YEAR 1:
SITUATIONAL ANALYSIS

A presentation by NAADAC, the Association for Addiction Professionals
HISTORY OF RECOVERY

- Recovery has always had a stronghold in the addiction profession and its workforce.

- The addiction profession, founded by individuals in recovery, laid the groundwork to provide addiction services within a recovery orientation.

- Not all addiction professionals agree on all aspects of what recovery means, how to achieve it, and who is eligible.

- The make-up of the profession tipped from being entirely of those in recovery from substance abuse personally to only half.
Through the Recovery to Practice (RTP) Initiative, NAADAC was asked to determine the extent to which recovery-oriented concepts, values, and practices exist within all aspects of the addiction profession in order to develop a recovery-oriented training curriculum for the workforce.

www.naadac.org/situational-analysis
A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.
1) Recovery emerges from hope
2) Recovery is person-driven
3) Recovery occurs via many pathways
4) Recovery is holistic
5) Recovery is supported by peers and allies
6) Recovery is supported through relationship and social networks
7) Recovery is culturally based and influenced
8) Recovery is supported by addressing trauma
9) Recovery involves individual, family and community strengths and responsibility
10) Recovery is based on respect
AREAS OF FOCUS

- Level of knowledge and understanding of the concept of addiction recovery
- Familiarity with and level of knowledge of recovery-oriented practices
- Attitudes about and experiences with recovery-oriented practices
- Frequency and extent of use of recovery-oriented practices
- Availability of recovery-oriented training opportunities and resources
- Inclusion of recovery concepts in state licensure/certification requirements for addiction professionals
AREAS OF FOCUS

- Frequency of recovery-oriented language in formal documents and marketing materials
- Consistency between formal and informal policy and practice regarding recovery concepts
- Inclusion of recovery concepts in professional journals for the addiction profession
- Readiness of the addiction profession to change
- Areas of improvement for the integration of recovery concepts
AREAS OF ANALYSIS

- A literature review of addiction-related publications, journals, books, and articles by utilizing online research databases and consultants.

- Discussions and collected written responses from 42 key informants and organizations representing the different sectors of the addiction profession.

- Discussions in 2 listening sessions during NAADAC’s Advocacy in Action Conference in Washington, DC.

- Comments from 164 addiction professionals in an open call for feedback on the NAADAC website, representing different sectors of the addiction profession.
AREAS OF ANALYSIS

- Reviewed of the policies and approaches of 9 major addiction-related professional associations
- Assessed the educational program offerings of 11 major addiction-related professional conferences
- Examined the formal communications (e.g. websites, brochures, press releases, newsletters, campaigns, board and other meeting minutes), staffing and job descriptions, scopes of practice, practice guidelines, treatment algorithms, and ethical guidelines employed by 8 addiction treatment providers and organizations
AREAS OF ANALYSIS

- Reviewed the course offerings and syllabi from academic institutions that are approved by the National Addiction Studies Accreditation Commission (NASAC) and NAADAC’s Approved Academic Education Provider Program for recovery-related coursework.

- Examined documents and training materials of 4 addiction agencies/boards

- Reviewed state and national licensure or certification requirements for the addiction profession.

- Assessed recovery-focused training and technical assistance offered by institutional training curriculums, graduate or professional training programs, state mental health agencies, and other organizations.
In general, members of the addiction profession:

- understand recovery-oriented concepts
- utilize recovery-oriented practices
- have recovery-related opportunities for education, training, literature, certification, and licensure
SITUATIONAL ANALYSIS FINDINGS

GAPS

• ununiformed definition of recovery
• not all principles utilized equally
• competency of trauma-informed care
• cultural diversity
• medication-assisted treatment
• co-occurring disorders
• role of peer recovery support specialists (PRSS)
Many states are still in the early implementation stages of formally shifting to a recovery orientation.

The response of the addiction profession to recovery concepts is generally enthusiastic whilst being met with apprehension from the workforce.
Many economic and political challenges to integrating a full recovery orientation within the addiction profession were discovered (funding and policy issues).
In addition, social challenges (e.g. workforce resistance to change) and technological barriers (e.g. lack of full electronic records) also impede the adoption of a recovery orientation.

However, there has been progress towards a recovery orientation and there are economic, political, social, and technological advances on which the movement can rely as it progresses.
Even though there are many challenges and opportunities present to developing a training curriculum for the addiction profession, it is possible and necessary to fully implement a recovery-oriented model of care!
YEAR 2: CURRICULUM DEVELOPMENT
Launched a series of educational articles in *Advances in Addiction and Recovery*

- Misti Storie – “NAADAC launches Recovery to Practice (RTP) Initiative”
- William White – “Is it time we became recovery professionals?”
- William White – “Recovery-oriented practice and the addictions professional: A systems perspective”
- Cynthia Moreno Tuohy – “Recovery initiatives: A revolution in care interview with recovery advocate Joe Powell”
ELECTRONIC PRINT RESOURCES

For each goal and learning objective of the curriculum, NAADAC provided electronic resources for professionals to use and share:

- articles
- research studies
- training materials
MULTI-LEVEL EDUCATIONAL APPROACH

ANNUAL CONFERENCE & STATE AFFILIATE EVENTS

- 2013 Annual Conference in Atlanta, GA
- 2014 Advocacy in Action Conference in DC
- 2014 Annual Conference in Seattle, WA
CERTIFICATION TEST QUESTIONS

National Certification Commission for Addiction Professionals (NCC AP) is developing test questions for addiction professionals from this curriculum to implement into current national certification tests.
WEBINAR SERIES

- NAADAC produced 15.5 hours of original education
- Delivered live through 9 webinars
- All offered for free to all professionals
- Free CEs for NADAC members
- All recorded and archived on NAADAC’s website for later free viewing
- Certificate Program available soon
Defining Addiction Recovery
  • Thursday, January 9, 2014 @ 3-4:30pm EST
  • Wednesday, February 5, 2014 @ 3-5pm EST
The History of Recovery in the United States and the Addiction Profession
  • Thursday, March 6, 2014 @ 3-4:30pm EST
Defining Recovery-Oriented Systems of Care (ROSC)
  • Thursday, April 3, 2014 @ 3-4:30pm EST
Understanding the Role of Peer Recovery Coaches in the Addiction Profession
  • Thursday, May 1, 2014 @ 3-4:30pm EST
Including Family and Community in the Recovery Process
  • Thursday, May 29, 2014 @ 3-5pm EST
Collaborating with Other Professions, Professionals, and Communities
  • Thursday, June 26, 2014 @ 3-4:30pm EST
Using Recovery-Oriented Principles in Addiction Counseling Practice
  • Thursday, July 24, 2014 @ 3-5pm EST
Exploring Techniques to Support Long-Term Addiction Recovery
  • Thursday, August 21, 2014 @ 3-5pm EST

www.naadac.org/webinars
Defining Addiction Recovery

- **Length:** 1.5 hours
- **Presenter:** William White
- **Learning Objectives:**
  - List at least 3 factors that contributed to the early 21st century rise of recovery as a new organizing construct in the addictions field
  - Identify the 3 core ingredients contained within recent governmental/professional consensus panel definitions of recovery
  - Distinguish recovery and clinical remission

www.naadac.org/webinars

- **Length:** 2 hours
- **Presenter:** William White

**Learning Objectives:**

- Report the estimated number of adults in remission from substance use disorders in the United States;
- Define partial recovery, full recovery, amplified recovery;
- Identify four styles of recovery initiation;
- List 3 identity and 4 relational styles in long-term recovery;
- Identify the time period at which the risk of future SUD recurrence for people in recovery dramatically declines; and
- Discuss at least 3 implications for addiction professionals of the growing varieties of recovery experience.
The History of Recovery in the United States and the Addiction Profession

- **Length**: 1.5 hours
- **Presenter**: William White

**Learning Objectives:**

- List at least three pairs of recovery mutual aid groups with each pair respectively representing a secular, spiritual or religious pathway of recovery;
- Discuss at least 3 issues addressed within AA Traditions that contributed to AA’s survival and growth as an organization;
- List at least 4 recovery support institutions that are not recovery mutual aid societies that are rapidly growing in the U.S.; and
- Discuss at least 2 clinical implications of the diversification of recovery mutual aid societies in the U.S.
Defining Recovery-Oriented Systems of Care (ROSC)

- **Length:** 1.5 hours
- **Presenter:** Cherie Hunter

**Learning Objectives:**

- Define ROSC, its characteristics, and implications for services
- Understand the importance of role clarity: The addiction counselor within a ROSC
- Understand the role of clinical supervision
- Identify two examples of how ROSC is being implemented around the country (Michigan and Philadelphia)
- State how to Connect the Dots between ROSC and Recovery Management
Understanding the Role of Peer Recovery Coaches in the Addiction Profession

- **Length**: 1.5 hours
- **Presenter**: Phil Valentine
- **Learning Objectives**:
  - Define Peer Recovery Coaches – different definitions, different titles and tasks
  - Identify at least three key events for peer recovery coaches in the history of the addiction profession
  - Identify at least three ethical considerations
  - List at least three elements key to a scope of peer practice
  - Identify the various positions on the developmental ladder for peer recovery coaches
  - State at least two supervision considerations
Including Family and Community in the Recovery Process

- **Length:** 2 hours
- **Presenters:** William White and Joe Powell
- **Learning Objectives:**
  - Describe how the family and community have been affected by addiction
  - List 3 strategies for including individuals, family members and the community in the recovery programs
  - Define community recovery capital
  - Identify how to assess community recovery capital
Collaborating with Other Professions, Professionals, and Communities

- **Length:** 1.5 hours
- **Presenter:** Gerry Schmidt and Sherri Layton
- **Learning Objectives:**
  - Describe how to work on multidisciplinary teams
  - Describe how to build community networks
  - Describe how to work with managed care behavioral health organizations
  - List assertive linkage procedures to recovery mutual aid organizations and recovery community organizations

www.naadac.org/webinars
Using Recovery-Oriented Principles in Addiction Counseling Practice

- **Length:** 2 hours
- **Presenters:** Cynthia Moreno Tuohy and Dan Griffin
- **Learning Objectives:**
  - List the 10 guiding principles of recovery
  - Define at least 5 of the guiding principles of recovery
  - Demonstrate in your practice at least 3 guiding principles of recovery
  - Describe at least 3 new recovery-oriented practices, services and/or tools to incorporate into your practice
Exploring Techniques to Support Long-Term Addiction Recovery

- **Length:** 2 hours
- **Presenters:** Dr. Gisela Berger and Art Romero

**Learning Objectives:**

- Describe the role of addiction professionals in supporting long-term recovery
- Describe the difference between treatment planning and recovery planning
- List 3 techniques for post-treatment support
- Demonstrate skills necessary to assist clients and their families with recovery-focused reconstruction of identity, character, relationships, and resiliency
OVERALL WEBINAR STATISTICS

- The webinar series participation well exceeded the minimum expectation of 20 live participants.

- As of August 31, 2013, the curriculum has trained 3,979 addiction professionals.
  - 2,628 live attendees
  - 1,351 archive downloads

- The 11 live webinars tallied 5,996 registrants
  - 43.69% of registrants actually attending the live event

- NAADAC issued 1,425 CE certificates for this training curriculum
  - 38.22% of those who obtained the education.
OVERALL EVALUATION SUMMARY

- In general, the Training Curriculum performed very well.
- On average, the webinars were rated 3.44 out of 4.
- On average, 93.7% of live participants reported they were “very likely” or “somewhat likely” to share the information learned with co-workers or other professionals.
YEAR 3:
MARKETING AND DISSEMINATION
NAADAC’s third year of the RTP project will heavily focus on dissemination of the Curriculum. NAADAC will accomplish this in the following ways:

- 24/7 on demand access to all webinar recordings, PowerPoint slides, CE credit and supplemental resources
- 9 live webinar events for entire curriculum
- Creation and maintenance of a 40-hour Recovery-Oriented Practice Certificate Program
- Aggressive engagement with our affiliates and partners
- Special training at NAADAC Annual Conference to Affiliate Leaders
- Recovery-related test questions developed for national certification examinations
DISSEMINATION AND MARKETING CHANNELS

- NAADAC’s 46 State Affiliates
- NAADAC’s Regional Vice Presidents (RVPs)
- NAADAC’s Organizational Members
- National Certification Commission for Addiction Professionals (NCC AP)
- States that are moving the ROSC model forward
- Major Behavioral Health Managed Care Organizations
- Other addiction related national organizations
- Attempt to publish articles regarding the Training Curriculum in addiction trade journals and newsletters
- Produce “canned” promotional material that can be posted on websites and distributed through social media
Market through in-house channels:

- E-blasts through the NAADAC outreach list – over 30,000 individuals and organizations
- Publish ads and articles in Advances in Addiction and Recovery
- Direct promotions to current NAADAC membership
- A flyer insert in NAADAC membership renewal packets
- Active listings on NAADAC’s website: www.naadac.org
- Banner ads on the NAADAC homepage
- Promotion at the NAADAC Annual Conference
- Social media: Facebook, Twitter and LinkedIn
Created several webpages

- Project homepage
- Recovery definitions
- Webinar schedule
- Electronic Resources Library
- Homepage for each webinar
- 14 new pages total
BRANDING EFFORTS

Flyer & Magazine Ad
Thank You for Your Support!

NAADAC, The Association for Addiction Professionals
1001 N. Fairfax St. Suite 201
Alexandria, VA 22314
p 800.548.0497 f 800.377.1136

www.naadac.org/recovery