

Promoting Awareness of Motivational Incentives

Motivational Incentives: A Therapeutic Strategy with Great Rewards

Successful Treatment Outcomes Using
Motivational Incentives

**September 9, 2009
North Dakota Alcohol Summit**


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Presenters

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Presenter Introductions

Candace received her Master of Arts degree in Substance Abuse and Mental Health Counseling at the Univ. of Iowa. She is Director of Training with PrairieLands ATTC and a regional ATTC representative with the National Institute on Drug. Candace has supported counselors with clinical supervision at all levels of care. She developed, supervised, managed, and administered outreach and case management programs, and transitional housing programs for persons and their families in substance abuse recovery and who are homeless. Candace has a focus on curriculum development, distance learning and has provided numerous trainings focusing on the implementation of substance abuse best practices. She is a member of the Motivational Interviewing Network of Trainers and is currently providing Motivational Interviewing training in ND.

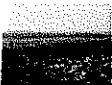
Andi Johnson is currently the Director of Operations at ShareHouse. She oversees addiction programming for ShareHouse, Sister's Path, Robinson Recovery Center, ShareHouse-Wellness Center, Sleeping Stones, and ShareHouse Genesis. In her 23 years of experience, she has provided addiction services to clients and families in inpatient, outpatient, correctional, and residential settings. In Jan 2007 Andi was appointed to the North Dakota Board of Addiction Counseling Examiners by Gov. John Hoeven. A Clinical Supervisor since 1991, Andi believes that learning from those you supervise enriches the quality of addiction services across the state of ND.

Margret Volk serves as a licensed addiction counselor who has been practicing in North Dakota and Minnesota for the past 25 years, and since 2005, she has been with the Southeast Human Services Center in Fargo. Margret has published articles, manuals and developed programs for use in the counseling industry. She began implementing the Matrix program in 2006 and has seen it grow over the past three years. As part of this program, she uses motivational incentives with the clients. It provides clients with a sense of awareness that there are expectations of them, whether from society or treatment, and that meeting these expectations will result in personal benefits for them.

Agenda

10:15 – 11:00	Motivational Incentives: A Therapeutic Strategy with Great Rewards Candace Peters
11:00 – 11:15	BREAK
11:15 – 11:45	Successful Outcomes and Barriers to Implementation Andi Johnson
11:45 – 12:15	Experiences of Achievement Margret Volk
12:15 – 12:30	Wrap-up and Evaluation

Goals and Objectives



<p>1) Build awareness of Motivational Incentives as a science-based therapeutic strategy within the addiction treatment field</p> <p>2) Illustrate practical implementation strategies</p>	<p>1) Discuss history research and implementation of Motivational Incentives</p> <p>2) Discuss primary principles in the implementation of Motivational Incentives</p> <p>1) Illustrate experiential suggestions for overcoming barriers.</p> <p>2) Introduce successful implementation strategies</p>
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Motivational Incentives: A Therapeutic Strategy with Great Rewards

Candace Peters

How can Motivational Incentives Be Used ?

- Are used as a tool to enhance treatment and facilitate recovery
- Target specific behaviors that are part of a patient treatment plan
- Celebrate the success of behavioral changes chosen by therapist and patient
- Are used as an adjunct to other therapeutic clinical methods
- Can be used to help motivate patients through stages of change to achieve an identified goal
- Are a reward to celebrate the change that is achieved

"The major problems of the world today can be solved only if we improve our understanding of human behavior"
- About Behaviorism (1974)

Motivational Incentives -- Contingency Management

Reward and Reinforcement

Reinforcement vs Punishment (the core difference is not whether it is pleasant or unpleasant; it is whether the goal is to increase or to decrease the likelihood of a behavior)

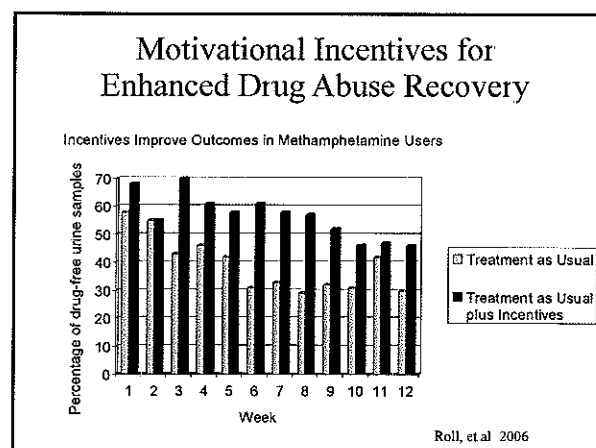
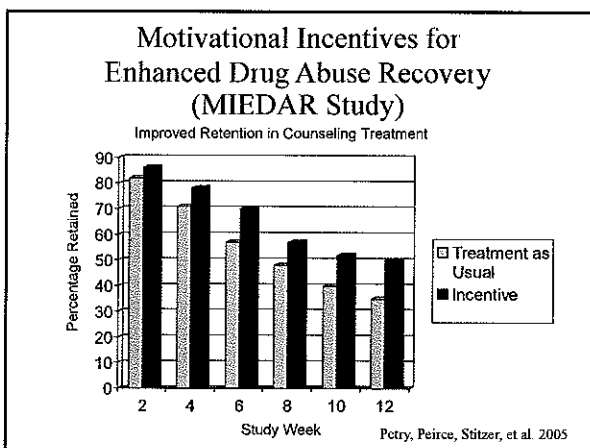
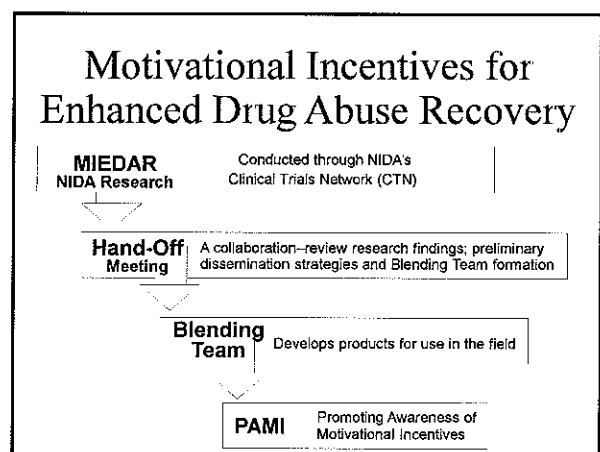
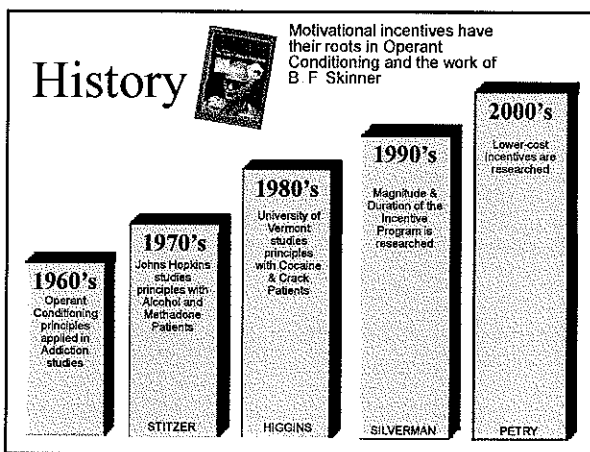
Operant Conditioning

(behaviors are altered by the consequences that follow them)

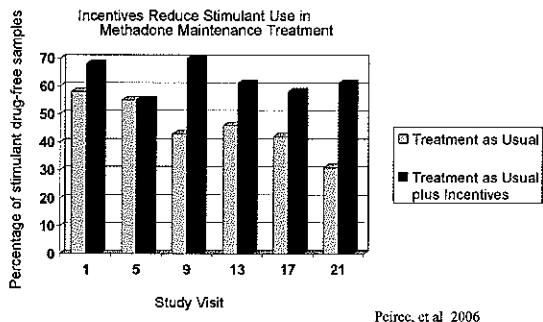
VS.

Classical Conditioning

(is an involuntary, or automatic, response to a stimulus)



Motivational Incentives for Enhanced Drug Abuse Recovery



Founding Principles

- Identify the Target Behavior
- Choice of Target Population
- Choice of Reinforcer
- Incentive Magnitude
- Frequency of Incentive Distribution
- Timing of the Incentive
- Duration of the Intervention

Identify the Target Behavior

- Problematic and in of change
- Observable and measurable
- The target behavior is the centerpiece of the behavioral contract

Examples: attendance at group, keeping medical appointments, filling out job applications

Choice of Target Population

- group size or individual sessions
- closed or open group
- it is not necessary to provide reinforcements for all participants

Examples: adolescent out-patient, women and children, IOP, residential technicians

Choice of Reinforcer

- critical element
- perception – desirable are likely to have much greater impact
- involve participants in the selection

Examples: movie tickets, television, bicycle, diapers, attend sober/clean event off-site, car, new jeans

Incentive Magnitude

- Magnitude of the incentive will determine the degree to which the intervention is effective
- Incentive should compete with the reinforcement derived from the behavior targeted for change

Examples: X-Box, DVD, IPOD, Bicycle

Frequency of Incentive Distribution

- Consider: target behavior, resources, amount of clinical contact
- Begin frequently
- behavior change is well established, the frequency can be reduced

Examples: 2 x wk, 1 x mo, 1 x 6 month

Timing of Incentive

- Poor timing can undermine the most well-planned intervention
- Identify the behavior and reinforce immediately

Examples: at on-set of group, when behavior change noted on the residential unit

Duration of the Intervention

- How long is too long – too short?
- adapt treatment duration to client's behavior
- gradually remove incentives on a individual basis
- help client internalize recovery process
- find or develop naturally occurring reinforcers

Motivational Incentives: Successful Outcomes and Barriers to Implementation

Andi Johnson

Challenges



- Cost of incentives
- On-site testing
- Counselor resistance

Low Cost Incentives

- **MIEDAR** studies focused on managing the cost and efficacy of incentives
- **Fishbowl Method** – patients select a slip of paper from a fish bowl
 - Behavior is rewarded immediately
 - Patient draws from the fish bowl immediately after a drug-free urine screen
 - Patient exchanges prize slip for a selected prize from the cabinet

Low Cost Incentives

To help manage the cost, half of the slips offer a "good job" reward and the other half are winners of prizes as follows:


- 1/2 – Small prize (\$1)
- 1/16 – Medium prize (\$20)
- 1/250 – Jumbo prize (\$100)

Low Cost Incentives

Patients are allowed to select an increasing number of draws each time they reach an identified goal.

- Patients may get one draw for the first drug-free urine sample two draws for the second drug-free urine and so on
- Patients will lose the opportunity to draw a prize with a positive urine screen, but are encouraged and supported When they test drug-free again they can s


Challenges



- Is it fair?
- Does this lead to gambling addiction?


In studies conducted by Stitzer and Petry people with existing gambling problems were excluded, among the rest of the clients no one has developed a gambling addiction as a result of motivational incentives

Challenges



- Isn't this just rewarding patients for what they should be doing anyway?

Challenges



- How do I select the rewards?

- 1 Rewards that would be important to your participants
- 2 Rewards that can be obtained through donations
- 3 Rewards that must be of sufficient value
- 4 Fun doesn't hurt either

Brainstorm

Challenges

Can Motivational Incentives be used with adolescents, or patients with co-occurring disorders

- Motivational Incentives increases the number of clients showing up for their appointments and leads to better treatment outcomes.
- In a fee-for-service and increasingly outcome oriented environment these are very important matters.
- Idle staff generate no income, and poor outcomes will lead to less funding for an agency and higher costs to society

Challenges

Is it for everyone?

According to Maxine Stitzer et al. (1984): the following may contribute to a greater or lesser response to incentive programs:

1. The level of past and present drug use
2. The patient's history of success or failure at stopping the use of drugs
3. The presence of Antisocial Personality Disorder
4. The nature and vitality of their social networks
5. Their own personal historical responsiveness to reinforcements and punishments as motivators for behavior change

Experiences from Share House

Motivational Incentives: Experiences of Achievement

Margret Volk

Frequently Asked Question

Can Motivational Incentives be used in the place of "talk therapy?"

- No, motivational incentives are an add-on to more traditional therapies.

Is there anything I will have to change that I haven't thought of ?

- Possibly, rewards that are effective should be given promptly after the desired behavior occurs

Reasons to Implement the Use of MI

- Cost Benefits
- Minimum investment for reduced drug use
- People staying in treatment longer
- Reduction in societal costs
- Minimal training to start up
- Workforce and client satisfaction

Policy Maker Considerations

- Cost benefits
- Minimum investment for reduced substance use
- People engaged in treatment longer
- Reduction in societal costs
- Minimal training to implement
- Workforce and patient satisfaction

Benefits for a State System

Solutions to Existing Problems

- Evidence-based/Research Supported
- Outcome Measurements
- Improved Retention Rates
- Increased Recovery
- Culturally Sensitive
- Cost Benefits
- Opportunities


Agency Directors Considerations

- Minimum investment for increased retention
- Adoption of an evidence-based practice
- Limited training
- Motivates staff (possible retention)
- Provides a fun environment
- Promotes teamwork

Experiences from South East Human Services Center

THANK YOU

Candace Peters
Andi Johnson
Margret Volk



PrairieLands ATTC National Network
www.attcnetwork.org

Resources

- www.drugabuse.gov
- <http://pami.nattc.org>
- www.samhsa.gov
- www.csat.samhsa.gov
- www.nattc.org

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ROBINSON RECOVERY CENTER
CONTINGENCY MANAGEMENT DRAWINGS

Once Weekly:

Tracey – Friday – Apartment Cleanliness – 1 - \$20.00 Domino's card
Sam – Wednesday – CC group attendance – 2 - \$5 gift cards
Julie – Monday – Family Group – 1 - \$10.00 gift card and 1 - \$5.00 gift card

Twice Weekly:

Mary/Amy – Group Attendance – 2 - \$10.00 gift cards

Three Times Weekly:

Tracey – Negative UA's – 2 - \$5 – gift cards and 1 - \$4/\$6 movie pass

Once Monthly

Sam – Wednesday – Post Discharge Negative UA's – 1 - \$50.00 West Acres Mall card

Need total of:

24 - \$5 gifts

12 - \$10

4 - \$20

1 - \$50

CONTINGENCY MANAGEMENT

- I. Apartment Cleanliness**
 - a. Room checks daily
 - b. Apartment number placed in fish bowl if they pass inspection by the residential coordinator.
 - c. Every Friday during therapeutic community one apartment is drawn from the fish bowl by the residential coordinator.
 - d. Reward = \$20 pizza party for winning apartment.

- II. Sponsor step work**
 - a. Step work verified by the sponsor will earn a name in the fishbowl – residential case manager.
 - b. One name drawn from fish bowl 3 times weekly by the residential case manager.
 - c. Reward = fast food restaurant coupon (\$5), movie pass (\$5)

- III. On Time Group Attendance**
 - a. Each person who attends group on time, name is placed in fish bowl for drawing 2 times per week by the residential case managers.
 - b. Name drawn during therapeutic community on Wednesday by the residential case managers. (one male – one female)
 - c. Reward = three - \$5 Wal Mart Gift Card (2 men; 1 women)

- IV. Family Involvement**
 - a. For each family member that attends family group or is involved in a family phone conference session, the client's name is placed in the family fish bowl equal to the number of family members in attendance during the session.
 - b. Two drawings will be held by the family LAC.
 - c. Reward = 2 - \$10 gift card

- V. Post Discharge**
 - a. Negative UA's**
 - i. For each negative UA, name is place in post discharge bowl by the CC LAC.
 - ii. Drawing held once monthly during CC group by the CC LAC.
 - iii. Reward = \$25 West Acres gift card

 - b. CC group attendance**
 - i. For each attendance name placed in fish bowl by the CC LAC.
 - ii. Two drawings per group session (once weekly) by the CC LAC.
 - iii. Reward = \$5 gift certificate