

*Promoting Awareness of Motivational
Incentives*

Successful Treatment Outcomes Using Motivational Incentives

Today's PAMI Panelists

- Maxine Stitzer, Ph.D./Lead PI MIEDAR CTN Study, John Hopkins University
- John Hamilton, LMFT/Blending Team Member, Berke Associates
- Lonnetta Albright, Chair – PAMI Blending Team/Director Great Lakes ATTC

Today's Objectives

- Preview PAMI product
- Review the research
- Discuss clinical implications
- Demonstrate the technology
- Announce dissemination strategies

MIEDAR
NIDA Research



Motivational Incentives for Enhanced Drug Abuse Recovery

**Hand-Off
Meeting**

A Blending Team - researchers, providers, and
Addiction Technology Transfer members is
formed to address critical needs in the
treatment field



**Blending
Team**

Develops products
for use in the field



PAMI
Promoting Awareness
Of
Motivational Incentives

PAMI Awareness Campaign Package

- Incorporates a multi-media approach
- Supported by research
- Highlights MIEDAR NIDA-CTN study results including Fishbowl Technology
- CD-ROM interface

CD-ROM Elements

- Video
- Presentations (Policy Makers and Clinicians)
- Tool Kit
- Resources

Course Content

Why Motivational Incentives

Definitions

History

Founding Principles

Low Cost Incentives

Clinical Applications

Tool Kit

- Sample tools
 - Fundraising ideas
 - Activities
 - Reward Receipt Record
 - Tickets
 - Policy and Procedures
- Letter to Single State Authorities

Resources

- 7 Principles of Motivational Incentives
- Frequently Asked Questions
- Graphs
- Articles
- Annotated Bibliography
- Research Order Form

Considerations for Agency Directors

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

Considerations for Policy Makers

- Requires minimum investment to reduce client drug use
- Encourages people to stay in treatment longer
- Helps to reduce societal costs
- Requires minimal training to implement technique

Considerations for Clinical Staff

- Allows staff and clients the opportunity to recognize successful treatment outcomes
- Provides a tool to help clients achieve goals
- Encourages participation with ancillary services
- Leads to increased retention
- Leads to reduced drug use

Core Principles

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

Low Cost Incentives

- **MIEDAR** studies focused on managing the cost and efficacy of incentives
- **Fishbowl Drawing Method**—clients select a slip of paper from a fish bowl
- Behavior is rewarded immediately
- Client draws from the fish bowl immediately after a negative urine screen
- Client 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:

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

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Z-3 Concepts – Video Production Company

Products Availability

- Products Completed
 1. Buprenorphine Treatment: Training for Multidisciplinary Addiction Professionals
 2. Short-Term Opioid Withdrawal Using Buprenorphine
 3. S.M.A.R.T. Treatment Planning: Utilizing the Addiction Severity Index (ASI)
- In Development
 4. Motivational Interviewing Assessment: Supervisory Tools for Enhancing Proficiency (MIA:STEP)
 5. Promoting Awareness of Motivational Incentives (PAMI)