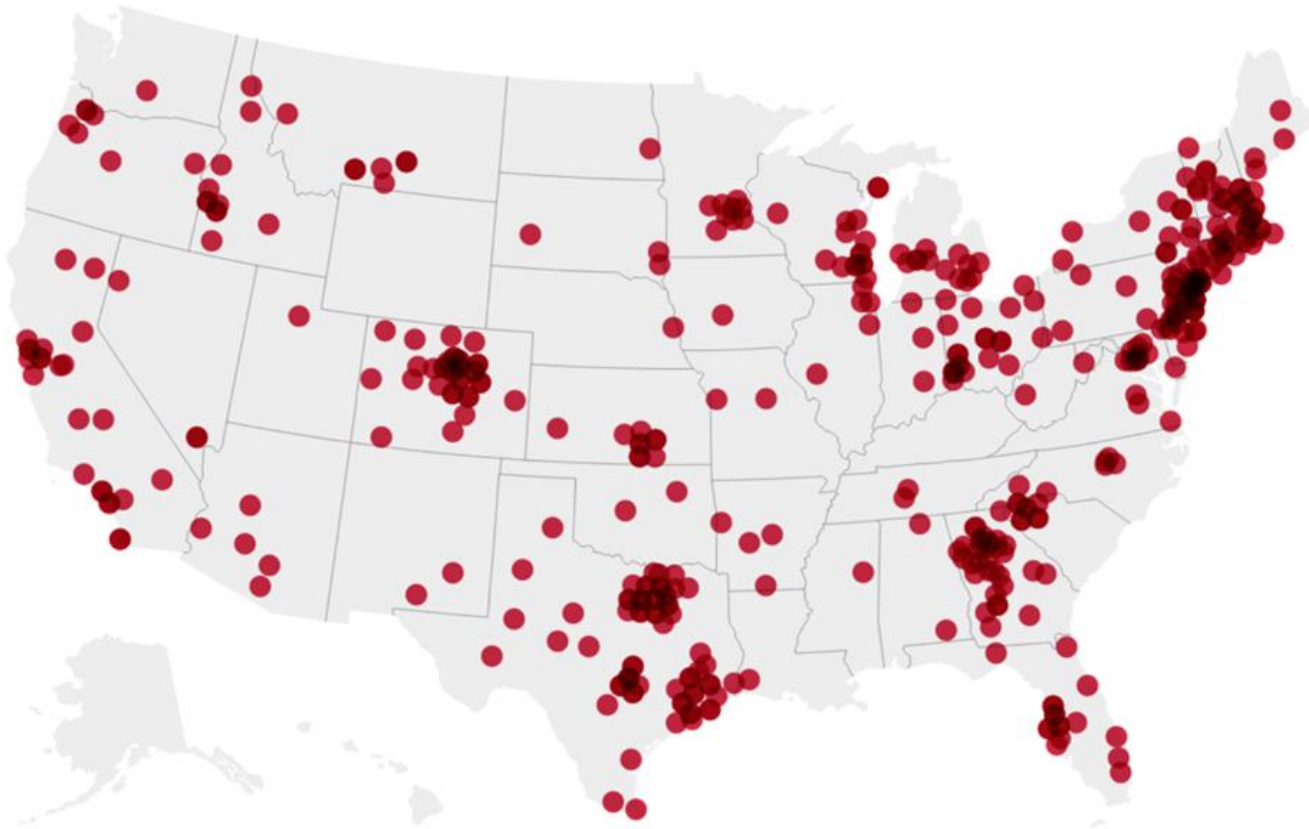
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How big is The Phoenix?

~415,000 Members



50

US States, the UK and
Canada

2,800

Volunteers

450

Events / Week
Globally

43K

Monthly Active App Users

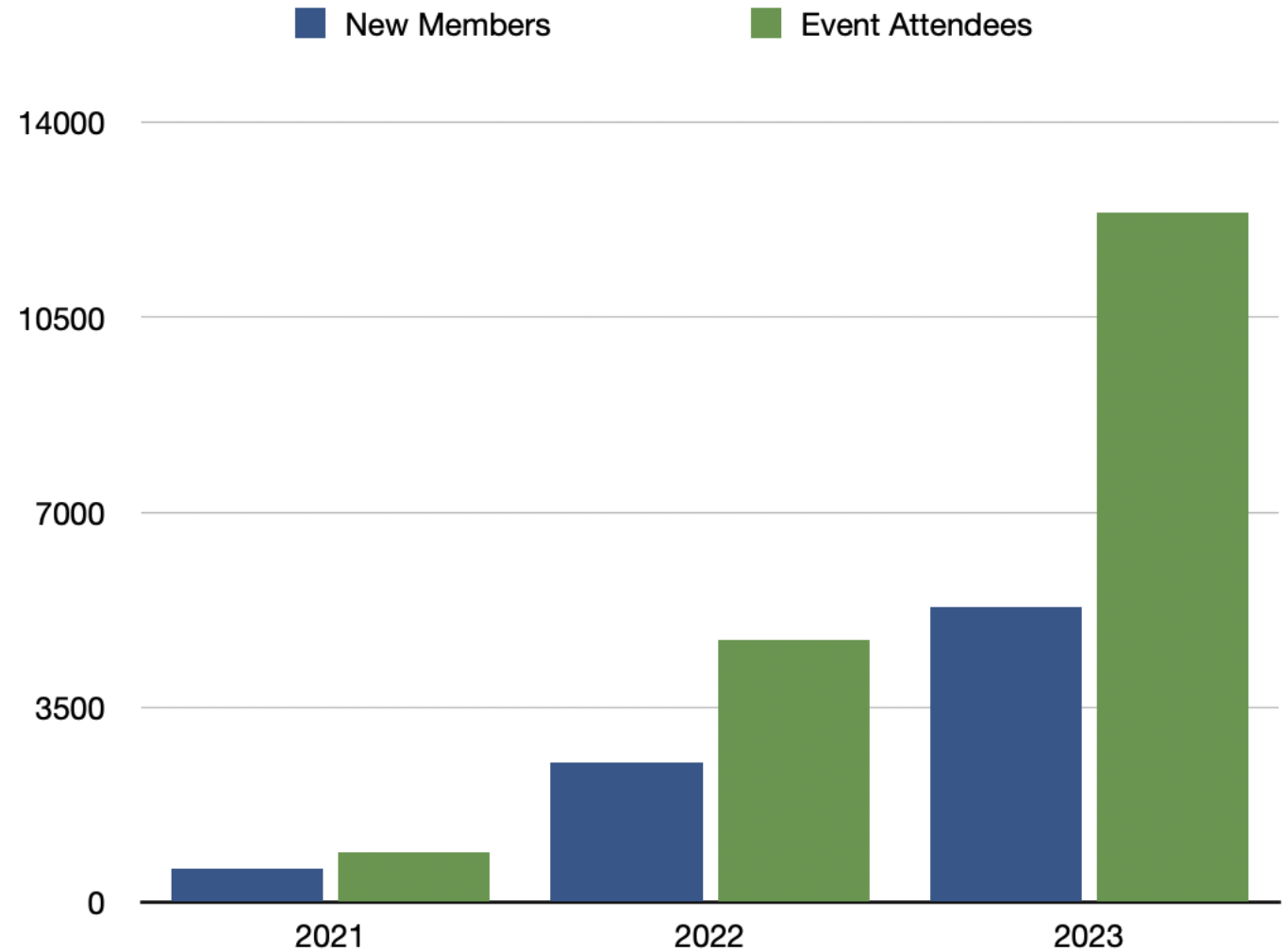


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Growth of The Phoenix in San Diego





Who is a part of The Phoenix community?

- **50%** of our members say they are new to recovery
- **30%** of our community identifies as BIPOC (Black, Indigenous, People of Color)
- **72%** of our community is between 18 and 44 years old

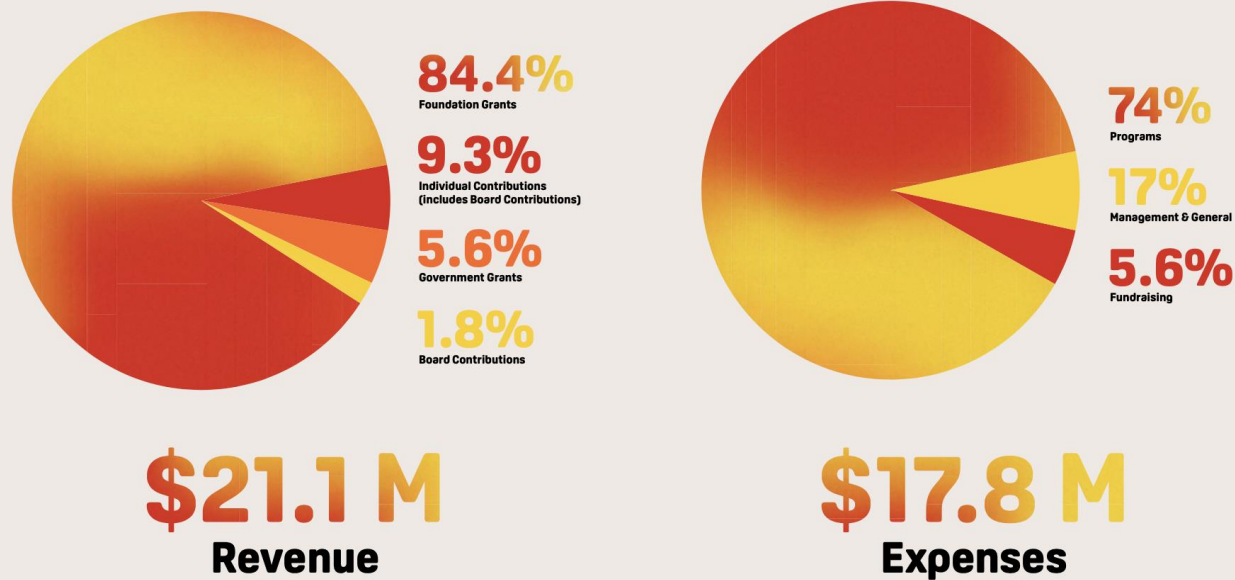


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In 2022, our generous supporters contributed \$21.1 million. We spent \$17.7 million building and growing this movement, and will continue that momentum into 2023.



The Phoenix Funding

- The Phoenix provides all its events, for free, to anyone with **48+** hours of sobriety, with a professionally created, purpose-built app.
- **74%** of all funding goes to programming



What do participants say about how The Phoenix helps their recovery?

- **83%** of our members report consistently meeting their recovery goals over 3 months
- **75%** reported an increase in CHIME (*Connectedness, Hope, Identity, Meaning in life, Empowerment, Belonging*) over their first 3 months



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SMART & The Phoenix: Our Shared Goals

- Focus on Individual Empowerment
- Holistic Approach to Recovery
- Recognize the Power of Mutual Support
- Commitment to Diversity, Equity & Inclusion
- Use Current Science and Research Methods to Better Serve Our Community
- Desire to Reach More People Who Would Benefit from What We Offer



SMART San Diego's Immediate Benefits

- Tap into The Phoenix infrastructure
- Reach a broader audience
- Activities not limited by our budget
- Less work

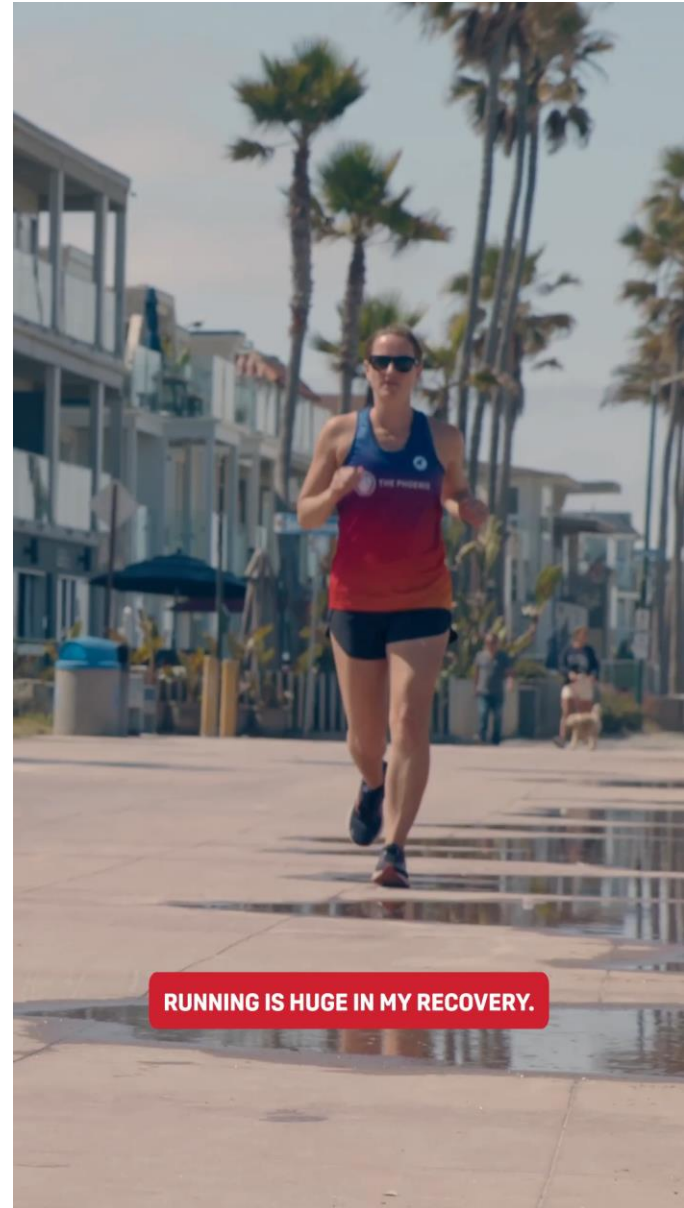


One Year Into Our Collaboration

- 10 SMART Community Members Activated as Phoenix Volunteers
- Of 112 SMART meeting participants willing to be informally polled:
 - over 40% had heard of The Phoenix
 - 12% had participated in at least one Phoenix event.



Creating Lifestyle Balance: *How The Phoenix Fits Into A Personal Recovery Journey*



RUNNING IS HUGE IN MY RECOVERY.



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Collaborating with The Phoenix raises SMART's visibility in the community



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	SMART (n=75)	AA (n=73)
Identify as White	88%	76.7%
Identify as Female	40%	49.3%
Mean Age	49.1	46.2

The Phoenix	
Identify as White	70%
Identify as Female	48%
Ages 18-44	72%

SMART Recovery and AA data from: Kelly, J., Levy, S., Matlack, M., Hoeppe, B. (2023). Who affiliates with SMART recovery? A comparison of individuals attending SMART recovery, alcoholics anonymous, both, or neither. Alcohol Clinical & Experimental Research. <https://doi.org/10.1111/acer.15164>

Demographic Differences

The Phoenix attracts a younger and more racially diverse audience than SMART Recovery.



How does SMART Recovery benefit from The Phoenix collaboration?

- **INDIVIDUALS:** connecting to others, improving lifestyle balance, finding new pastimes
- **COMMUNITY:** offer more to participants, greater group cohesion
- **ORGANIZATION:** outreach to a much larger population with different socio-demographics actively looking for mutual support in their recovery



SMART Recovery Partner Space

- 1500+ Members
- 578 Joined the App for the SMART Space
- Opportunity to Increase Engagement
- Promotes connection among current and potential SMART community members



SMART Recovery



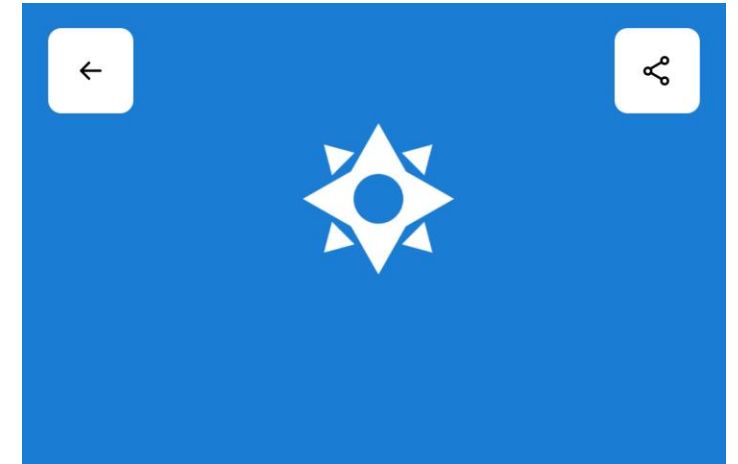
2 members

✓ Joined

About the space

Partner

SMART was created for people seeking a self-empowering way to overcome addictive



SMART Recovery

1567 members

✓ Joined

About the space

Partner

SMART Recovery is a fresh approach to recovery from any problematic addictive behavior, whether substances are involved or not. SMART stands for Self-Management and Recovery Training. More than an acronym, it is a transformative approach to building a life of positive self-regard and a willingness to change. Our community of passionate peer volunteers and professionals now host over 1,000 free mutual support group meetings across the country. All of our meetings and materials are self-empowering, MAT-friendly, and stigma-free. This space offers another opportunity for SMART Recovery participants to connect with one another as they explore their own recovery journeys.



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A group of six people, three men and three women, are posing together on a large green grassy field. They are all smiling and looking towards the camera. The man on the far left is wearing a light blue t-shirt and grey pants, making a peace sign. The man next to him is wearing a black hoodie and a black baseball cap. The woman in the center is wearing a grey hoodie with 'HIGH SCHOOL' and 'CHOCOLATE' printed on it. The woman next to her is wearing a black long-sleeved shirt and black leggings, also making a peace sign. The woman next to her is wearing a grey hoodie and blue jeans. The woman on the far right is wearing a black jacket and black pants. In the background, there are several buildings, trees, and other people scattered across the field. The text 'Q & A' is overlaid in large white letters on the left side of the image.

Q & A



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SMART Recovery.

Download The App!

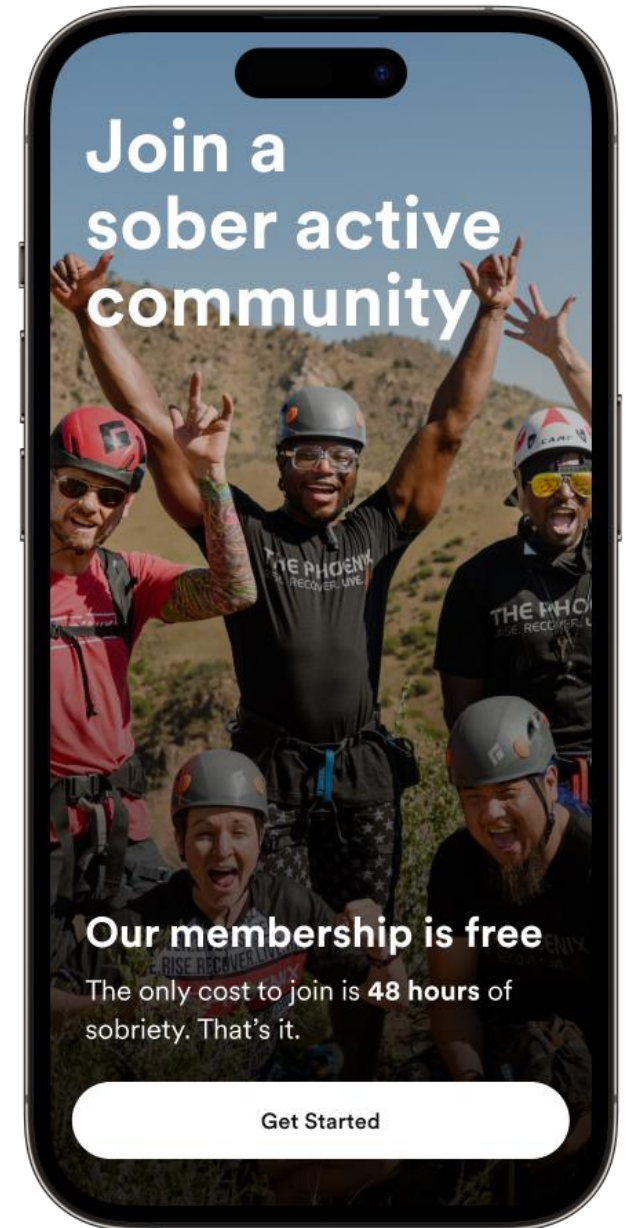
Join the SMART Recovery Space



Scan to download The Phoenix App!

Contacts:

- Jonathan (The Phoenix): jprim@thephoenix.org
- Kristi (SMART): community@smartrecovery.org
- Megan (SMART): smart@smartrecovery.org



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