The ACTION Campaign

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August 10, 2007

ACTION Campaign
Adopting Changes to Improve Outcomes NOW
ACTION Campaign

The Campaign seeks to increase access to and engagement in addiction treatment

By enrolling 500 treatment providers, the ACTION Campaign hopes to impact the lives of 55,000 individuals currently affected by addiction

But So What?

Why do we need such a Campaign?
A Bit of Background on the field:

Every year more than 23 million Americans are in need of addiction treatment, but less than 10% of those individuals receive treatment.

Why aren’t people getting treatment?

• Not ready to quit
• Cost of treatment
• Stigma associated with treatment
• Don’t know where to get treatment
• Negative social support
• Time conflicts
• Poor treatment availability
• Admission Difficulty
But... When we can get people into treatment and get them to stay in treatment...

TREATMENT WORKS!!

And Now....

I am proud to present

The ACTION Campaign!!!
ACTION Campaign

3 ACTIONs:

1) Provide rapid access to services
2) Improve client engagement
3) Create a seamless transition between levels of care

ACTION Campaign
12 Promising Practices

ACTION: Provide Rapid Access

- Master the art of engaging the client at first phone contact. Congratulate client on having the courage to make the call. Use active listening when the clients explain why they are seeking help and how they are feeling.

- Express check-in: accelerate intake by offering same-day service.

- Increase efficiency and capacity: offer evening and weekend hours and group orientation sessions; double book appointments.

- Where’s the front door? Test your organization’s point of access—phone, Web, building entrances—continually to make sure that clients can reach you easily.
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12 Promising Practices

ACTION: Improve Client Engagement

- Greet clients personally and make them feel welcome. Ask about and listen to their reasons for seeking your help. Learn how clients are feeling before asking them to complete forms.

- What’s in it for me? Get clients actively involved in setting their goals and planning their treatment. Transform treatment into a personal and positive experience.

- The appointment punch card: use reminder systems that keep clients coming back.

- Provide regular feedback to counselors on their success at retaining clients.

ACTION: Create a Seamless Transition between Levels of Care

- Meet and greet: emphasize the “we” in the recovery journey. Create a personal connection for the client for internal and external referrals between levels of care.

- Express check-in and check-out. Make it easy for the client by reducing paperwork; establish clear two-way expectations and communication between levels of care.

- The guided tour: allow clients to participate in next level of care before discharge.

- Follow up to evaluate the hand-off, transfer, or referral. Work to continually improve the process.
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Use the PDSA Cycle to implement these promising practices:

**Plan:** Which ACTION does the organization want to focus on

**Do:** Implement a promising practice on a small scale

**Study:** Collect Baseline and post promising practice data. Did the practice result in a successful organizational change?

**Act:** Implement the ACTION organization wide and create sustainability plans

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Benefits to Participating

- Be part of a larger movement within the field
- Network with other treatment agencies
- Create relationships between various types of organizations working in the field
- Learn process improvement
- Learn how to implement the 3 ACTIONs
- Compare individual success to other organizations’
- Improve staff morale
- Impact the bottom line
- Help save 55,000 lives
- AND ITS ALL FREE!
ACTION Campaign Partners

• Network for the Improvement of Addiction Treatment (NIATx)
• Faces and Voices of Recovery
• National Association of State Alcohol/Drug Abuse Directors
• Robert Wood Johnson Foundation
• Substance Abuse & Mental Health Services Administration Center for Substance Abuse Treatment
• Treatment Research Institute
• Legal Action Center
• State Association of Addiction Services
• American Association for the Treatment of Opioid Dependence
• Join Together
• Addiction Technology Transfer Center National Office
• National Association of Addiction Treatment Providers

ACTION Campaign

To improve the lives of thousands of Americans in need of addiction treatment and recovery support services

Let’s Take ACTION!

www.actioncampaign.org
THANK YOU!!!

A special thanks to everyone at NIATx for sharing their time and expertise with me over the past several months. I have learned so much from each and every one of you!

References

1. National Survey on Drug Use and Health, 2005 Results: www.oas.samhsa.gov/NSDUH/2k5NSDUHresults.htm
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3. The Elephant in the Living Room of America. Hopenetworks www.hopenetworks.net
5. Drug Abuse Treatment Outcome Studies www.datos.org
QUESTIONS???