



*RECOVERY TO PRACTICE FOR  
ADDICTION PROFESSIONALS  
TRAINING CURRICULUM*

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Director of Training and Professional  
Development

*March 3, 2014*

**A presentation by NAADAC, the Association for Addiction Professionals**

**YEAR 1:**  
SITUATIONAL  
ANALYSIS

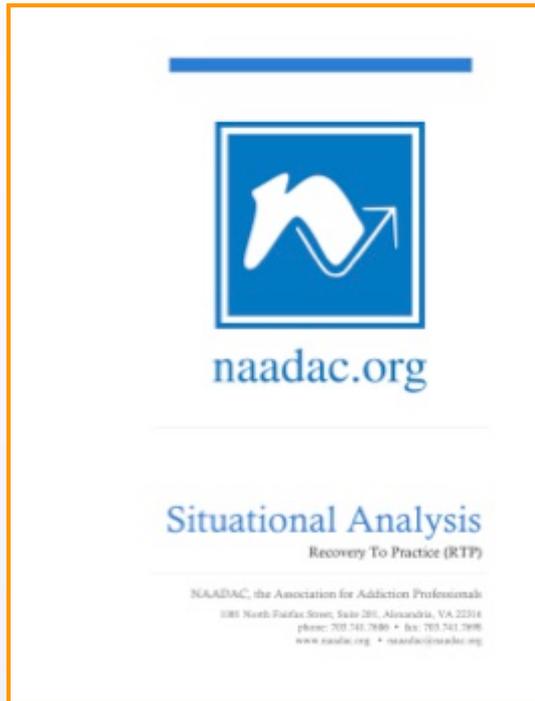


# [ HISTORY OF RECOVERY ]

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- 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.

# NAADAC **SITUATIONAL ANALYSIS**



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](http://www.naadac.org/situational-analysis)

## [ **SAMHSA'S** WORKING DEFINITION OF "RECOVERY" ]

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*A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.*

# [ RECOVERY-ORIENTED **GUIDING PRINCIPLES** ]

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- 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 ]

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- 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 ]

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- 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 ]

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- 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 ]

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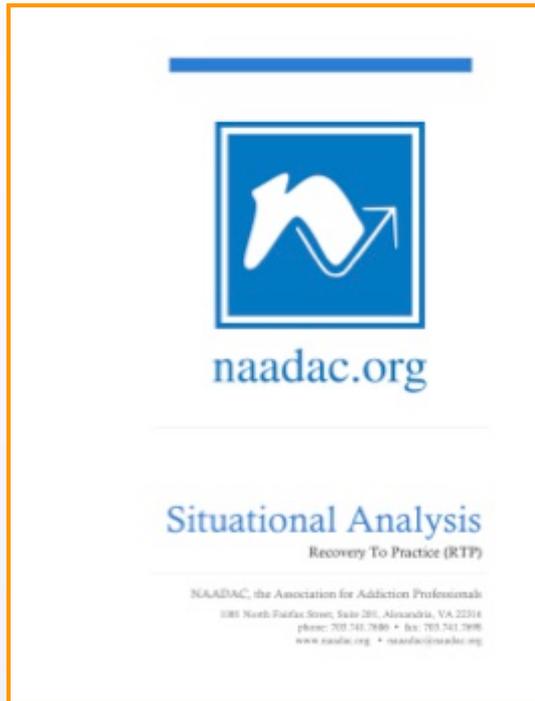
- Reviewed of the policies and approaches of 9 major addiction-related professional associations
- Assessed the educational program offerings of 11 major addiction-related professional conferences
- Examined the formal communications (e.g. websites, brochures, press releases, newsletters, campaigns, 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 ]

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- 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.

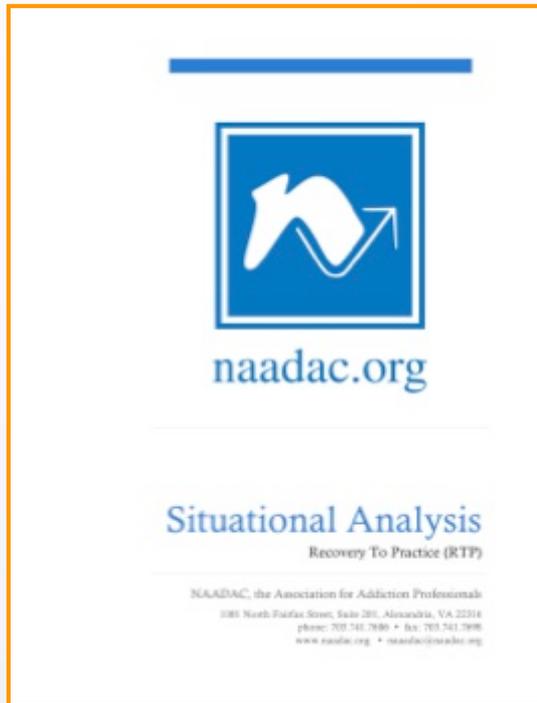
# [ SITUATIONAL ANALYSIS FINDINGS ]



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

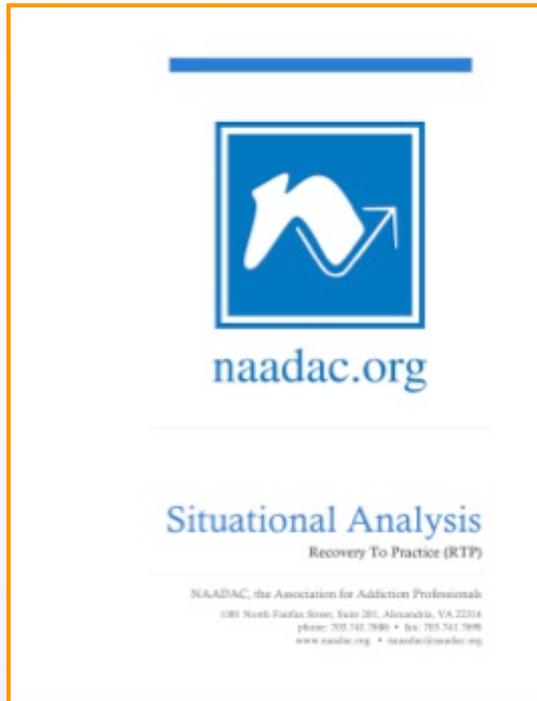
# [ SITUATIONAL ANALYSIS FINDINGS ]



## 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)

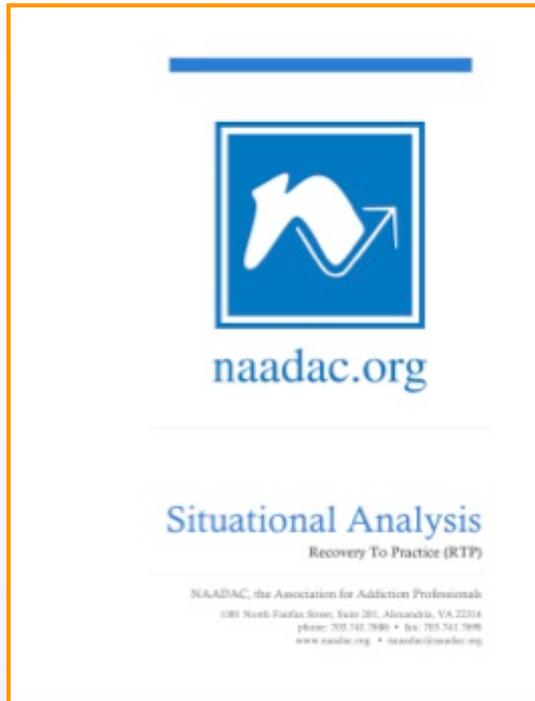
# [ SITUATIONAL ANALYSIS FINDINGS ]



Many states are still in the early implementation stages of formally shifting to a recovery orientation.

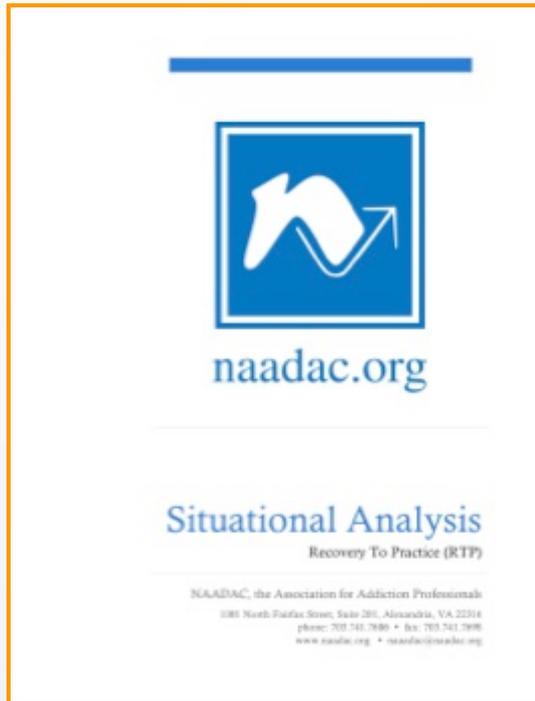
The response of the addiction profession to recovery concepts is generally enthusiastic whilst being met with apprehension from the workforce.

# [ SITUATIONAL ANALYSIS FINDINGS ]



Many economic and political challenges to integrating a full recovery orientation within the addiction profession were discovered (funding and policy issues).

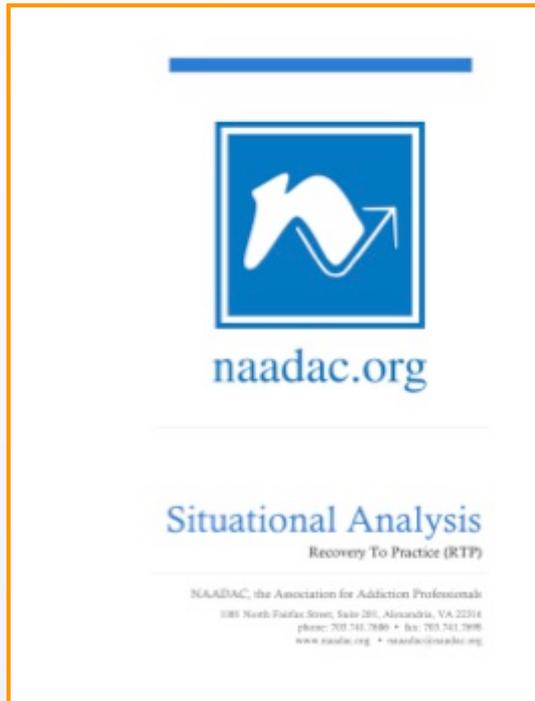
# [ SITUATIONAL ANALYSIS FINDINGS ]



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.

# [ SITUATIONAL ANALYSIS FINDINGS ]



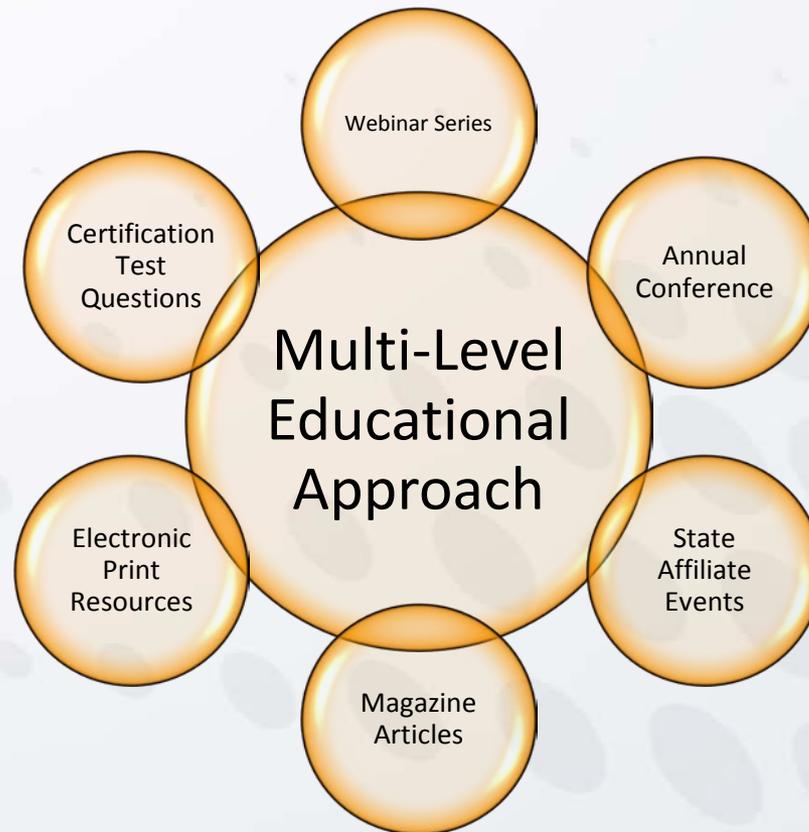
Even though there are many challenges and opportunities present to developing a training curriculum for the addiction profession, **it is possible and necessary to fully implement a recovery-oriented model of care!**

**YEAR 2:**  
CURRICULUM  
DEVELOPMENT



# [ MULTI-LEVEL EDUCATIONAL APPROACH ]

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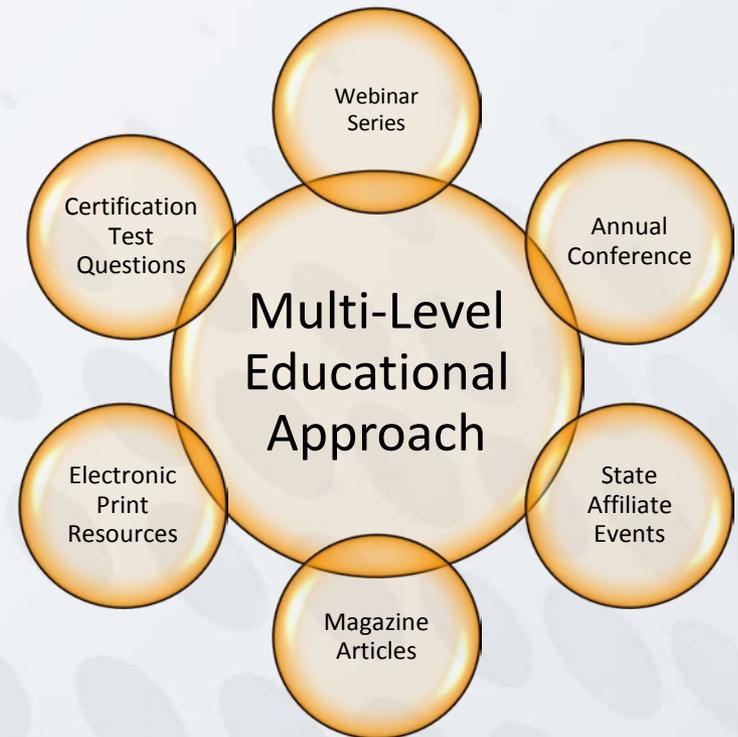


# [ MULTI-LEVEL EDUCATIONAL APPROACH ]

## MAGAZINE ARTICLES

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”

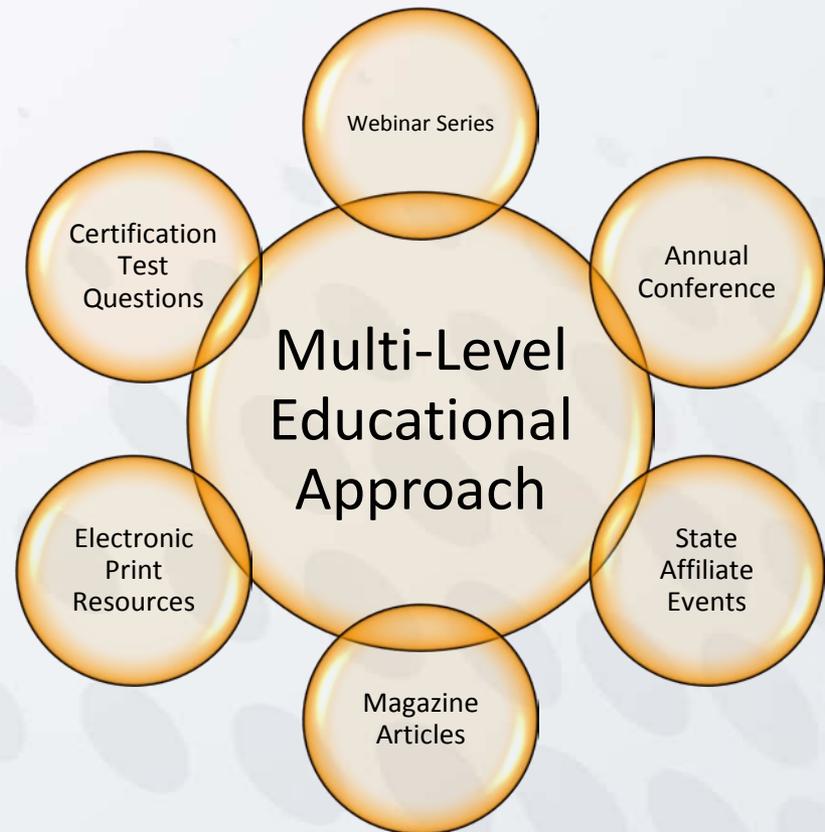


# [ MULTI-LEVEL EDUCATIONAL APPROACH ]

## ELECTRONIC PRINT RESOURCES

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

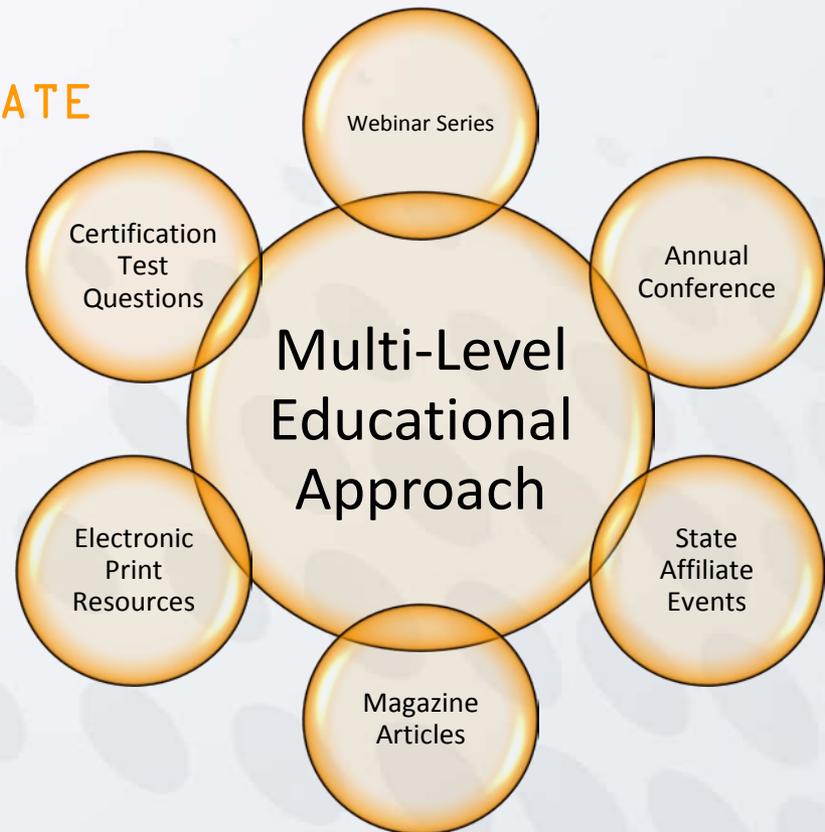
- articles
- research studies
- training materials



# [ MULTI-LEVEL EDUCATIONAL APPROACH ]

## ANNUAL CONFERENCE & STATE AFFILIATE EVENTS

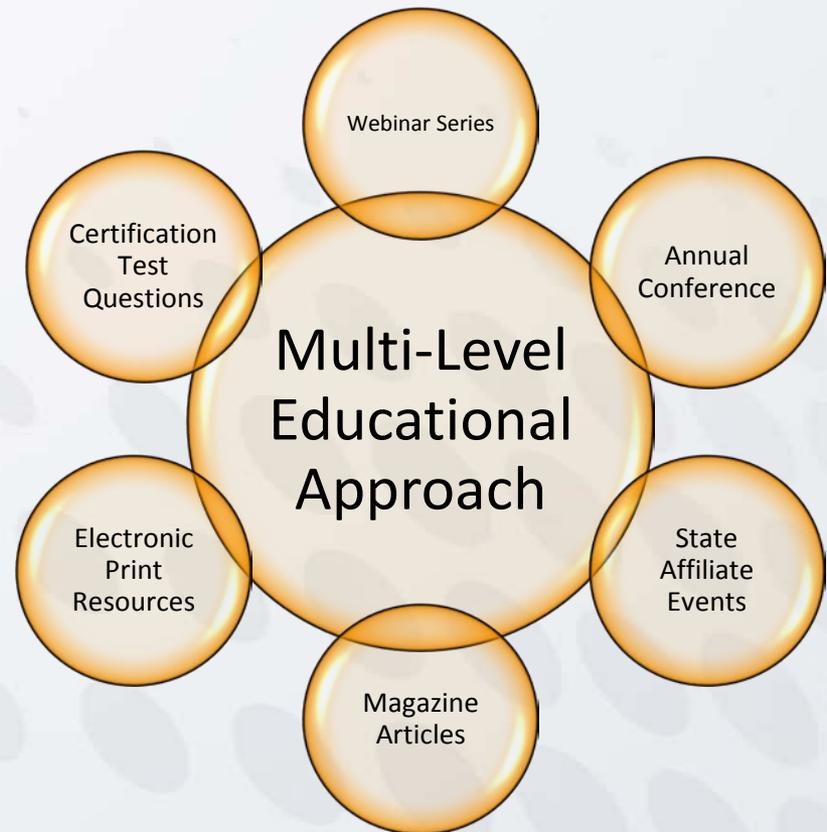
- 2013 Annual Conference in Atlanta, GA
- 2014 Advocacy in Action Conference in DC
- 2014 Annual Conference in Seattle, WA



# [ MULTI-LEVEL EDUCATIONAL APPROACH ]

## CERTIFICATION TEST QUESTIONS

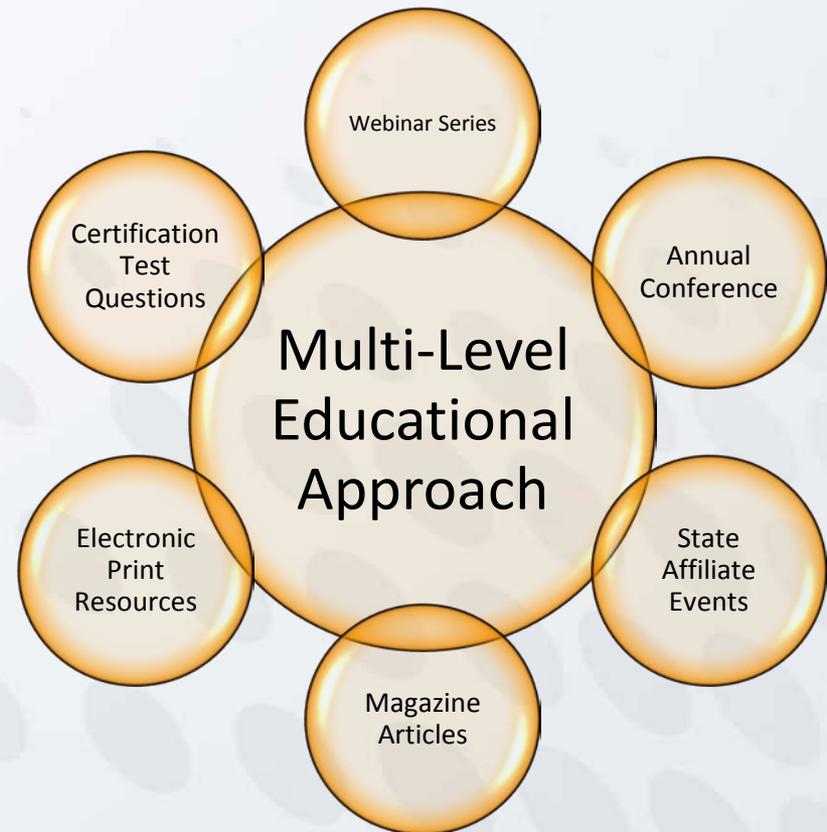
National Certification Commission for Addiction Professionals (NCC AP) is developing test questions for addiction professionals from this curriculum to implement into current national certification tests.



# [ MULTI-LEVEL EDUCATIONAL APPROACH ]

## 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



# WEBINAR SERIES 2014

## **Defining Addiction Recovery**

- Thursday, January 9, 2014 @ 3-4:30pm EST

## **What Does Science Say? Reviewing Recovery Research**

- 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



# [ RTP WEBINAR SERIES ]

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## 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

# [ RTP WEBINAR SERIES ]

## What Does Science Say? Reviewing Recovery Research

- 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.

## [ RTP WEBINAR SERIES ]

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### 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.

# [ RTP WEBINAR SERIES ]

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## 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

# [ RTP WEBINAR SERIES ]

## 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

# [ RTP WEBINAR SERIES ]

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## 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

# [ RTP WEBINAR SERIES ]

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## 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

# [ RTP WEBINAR SERIES ]

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## 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

# [ RTP WEBINAR SERIES ]

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## 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 ]

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- 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 ]

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- 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



## [ OVERALL PLAN ]

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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 ]

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- 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

# [ DISSEMINATION AND MARKETING CHANNELS ]

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## 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](http://www.naadac.org)
- Banner ads on the NAADAC homepage
- Promotion at the NAADAC Annual Conference
- Social media: Facebook, Twitter and LinkedIn

# WEBSITE DEVELOPMENT

## Created several webpages

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



# [ BRANDING EFFORTS ]

## Project Logo



## PowerPoint Template

## Banner Ad



# BRANDING EFFORTS

Flyer & Magazine Ad

## RECOVERY TO PRACTICE INITIATIVE

Hastening awareness, acceptance and adoption of recovery-based practices in the delivery of addiction-related services.

FREE WEBINARS  
MAGAZINE  
ARTICLES  
FREE CEs  
FREE ELECTRONIC  
RESOURCES  
INFORMATION  
AND SKILLS

HEALTH • HOME • PURPOSE • COMMUNITY

PROMOTING  
RECOVERY  
TO ALL AMERICANS  
AFFECTED BY  
ADDICTION

**RECOVERY TO PRACTICE**  
Resources for Behavioral Health Professionals

As a part of the federal government's efforts to promote recovery for all Americans affected by mental illness and/or addiction, in May 2009, the United States government announced its "Recovery to Practice (RTP) Initiative." The RTP Initiative is designed to hasten awareness, acceptance, and adoption of recovery-based practices in the delivery of addiction-related services and build on SAMHSA's definition and fundamental components of recovery. NAADAC joins a coalition of five professions to implement the Recovery to Practice Initiative (RTP): addiction professionals, psychiatrists, psychiatric nurses, psychologists, social workers and peer specialists.

**RTP Initiative Tasks**

To answer the call to infuse recovery-oriented practices in addiction services, NAADAC will present nine groundbreaking webinars, publish three articles in the NAADAC magazine, library a large collection of electronic resources and institute a national recovery-oriented training curriculum for addiction counselors.

To learn more about recovery, visit [www.naadac.org/education/recovery](http://www.naadac.org/education/recovery)

**NAADAC**  
THE ASSOCIATION FOR  
BEHAVIORAL HEALTH PROFESSIONALS  
[www.naadac.org](http://www.naadac.org)

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[www.naadac.org](http://www.naadac.org)

## UPCOMING RTP WEBINARS

These webinars are a component of the Recovery to Practice (RTP) Initiative that is designed to hasten awareness, acceptance, and adoption of recovery-based practices in the delivery of addiction-related services.

FREE TO PARTICIPATE    ○    FREE CEs to NAADAC MEMBERS

**DEFINING ADDICTION RECOVERY**

Wednesday, February 13, 2013  
3-4pm EST  
Presented by William White

**WHAT DOES SCIENCE SAY? REVIEWING RECOVERY RESEARCH**

Thursday, February 28, 2013  
12-1:30pm EST  
Presented by William White

**DEFINING RECOVERY-ORIENTED SYSTEMS OF CARE (ROSC)**

Wednesday, March 13, 2013  
3-4pm EST  
Presented by Lonnetta Albright

**THE HISTORY OF RECOVERY IN THE U.S. AND THE ADDICTION PROFESSION**

Tuesday, March 26, 2013  
12-1:30pm EST  
Presented by William White

**EXPLORING TECHNIQUES TO SUPPORT LONG-TERM ADDICTION RECOVERY FOR CLIENTS AND FAMILIES**

Thursday, May 23, 2013  
12-2pm EST  
Presented by Dr. Gisela Berger

**COLLABORATING WITH OTHER PROFESSIONALS AND COMMUNITIES**

Tuesday, June 4, 2013  
3-4pm EST  
Presented by Gerry Schmidt

**INCLUDING FAMILY AND COMMUNITY IN THE RECOVERY PROCESS**

Wednesday, June 19, 2013  
3-5pm EST  
Presented by Don Coyhis and Joe Powell

**UNDERSTANDING THE ROLE OF PEER RECOVERY COACHES IN THE ADDICTION PROFESSION**

Monday, July 22, 2013  
12-1:30pm EST  
Presented by Patty McCarthy Metcalf

**USING RECOVERY-ORIENTED PRINCIPLES IN ADDICTION COUNSELING PRACTICE**

Thursday, August 29, 2013  
12-2pm EST  
Presented by Cynthia Moreno Tuohy and Dan Griffin

To participate and learn more, visit [www.naadac.org/education/recovery](http://www.naadac.org/education/recovery)

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All live events are recorded and available on demand.

# Thank You for Your Support!



## NAADAC, The Association for Addiction Professionals

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NAADAC



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