

Division of Services Improvement, Clinical Technical Assistance Project
Technology-Assisted Care
Spectrum Programs, Inc.
TA 3977 Call Summary
May 19, 2013 · 10:00 am ET

Submitted to: Laura Alfonso, Jason Hayden, Nancy Rudes, and Kate Wetherby

Date of Submission: May 19, 2014

Attendees

SAMHSA: Kate Wetherby

Spectrum Programs, Inc. (SPI): Laura Alfonso, Jason Hayden, and Nancy Rudes

JBS International (JBS): Iris Chai, Michael Heckman, Leslie McElligott, and Dave Wanser

Meeting Purpose

The purpose of the call was to discuss SPI's technical assistance request (TA 3977). The TA (as it was submitted on February 4, 2014) identifies 3 issues and a number of video-production focused solutions:

Issue #1: Program recruitment has been limited to the use of brochures, and we have not made sufficient use of technology (e.g., Websites and social media) to reach prospective clients.

Issue #2: Program staff has limited knowledge of filming and editing professional quality secure videos for the purpose of recruitment.

Issue #3: Many of our consumers have limited basic knowledge of computer skills, and have had to rely on peers to provide one-on-one basic computer skills training, which has been extremely time-consuming. The development of tools for self-paced training of the technology will make it possible for the interactions between staff and consumers to have a greater focus on recovery activities.

Proposed Solutions:

- Creating recruitment videos with the Peer Specialist
- Creating instructional videos for basic computer skills and other program technology (e.g., Internet and portal) with the Peer Specialist and program staff
- Creating "Motivational Quotes" video with the Peer Specialist
- Video production and editing
- Uploading videos to a secure Youtube Channel or other secure Internet video website

Discussion

Due to unforeseen obstacles related to (i) staffing and (ii) efforts to finalize the Memorandum of Understanding (MOU) between SPI and Broward County Addiction Services, SPI wishes to withdraw the abovementioned TA request at this time.

- SPI's MOU with Broward County was revoked which has impacted SPI's ability to recruit clients into service.
- SPI plans to focus their efforts on utilizing four recently hired Broward County outreach workers to promote treatment services. Their participation has positively impacted client engagement rates thus far.

JBS affirmed that they are available to assist SPI with future client engagement, recruitment, and retention strategies.

Action Items

Kate Wetherby (SAMHSA) will cancel the TA request and encourages SPI to submit another should the need arise.