

Partners for Recovery (PFR) Workforce Development Resources

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Presentation Goals

- To share helpful resources with you in addressing workforce development issues;
- To discuss how to use these resources and where to obtain them; and
- To answer any questions you have about the resources.

PFR Resources Respond to Key Issues Facing Workforce

Current Workforce

- Infrastructure
- Leadership
- Retention

Future Workforce

- Recruitment

Workforce Strategy

“ Strengthening Professional Identity: Challenges of the Addictions Treatment Workforce ”

Goal:

- To summarize trends and challenges in addictions treatment workforce and provide recommendations to address those issues.

Key issues include:

- Infrastructure
- Leadership
- Recruitment
- Education & Accreditation
- Retention
- Study Priorities

Workforce Strategy (cont'd)

- Articulates vision for the workforce through 21 recommendations aimed at strengthening the field's professional identity;
- Outlines the need for collective action and organizational partnerships; and
- Serves as the basis for CSAT workforce development efforts.



Strengthening the Current Workforce



Infrastructure

“Provider Networks: Strategies to Strengthen Addiction Treatment Infrastructure”

Goals:

- To educate provider agencies on the potential benefits of networks; to strengthen infrastructure; and to expand the ability to attract and retain staff.

What:

- Nine case studies exploring network models and networking strategies that strengthen organizational infrastructure and respond to workforce issues.

Examples:

1. Enhanced training
2. Shared staff
3. Increased revenue
4. Shared administrative functions

Leadership Development

PFR/ATTC Leadership Institutes

Goal:

- To identify emerging leaders in the field to build capacity to meet both organizational and system demands

What:

- **An intensive 6-month training program involving:**
 1. Independent pre-course assignments
 2. Assessment tools
 3. Five-day immersion training
 4. Mentoring
 5. Booster sessions, distance learning and a personalized project
 6. Graduation ceremony

Retention

“Addictions Treatment and Recovery Workforce Retention and Recommended Practices Pilot Study”

Goal:

- Investigate reasons for low-turnover rates in addictions treatment workers and find improved practices for retention.

What:

- Five-State pilot study focused on administrative practices related to low-turnover in provider agencies

Findings:

1. Competitive benefits & salaries
2. Flexibility of work schedule
3. Continuing education and professional development
4. Employee solidarity and appreciation

Retention

“ Supporting Our Greatest Resource: Addressing Substance Misuse, Abuse, and Relapse in the Treatment Workforce ”

Goal:

- To provide practical solutions through a web-based toolkit to substance use treatment providers faced with challenge of employee substance abuse and misuse.

Tools:

- Sample personnel policies reflecting commitment to wellness (e.g. personal leave, vacation, sick & wellness days, etc.)
- Prevention-oriented management script
- Sample management procedures for addressing use, misuse and relapse situations
- Sample employee reintegration agreement



Building the Future Workforce



Recruitment

“ Informing Marketing Strategies for Recruitment into the Addictions Treatment Workforce ”

Goal:

- To inform the development of marketing/recruitment materials.

What:

- Six focus groups of individuals entering or already in the health and human services field, focused on minority populations

Explored:

- Key factors relevant to career and employment decisions
- Knowledge, attitudes and beliefs regarding addiction & recovery, and addictions treatment as a professional endeavor
- Utilization of media and the Internet
- Recommendations

Recruitment (cont'd)

“ Informing Marketing Strategies for Recruitment into the Addictions Treatment Workforce ”

Findings: Barriers to Staff Recruitment

- Not valued by society
- Under-compensated
- Misconceptions about treatment and recovery
- Educational, training and certification requirements
- Stressful and frustrating work environment
- Limited career growth opportunities

Recruitment (cont'd)

“ Informing Marketing Strategies for Recruitment into the Addictions Treatment Workforce ”

Findings: Key Motivators for Potential Entrants into the Treatment Workforce

- Desire to work with people (often a specific population, e.g., elderly, youth, etc.)
- Desire to serve or “give back” to the community
- Desire to make a difference or serve as an agent of change
- Desire for stable employment (early/pre-career professionals)
- Career advancement opportunities (mid-career professionals)

Recruitment (cont'd)

“ Informing Marketing Strategies for Recruitment into the Addictions Treatment Workforce ”

Findings: Marketing Materials and Strategies Under Development

- PowerPoint presentation summarizing findings of focus group report
- Template recruitment flyers that can be customized locally
- Template ad copy that can be customized locally
- Recruiting manual for hiring professionals in the treatment field

WANTED



Marketing Messages



SUBSTANCE ABUSE TREATMENT
To millions, it's the key to a new life.

You could be holding that key.

**To find out about careers in substance abuse
treatment counseling, research, and administration,
visit www.pfr.samhsa.gov.**



Did you know that the addiction treatment field hires more than 5,000 new professionals each year?



Find out how you can become part of this growing workforce. Visit www.pfr.samhsa.gov.

I wasn't sure about becoming a drug treatment counselor.

Now that I've seen what a difference I can make, I wouldn't want to do anything else.



I knew that becoming a certified drug treatment counselor would boost my career.



Ad concept – *DRAFT*

I'd never imagined how it would enrich my life.

PFR Workforce Development Resources

Find these resources at www.pfr.samhsa.gov:

- *Current Challenges and Issues Facing the Addiction Treatment Workforce* (PowerPoint presentation)
- *Ohio Alcohol and Other Drug Addiction Workforce Development Project* (Article)
- *Substance Abuse Treatment Workforce Environmental Scan* (Report)
- *Strengthening Professional Identity: Challenges of the Addictions Treatment Workforce* (Report)
- *Leadership in Substance Abuse Treatment and Recovery* (Report)
- *NASADAD Leadership and Management Development Activities in the State* (Report)

Partners for Recovery Website



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A collaboration of

COMMUNITIES & ORGANIZATIONS

mobilized to help

INDIVIDUALS & FAMILIES

achieve and maintain

RECOVERY and lead

FULLFILLING LIVES.

RECOVERY CROSS-SYSTEMS COLLABORATION STIGMA REDUCTION WORKFORCE DEVELOPMENT LEADERSHIP DEVELOPMENT

Latest News

- Partners for Recovery (PFR) sponsors briefings for State legislators. [more...](#)
- PFR/ATTCs sponsor Leadership Institutes. [more...](#)
- "Strengthening Professional Identity: Challenges of the Addictions Treatment Workforce" released and "Report to Congress: Addictions Treatment Workforce Development" submitted. [more...](#)
- PFR hosts five regional recovery meetings. [more...](#)



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