

Advocacy & MAT: Where to Start and What to Do

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A little about Katie

- SUD and PH crossroads
- BA Health Arts and Sciences Goddard College
- MSPH MCH UNC
- Clinical, Management, Research
- Advocacy Experience



Abbreviations

- MAT- Medication-Assisted Treatment
- SUD- Substance Use Disorder
- CARF- Commission on Accreditation of Rehabilitation Facilities
- HCV- Hepatitis C
- OD- Overdose
- IPV- Intimate Partner Violence

Why This Training is Being Offered

- Advocacy skills not part of SUD clinical training
- Importance of Advocacy
- Not sure how to get started
- How to overcome challenges

Goals

- Understand the benefits of advocacy
- Overcoming personal and organizational barriers
- How to begin advocacy projects
- Preparing you to developing a plan to implement

Where Does Advocacy Happen?

- Individual Patient Needs
- Meetings
- Court
- Provider Fairs
- Communicating with the Media
- Recovery Celebrations
- Legislative
- Trainings
- Planning Committees

What is Advocacy?
Education + Action=Outcomes

- Education
 - Info on SUD, MAT, Special Populations
 - Awareness
- Action
 - Letters, rallies, speaking engagements, blogs, art, documentaries, representation in meetings, open houses
- Outcome
 - New regs, laws, policies, trainings, opportunities for patients, changing opinions
 - Improved conditions/situations

Why Do We Need Advocacy?

- Improving environment for clients
 - Challenging stereotypes
 - Awareness of needs & barriers
- Promote agency
 - Challenging stereotypes
 - CARF
- Educate about services
- Developing allies
 - Who doesn't need a favor now and then?
- Professional Development

Challenges

- Finding Time!
- Intimidating
- Where to begin- overwhelming
- Implementing Advocacy
- Developing buy-in supervisor, others
- Working with challenging providers, individuals

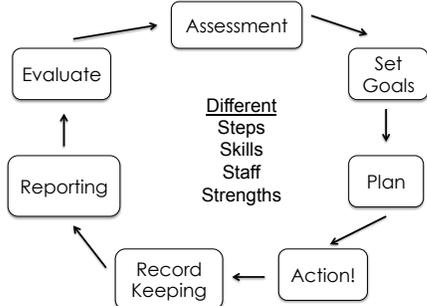
Advocacy Challenges

- Group Shout Out!
- What challenges have you experienced?
- What challenges do you anticipate?
- Ideas on how to overcome

Importance to MAT Providers

- Stigma of MAT
- "I've never met anyone who provides these services"
- Sharing research behind MAT
- Sharing success stories
- Reaching out to medical staff
- Can truly create new allies for MAT

Advocacy Where to Start



Internal Assessment

- Advocacy in your agency
 - History of, current
 - Attitude toward
 - Who's willing to help
- Your comfort level
 - Experience
 - Comfort zone
 - Length of time in field/agency
 - Time commitment

External Assessment

- What is going on in your community?
- What are the needs of your patients?
- New legislation?
- Join a group?
 - Who's already doing what
- Start your own group/project?
- Places where your patients access services
 - Developing rapport

Set Goals

- Take into consideration the assessment
- Different activities appropriate for different assessment outcomes
 - Think matching stages of change with interventions
- Brainstorm ideas within assessments

Deciding on Goals

- Start small
 - Achievable
- New to advocacy
 - Join a group, open house, art projects, letters
- Been there...
 - Legislation, new project, public speaking

Developing a Plan

- State your plan clearly
- Include
 - What
 - Who
 - Why
 - Time
 - Deliverables

Developing a Plan

- The more detailed the plan is- more likely to be supported
- More complex the activity- the more detailed the plan
 - Long/short goals, interventions
- Consider writing like a treatment plan
- Presenting to supervisors/management
 - Address risk management
 - Community image
 - Professional development
 - CARF

Action!

- Implementing the plan
- Being consistent
- Time management
 - Don't over commit
- Addressing barriers
- Adapting the plan
- Follow through with next steps

Record Keeping

- Important for professional development
 - I have needed this SO many times!
- Need for CARF
- Create a binder
 - Multiple records, self and agency
- Record whenever advocacy is done
 - Successful or not
- Newspaper clippings
- Online articles

Date	Who and Where	What	Hours	Number of people	Notes
3/4/13	Maine Medical Center Portland	Meeting with staff to discuss trends in birthing center	3	5	Requested ongoing meeting regarding MAT and pregnancy.
5/4/13	Social workers at SMMC	Presentation on MAT & Pregnancy	1.5	15	
7/13/13	Peabody Center Portland	Discussed HIV/SUD and how to better collaborate	2	10	Discussed having them present at a group.
8/30/13	Open House	Community to visit facility	4	75	Ran out of food, need more supplies next time.

Reporting

- Who to share this with
 - Everyone!
 - Community, staff, patients, management, practice board, advocacy groups
- How to share
 - Papers, online, website, blog, newsletter, bulletin board, staff meetings, conferences, etc
 - Get an editor

Evaluate

- Have fun?
- Achieve goal?
- Worthwhile?
 - Outcome vs. time/energy
- Continue?
- Completed and next goal?
- Lessons learned?

Basic Skills- Overview

- Public Speaking
- Agency Overview
- Prepared Materials & Resources
- 30 Minute Presentations
- MAT Considerations

Public Speaking

- Overcoming anxiety
 - Assess current level
 - Know your stuff- you're the expert
 - Practice in-house
 - Use prompts- PowerPoint, outline
 - Start with something you feel confident about
 - Don't pack too much in- feeling rushed
 - Don't agree to 30 min when you need an hour
 - Have water near, not coffee

Public Speaking

- You are a treatment professional not a professional public speaker (yet)
 - Audience expectations
- Maintain eye contact
- Projecting your voice
 - Asking if people in the back can hear you
 - Using a microphone
- Working the room

Public Speaking

- Relax
- Smile
- Breathe
- Project self confidence -think positive
- Be enthusiastic-verbal and non-verbal
- Talk naturally- don't perform
- Tension relieving exercise

Agency Overview

- Create a basic agency overview
- Think admission criteria
 - Age
 - Gender
 - Level of care (OP vs. IP)
 - Medication assisted
 - Transportation
 - Length of treatment
 - Dual diagnosis
 - Abstinence based
 - Number of clients served

Agency Overview

- What services do you provide
 - Counseling requirements
 - Staff to client ratio
 - Housing
 - Meals
 - Transportation
 - Case management
 - Medication
 - Mental health
 - Physical health

Agency Overview

- Goals of program
 - Stabilization
 - Housing
 - Employment
 - Free from drug of choice
 - Free from all drugs and alcohol
 - Completion of probation
 - Healthy pregnancy

Agency Overview

- Challenges experienced by patients
- How to refer
- How to report a concern about a patient
- How to report diversion
- Policy on releases
- Ways to collaborate

Agency Overview Conditions for Discharge

- Missed counseling sessions
- Successfully completing program
- Positive drug screens
- Breaking safety rules
- Not attending group sessions
- Missed days of treatment

Preparing Materials

- Who is my audience?
 - Providers, clients, nurses, students...
 - Use appropriate language, tone, handouts
 - Create basic materials that can be adapted to an audience
- What is my activity?
- What is my goal?
 - Information, awareness, problem solving

Preparing Materials

- Professional look
- Proper grammar
- Define acronyms
- Correct reading level
- Citing/referencing
 - Plagiarize
- Save with dates to reflect updates and revisions

Preparing Materials

- Group Shout Out!
- What materials do you already have?
- What needs to be created?
 - Intended agency?
 - Sub-population of patients?
- Barriers to preparing materials?
- Overcoming barriers?

30 Minute Presentation

- Your name & credentials
- Slide for abbreviations- regardless of audience
- Agency over view
- How to refer

30 Minute Presentation- Cont.

- Intake process
- Special topics, concerns, observations
- Human interest story
- Contact information
- Leave time for questions
- How agencies can collaborate

Presentations

- 30 minutes may seem like a lot
- Develops and expands quickly
- Remember to create a basic presentation
 - Make adaptations for audiences
 - Save new changes
 - Review and update as needed
 - Changes in regs, policies, etc.

MAT Considerations

- Must address topics
 - Types of medications
 - Medications used by your facility
 - State and federal regs
 - Take-home schedule/requirements
 - Diversion policy
 - Admission requirements
 - Drug screening
 - Harm reduction

MAT Considerations

- Addressing difficult questions & situations
- In general
 - Remain calm, poised
 - Acknowledge the issue- don't dismiss or down play
 - Don't get involved in the emotional/personal
 - Don't engage in argument or debate
 - Don't let the person "hold the floor"
 - Respond with facts
 - May be appropriate for person to contact you after presentation or during break

MAT-Specifics

“My friend’s son died because of methadone”

- What is the person’s concern?
 - Not regulated, not worth the risk, causes more harm
- How might we respond?
 - Tragic to hear of losses
 - What we do to prevent them
 - Mixing of medications
 - Where diverted methadone comes from

MAT-Specifics

“It’s just exchanging one drug for another”

- What is the person’s concern
 - Band Aid, not “real” treatment,
- How might we respond
 - We are treating a brain disease with medication
 - We hear that a lot, and in this presentation I’ll be talking about the research behind why MAT is helpful
 - Speak to safety and other behaviors

MAT-Specifics

“Methadone use during pregnancy?”

- What is the person’s concern
 - Not safe
 - Not medically appropriate
 - We should detox her right?
- How might we respond
 - MAT and pregnancy is very counterintuitive
 - Refer to medical journals and research
 - Risk of relapse without
 - Risk of withdrawals and pregnancy complications
 - Healthy mom, healthy baby

Getting Started

- Advocacy tips
- Community activities
- Media
- Long-term planning

Getting Started-Advocacy Tips

- Must talk about history of treatment
- Address science and research
 - Graphs, stats, site research articles
- Often addressing a skeptical audience
 - Use your persuasive skills
- Anticipate and practice- difficult questions
- Developing allies
- If you don’t have business cards- make them yourself

Community Activates

- Outreach to providers who are resistant to clients in MAT
- Promotion & involvement with pill drop days
- Public health issues: HIV, HCV, OD, IPV, nutrition
 - Draw on your own personal interests
- Community awareness events
- Open house for anyone in the community
 - Provide short 15 min intro talks

Media

- Used as a means of advocacy and sharing what you've done
- If representing agency- get materials approved
- Letting the media in on a story
 - Jail policies
- Responding to media
 - "Addicted babies"
 - Use of other inappropriate language
 - Offering a tour of the facility

Involving Patients

- Must consider potential negative impact
- Agency policies
- Protecting identity
 - Art, documentary, anonymous quotes, letters
- Boost to self-esteem
- Boundaries!

Involving Clients-Benefits

- First hand experience
- Encouraging honesty- good & bad
- Hearing the full story
- Client empowerment
- Allowing them to tell their story
- Less likely to be challenged
- Something positive
- Audiences enjoy

Involving Clients-Challenges

- Anxiety
- Who's in the room
- Getting them there
- No-show
- Confidentiality considerations
- Boundaries
- Relapse

Involving Clients-Considerations

- Encouragement
- Acknowledging the challenge/anxiety
- Helping them prepare
- If they don't show- have a plan B

In Closing...

Take our survey!
(advocacy in action)

Assessment of needs for people working with
women of childbearing age at risk/history of
opioid use.

www.ncpoes.org

Questions?

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