

The Pike County Health Department in Pikeville, Kentucky has a best practice of creating elevator pitches to describe their recovery-focused programs. Below is an example of a quick pitch for their REBUILD program:

*REBUILD is funded for 3 years with two curriculums completed per year. Prior to release, inmates in the Pike County Detention Center who have graduated from the Westcare Kentucky Men's Jail Recovery Program, the second largest substance abuse program in the State of Kentucky for the incarcerated, and who are awaiting release from incarceration, will receive carpentry skills, public health services, and workforce development while providing a service to the community by producing 150 beds per year. The program is designed to prepare the men for re-entry as employable citizens.*

**Follow up: Create an elevator pitch for a recovery-focused project and a separate pitch for your organization's role in the region's recovery-to-work ecosystem.**