22 Engagement Strategies

- Make it easy to speak to a live person by phone
- A warm phone voice tone matters
- Learn from doctor’s offices – increase first session attendance by 30%
22 Engagement Strategies Continued

Remember the 4 factors that lead to client Engagement.

Mega-study “The Heroic Client”

- The Clinical Model
- Counselor hopefulness
- The therapeutic relationship
- Client factors
Client Extra-Therapeutic Factors

- Success prior to the presenting problem
- Individual and family resilience
- Cultural strengths and pride
- Love
Client Extra-Therapeutic Factors Continued

- Employability
- A good education
- Vocational skills
- Hope for the future
- Leadership
Client Extra-Therapeutic Factors Continued

- Faith
- Spirituality
- “A praying grandmother”
- Extended family orientation
Engagement Strategies

Utilize naturally therapeutic qualities

- Empathy
- Warmth
- Genuineness
Engagement Strategies Continued

Engagement in the first 5 minutes

- Voice tone
- Receptionist greeting
- Pictures
- Magazines
- Waiting Room
- Length of wait
- A tour
Joining with Adolescents

- Shoes
- Jerseys and t-shirts
- Hats
- Hand and arm tattoos
- Name
- Music
- Work
- School
- Aspirations for the future
Minimize Confrontation
Discover the Client’s Uniqueness

• If you had 3 wishes, what would they be?
• When are you happiest?
• What do you do on Saturday afternoons?
• Who are your heroes?
• What is your favorite food?
• What kinds of things are funny to you? Do you like to tell jokes or hear jokes?
• If you agreed to work with me, what do you think is important for me to know about you in order to be most helpful?
Have a Sense of Humor
Use of Incentives
Mc Treatment
Candy
Dunkin’ Donuts
Fishbowl Technique
Flat Screen Tv
Be aware of counter-transference reactions.

After counseling approaches.

Engaging mandated clients.
Connect with clients cross-culturally
When Working with Clients with Co-occurring Disorders Honor a Variety of Approaches to Recovery

Solo recovery
Total abstinence
Virtual recovery
Temporary drug substitution
Religious styles
Medication assisted
12 Step recovery
Shifting allegiance
“Make a contact: If this does not work...”
Bonus Strategies

• Offer a snack

• Avoid desks

• Explain counseling
• Ask permission to give feedback

• Engage in mutual treatment planning

• Guard against burnout and compassion fatigue

• Sound bites are more effective than long paragraphs when communicating with resistant clients
Strategies to Increase Recovery Rates
Sharpen Assessment and Treatment Skills

- Process Addictions
Use Evidence Based Practices

- CBT
- 12 Step facilitation
- Family Therapy
- Integrated Dual Disorders Treatment
- Behavioral Couples Therapy
Try Not To Pack Too Much Into the Treatment Plan

- Pre-contemplation
- Contemplation
- Readiness
- Action
- Maintenance
Address Trauma
In the Realm of the Hungry Ghost
by
Gabor Mate, M.D.

- Drugs don’t cause addiction any more than a deck of cards causes compulsive gambling
- There needs to be a pre-existing vulnerability
- For some people, the seeds of addiction is planted years before they use
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PTSD

- The person has been exposed to a traumatic event
- Recurrent and intensive distressing recollections of the event
- Efforts to avoid conversations, activities, places and people that bring up memories of the event
- Difficulty falling or staying asleep, nightmares, flashbacks
PTSD vs. Complex Trauma

with complex trauma exposure to a specific traumatic even is **not** required
Complex Trauma Includes Multiple Layers and Years of Traumatic Experiences

- Neglect
- Abandonment
- Multiple placements
- Parental substance abuse
- Adult emotional unavailability
- Multiple losses
- Exposure to domestic violence
- Abuse
Most Common Symptoms of Complex Trauma

- Difficulty regulating emotions 65%
- Difficulty with impulse control 63%
- Negative self-image (eating disorder) 62%
- Difficulty concentrating (ADHD) 60%
- Aggression (Conduct Disorder) 56%
- PTSD 12%
- Substance Abuse 10%
What About the Environment?

What is the impact of living under constant threat of trauma?
Historical Trauma

A cumulative emotional and psychological wounding over the lifespan and across generations, emanating from massive group trauma

- Brave Hart, 2000
Historical Trauma Features

- Loss of culture
- Survivor guilt
- Depression
- Traumatic stress symptoms
- Numbing
- Low self esteem
Historical Trauma Features Continued

- Historical unresolved grief
- Substance use
- Suicidal ideations
- Traumatizing others at the micro and macro levels
Sources of Adolescent Trauma

- Corporal punishment
- Witnessing domestic and community violence
- Sexual abuse
- Victim of violence
- Abandonment/Divorce
- Bullying
Trauma Informed System of Care

A trauma informed system of care recognizes and therapeutically responds to the impact of traumatic stress on those who have contact with the system from the initial phone call, through termination and follow-up. In a trauma informed system of care every member of the service team has an awareness of their role in reducing the impact of trauma on those seeking services.
The First 5 Minutes of Contact

- A warm greeting
- Pictures on the wall
- Magazines in the waiting room
- A short wait
- An inviting waiting room
- Positive service energy
Ethics and Trauma

Iatrogenic Effect

How service providers can inadvertently traumatize clients

- Heavy confrontation
- Unwelcome touch
- Not guarding against burnout and compassion fatigue
Sign of Compassion Fatigue

- Loss of energy
- Loss of hope
- Loss of idealism
- Spiritual distress
- Shift in your world view
- Depersonalization
Depersonalization
Compassion Fatigue Protective Factors

- Laughter
- Feelings of appreciation
- Team cohesion
- Outlets to discuss traumatic experiences
How Service Providers Can Inadvertently Traumatize Clients Continued

- Paternalism
- Unhealthy boundaries
- Discharge for confirming the diagnosis
- Keeping clients in therapy too long
- Treating aftercare as an afterthought
- Dual relationships
- Sexual exploitation
- Professional desertion
Impact of trauma across the life span
Center for Disease Control and Prevention

The Adverse Childhood Study (ACE)

Research with Nearly 18,000 Adults

Discovered A Strong Correlation Between Early Childhood Trauma and Physical and Mental Illness in Adulthood
ACE Study

Directions – For each “yes” answer, give yourself one point. For each “no” answer, give yourself zero points.

When you were growing up in your household, before age 18, did you have any of the following experiences?

1. Often had a parent or someone else in the household who swore at you, yelled at you, and sometimes, or often, acted in a way that made you believe you might be physically hurt. ____

2. Sometimes, often, or very often, were you pushed, grabbed, slapped, or had something thrown at you, or hit so hard that you had marks or were injured? ____
ACE Study Continued

3. An adult or person at least five years older ever touched you or fondled you in a sexual way, had you touch their body in a sexual way, attempted oral, anal, or vaginal intercourse with you or actually had oral, anal, or vaginal intercourse with you. ____

4. Were you ever mad to feel unloved, unprotected, and not special in your home? ____

5. Were there times when you did not have food, clean clothes, and a place to live? If you were sick, were there times when an adult did not take care of you consistently? ____
6. Did you ever witness your mother or stepmother get pushed, grabbed, slapped, hit, or have something thrown at her? ____

7. Was there anyone in your household who was a problem drinker, alcoholic, or who used street drugs? ____

8. Did you live with a household member who was depressed, mentally ill, or attempted suicide? ____

9. Were your parents ever separated or divorced? ____

10. Did you ever have a household member who went to prison? ____
Reality

“Where there is trauma in the family there is usually a conspiracy of silence. Everyone has to honor the ‘no talk’ rule. These Dark Secrets if internalized can lead to physical and mental health problems.”

Judith Herrmann
Good Family Secrets

• Santa Claus

• The tooth fairy

• Surprise birthday party

• How you feel about people as people
Follow-up Research on the ACE Study

Year

2010 • link between lung cancer and childhood trauma

2009 • link between childhood trauma and premature death
        • prescription drug abuse
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<th>Year</th>
<th>Topic</th>
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<td>pulmonary disease and childhood trauma</td>
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<tr>
<td>2007</td>
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<td></td>
<td>cigarette smoking</td>
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<tr>
<td>2006</td>
<td>early alcohol and drug use</td>
</tr>
<tr>
<td>2005</td>
<td>homelessness in adulthood</td>
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</table>
Follow-up Studies Continued

2004
- depression in adulthood
- liver disease
- heart disease
- teen pregnancy

2003
- illicit drug use
- mental illness
Follow-up Studies Continued

2002
- alcoholism and depression in adulthood

2001
- suicide attempts and risky sexual behavior

2000
- HIV and other sexually transmitted diseases
Approaches to trauma treatment and recovery
Three Phases of Trauma Recovery
Judith Hermann

- Safety (home, community, counseling)
- Remembering and mourning
- Reconnection
  - Revisiting old hopes and dreams
  - Establishing new hopes and dreams
  - Finding a survival mission
  - Striving to reach your potential
Cognitive Behavioral Approach

• Listen to the metaphors and help clients change the metaphors

• Validate the client’s feelings

• Commend the client for his/her symptoms

• Help the client re-frame the symptom as survival skills

• Help the client explore the usefulness of the survival skills today

• Symptom reduction
Other Approaches to Trauma Treatment and Recovery

- ARC model-experiential/community based approach
- Sanctuary Model
- EMDR
- Exposure Therapy
- Mindfulness Meditation
- Yoga Psychotherapy
Other Approaches to Trauma Treatment and Recovery Continued

- CBT
- DBT
- Seeking Safety
Relapse Prevention for Trauma and Addiction

- **Utilize the 5 senses**
  - **Touch**
  - **Sound**
  - **Sight**
  - **Taste**
  - **Smell**
Harris’ history is full of abuse and trauma. He was born three months premature, his labor was induced by his father kicking his mother in the abdomen. This was an indication of the abuse Harris was about to suffer throughout his childhood and adolescence. At age two he had his jaw broken by his father and was regularly beaten by both parents. He learned not to reach for food during meals without his father’s permission; otherwise his father would stab him in the hand with a fork...
Harris lived in a constant state of fear; his father would load his gun and tell the children they had thirty minutes to hide outside of the house and that if he found them he would shoot them. Harris’ father was later imprisoned for sexually assaulting his daughter. Harris’ mother died from smoking and excessive drinking. Harris later shot and killed two teenagers, he is facing the death penalty.

What argument could Harris’ attorney use to save Harris’ life? What information would the attorney need to share with the court?
Help Clients Successfully Complete Treatment

- Place at a level they are motivated for
- Keep clients motivated while they wait
- Provide gender specific services
- Provide services that meet the needs of youth
Help Clients Successfully Complete Treatment Continued

- Evaluate the hour the services are provided
- Provide an environment where a diversity of clients feel welcome
Increase Self Help Attendance

- Escorts
- Arrive early
- Set up chairs
- Volunteer to read
- Stay late
- Sponsorship
- Sober activities
Teach Social Skills

• How to dress for success
• Public speaking
Use successful alumni
Develop organizational health
Increase staff competence
Celebrate small victories and encourage clients to do the same.
Kentucky School of Alcohol and Drug Studies

Presents

15 Strategies for Engaging and Improving Recovery Rates for Chemically Dependent Clients

Presenter

Mark Sanders, LCSW, CADC