

12-2023


Western Maine Recovery Rally Feedback Survey

Evelyn Ali BS

Tyler Egeland BA

Mary Lindsey Smith PhD

Follow this and additional works at: <https://digitalcommons.usm.maine.edu/substance-use-research-and-evaluation>

 Part of the [Health Policy Commons](#), [Policy Design, Analysis, and Evaluation Commons](#), and the [Substance Abuse and Addiction Commons](#)

This Article is brought to you for free and open access by the Cutler Institute at USM Digital Commons. It has been accepted for inclusion in Substance Use Research & Evaluation by an authorized administrator of USM Digital Commons. For more information, please contact jessica.c.hovey@maine.edu.

Western Maine Recovery Rally Feedback Survey

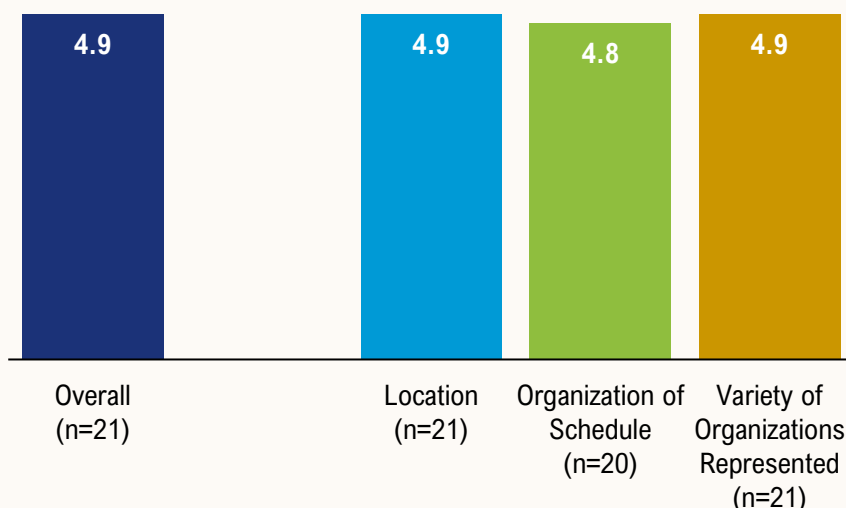
The 7th Annual Western Maine Recovery Rally was hosted on September 17th, 2023 from 11am to 3pm in downtown Norway, Maine; several hundred people attended the event. The local evaluation team developed a survey with the goal of understanding how participants felt about the rally and how future events could be improved. The survey was deployed via QR code on paper materials distributed at the rally, and through social media after the event. There were 21 responses to the satisfaction survey

Overall Satisfaction

Respondents reported very high ratings of satisfaction with the rally overall, its location, organization, and the organizations represented. All ratings were 4.8 or above on a scale of 1-5, where 5 was “extremely satisfied”. In addition, 81% of respondents indicated that the length of the rally was “just right”, and no one reported that the rally was too long.

I really loved the whole thing and it felt personal. Best rally of the state!!

Mean Ratings of Satisfaction with the Rally
(1-5 scale)



Specific Feedback

In open responses, respondents indicated that they liked the diverse and powerful speakers, and the strong sense of community at the rally and march. Some indicated that the audio, seating and table arrangements could be improved at future rallies. Several reported that t-shirts were not available in their size. Innovative ideas included bottle collection to raise money for future events, a Q&A about recovery, and scavenger hunts for both children and adults. Respondents also indicated that future rallies could have greater offerings about alcohol use disorder recovery, support for affected others, and a booth offering Narcan training.

“This was my first [rally] so I was really blown away”

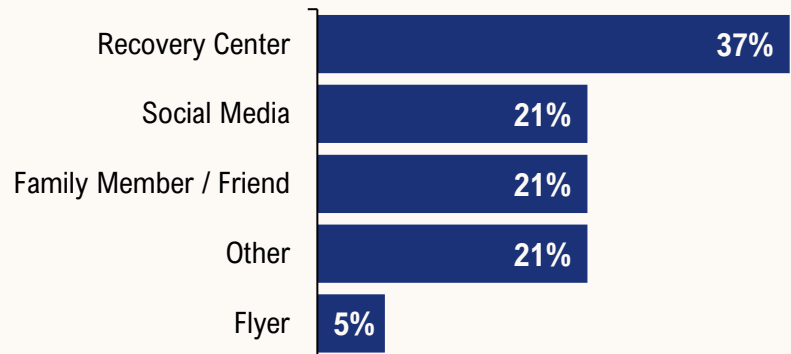
[I liked] watching the community come together for an amazing cause and the energy that came from all! Watching the sea of people turn purple was pretty rad too!!

Rally Marketing

The greatest percentage of respondents heard about the rally through the recovery center. Many reportedly heard about it through social media, family, or friends. Only one person (5%) heard about the rally through the flyer alone.

It brought everyone together.

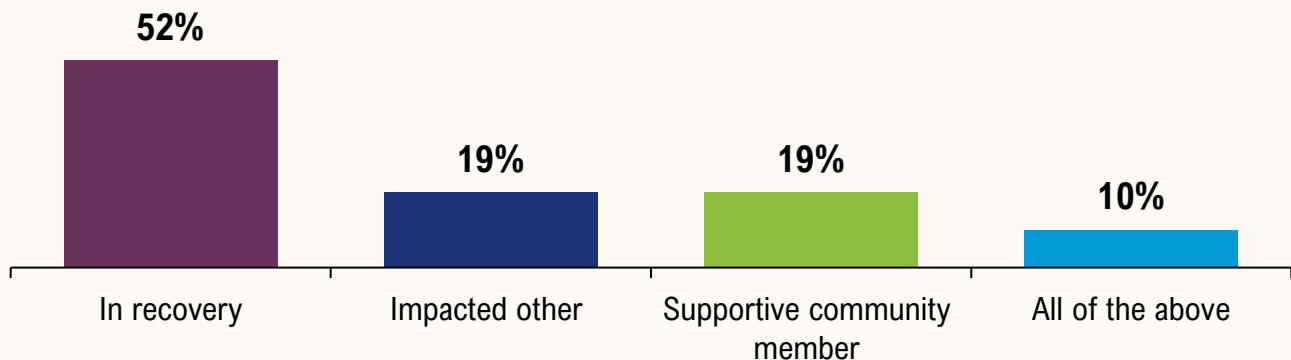
How attendees heard about the Rally
(n = 19)



Who responded to the rally satisfaction survey?

- Over half of those who responded to the survey were in recovery (52%). Others reported being an impacted other (19%) or a supportive community member (19%)
- Over two-thirds of respondents were women (76%).
- The majority of respondents were between 36 and 55 years old (70%).

Attendees' Relationship with Recovery Community
(n = 21)



“One of the best recovery experiences of my life”