



# Recovery Incentives Program

Provider Outreach & Communications Toolkit

January 9, 2024

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# Toolkit Introduction

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To expand access to evidence-based treatment for stimulant use disorder, DHCS is piloting Medi-Cal coverage of contingency management services in participating counties through the Recovery Incentives Program. Contingency management is an evidence-based practice that recognizes and reinforces individual positive behavior change consistent with meeting treatment goals, including medication adherence, as well as substance and stimulant nonuse.

**The purpose of this Toolkit is to provide organizations offering the Recovery Incentives Program with messaging and resources to spread awareness about the new program among Medi-Cal members living with stimulant use disorder.** This Toolkit includes sample messages and templates that can be used in various forms of outreach, including print and digital media. DHCS encourages organizations to integrate this messaging into existing communications channels. Outreach efforts may include, but are not limited to:

- » Updating website text and scheduling email newsletters for Medi-Cal members (see "Sample Messages")
- » Printing and distributing fliers to provider sites to increase referrals
- » Preparing and sharing social media posts

DHCS recommends providers begin outreach to Medi-Cal members one month in advance of the launch of the Recovery Incentives Program. Find additional information about the Recovery Incentives Program on the [DHCS Website](#).

# Sample Messages

A decorative graphic consisting of two overlapping, curved bands. The top band is a darker shade of purple (#800080) and the bottom band is a lighter shade of purple (#D8BFD8). They curve from the left side of the slide towards the right, creating a dynamic feel.

# Sample Messages: Overview & Objectives

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## **Overview**

This section includes sample messages related to the efficacy and availability of the Recovery Incentives Program. DHCS encourages participating organizations to use the sample messages included in this Toolkit to ensure consistency in messaging throughout the State.

## **Target Audience**

The messages included in this section are intended primarily, but not exclusively, for Medi-Cal members diagnosed with stimulant use disorder.

## **Objectives**

The messages included in this Toolkit are intended to provide information about:

- » Evidence of the effectiveness of contingency management services in treating stimulant use disorder;
  - » Role of incentives in driving positive behavior change over time; and
  - » Eligibility criteria for the Recovery Incentives Program.
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# Sample Messages: Website Text

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**Do you or someone you know use cocaine, methamphetamine, or other stimulants?** An effective new treatment can help you or someone you know stop using and recover from stimulant use disorder. It's called the Recovery Incentives Program.

Beginning [Date], the Recovery Incentives Program is available to individuals who are enrolled in Medi-Cal and diagnosed with stimulant use disorder. The Recovery Incentives Program works by giving participants up to \$599 in gift cards for not using cocaine, meth and other stimulants. The program measures changes in stimulant use with negative drug tests.

Please visit [Provider Name] or contact [Contact Information] to learn more about the Recovery Incentives Program.

# Sample Messages: Email Newsletter

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**Subject: Recovery Incentives Program Now Available at [Provider Name].**

**Do you or someone you know use cocaine, methamphetamine, or other stimulants?** An effective new treatment can help you or someone you know stop using and recover from stimulant use disorder. It's called the Recovery Incentives Program.

Beginning [Date], the Recovery Incentives Program is available to individuals who are enrolled in Medi-Cal and diagnosed with stimulant use disorder. The Recovery Incentives Program works by giving participants up to \$599 in gift cards for not using cocaine, meth and other stimulants. The program measures changes in stimulant use with negative drug tests.

Please visit [Provider Name] or contact [Contact Information] to learn more about the Recovery Incentives Program.

# Sample Messages: Social Media Posts

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## **Sample Post 1**

Beginning [date], individuals enrolled in Medi-Cal member can join the Recovery Incentives Program and may receive up to \$599 for not using meth, cocaine, and other stimulants. Learn more at: [Website Link]

## **Sample Post 2**

Do you or someone you know use cocaine, methamphetamine, or other stimulants? An effective new treatment can help. It's called the Recovery Incentives Program. Learn more at: [Website Link].

## **Sample Post 3**

[Provider Name] is participating in the Recovery Incentives Program. Medi-Cal members may receive up to \$599 to support recovery from stimulant use disorder. Learn more at: [Website Link].



# **Outreach Materials**

A decorative graphic at the bottom of the slide consists of two overlapping, wavy bands. The top band is a darker shade of purple, and the bottom band is a lighter shade of purple. Both bands curve upwards in the center and downwards at the ends, creating a dynamic, flowing effect.

# Outreach Materials: Overview

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## Overview

This section includes materials developed by DHCS to support outreach to Medi-Cal members living with stimulant use disorder. Participating organizations should use these outreach materials to share information about the efficacy and availability of the Recovery Incentives Program with Medi-Cal members in their communities.

## Materials

The outreach materials in this Toolkit include:

- » Recovery Incentives Program Flyer
- » Recovery Incentives Program Wallet Card
- » Frequently Asked Questions

# Outreach Materials: Flyer

# Recovery Incentives Program

DO YOU OR SOMEONE YOU KNOW  
USE COCAINE, METHAMPHETAMINE, OR OTHER STIMULANTS?



An effective new treatment can help you or someone you know stop using and recover from stimulant use disorder.

It's called the Recovery Incentives Program.

- If you are enrolled in Medi-Cal, **you may get up to \$599 in gift cards** for not using meth, cocaine, and other stimulants.
  - The program measures changes in stimulant use with negative drug tests.

## WHY USE THIS PROGRAM?

Giving someone money or a gift card can trigger the same feeling of reward in their brain as cocaine or meth. This can help them replace their stimulant use with the rewards.

Research shows many benefits to treating stimulant use with programs like this, including:

- Reduce stimulant use     Reduce stimulant cravings     Increased number of days in treatment

# Recovery Incentives Program

## HOW DOES THE RECOVERY INCENTIVES PROGRAM WORK?

The Recovery Incentives Program provides Medi-Cal members with small gift cards totaling up to \$599 for not using meth, cocaine, and other stimulants, as measured by negative drug tests. Participants are rewarded for changing their behavior and receive support on their path to recovery.

## HOW LONG IS THE PROGRAM?

- » The outpatient treatment lasts 24 weeks.
- » You must attend an in-office visit 2 times a week for 12 weeks.
- » You then must attend an in-office visit 1 time a week for 12 more weeks.

## HOW DO YOU QUALIFY FOR THE PROGRAM?

- » If you are enrolled in Medi-Cal and have a diagnosis of medium or severe stimulant use disorder, you can use this program.
- » To learn more about program requirements and which counties and provider organizations take part, go to <https://www.dhcs.ca.gov/Pages/DMC-ODS-Contingency-Management.aspx>

## CAN YOU GET MEDICATION ASSISTED TREATMENT (MAT) OR OTHER TREATMENTS WHILE IN THE PROGRAM?

- » If you have Medi-Cal and qualify for the program, you can keep getting other substance use disorder treatments, including MAT.
- » This program is not meant to replace MAT for opioid use or alcohol use disorders.





# Outreach Materials: Wallet Card

**Recovery Incentives Program  
Now Available**

Provider Name:

Phone Number:

Physical Address:

Email:

Website:



Beginning  , eligible Medi-Cal members at  can join the Recovery Incentives Program

The Recovery Incentives Program is an effective new treatment that can help you or someone you know stop using and recover from stimulant use disorder

If you are enrolled in Medi-Cal, you may get **up to \$599** in gift cards for not using meth, cocaine, and other stimulants

Learn more at:

# Outreach Materials: Frequently Asked Questions

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## **What is the Recovery Incentives Program?**

The Recovery Incentives Program is an evidence-based treatment for stimulant use disorder. The Recovery Incentives Program provides Medi-Cal members with small gift cards totaling up to \$599 for not using meth, cocaine, and other stimulants, as measured by negative drug tests. Program participants are rewarded for changing their behavior and receive support on their path to recovery.

## **How does the program work?**

Unlike with opioids, there is no approved medication to treat meth, cocaine, or other stimulants. Substance use offers a powerful, immediate reward. The Recovery Incentives Program confronts this challenge by offering financial incentives for not using stimulants. Giving someone money or a gift card can trigger the same feeling of reward in their brain as cocaine or meth. This can help them replace their stimulant use with the rewards.

## **How do you qualify for this program?**

If you are enrolled in Medi-Cal and have a diagnosis of medium or severe stimulant use disorder, you can use this program. To learn more about program requirements and which counties and provider organizations take part, go to <https://www.dhcs.ca.gov/Pages/DMC-ODS-Contingency-Management.aspx>.

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# Outreach Materials: Frequently Asked Questions

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## **How long is the Recovery Incentives Program treatment?**

The Recovery Incentives Program outpatient treatment lasts 24 weeks. Eligible Medi-Cal members must attend an in-office visit 2 times a week for 12 weeks, and then must attend an in-office visit 1 time a week for 12 more weeks.

## **Can you get Medication Assisted Treatment (MAT) or other treatments while in the program?**

If you have Medi-Cal and qualify for the program, you can keep getting other substance use disorder treatments, including MAT. This program is not meant to replace MAT for opioid use or alcohol use disorders.

## **What happens if I test positive for stimulants during the Recovery Incentives Program?**

Members will not be kicked out of the Recovery Incentives Program if they test positive for stimulants during an in-office visit. For each visit a member has a positive test, they will not receive an incentive. The member will have an opportunity to test negative for stimulants and re-earn the incentive in a follow-up visit.

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