

Promoting Awareness of Motivational Incentives

Successful Treatment Outcomes Using Motivational Incentives

FOR CLINICIANS

Motivational Incentives

- Are used as a tool to **enhance treatment** and facilitate recovery
- Target **specific behaviors** that are part of a patient treatment plan
- **Celebrate** the success of **behavioral changes** chosen by therapist and patient
- Are used as an **adjunct** to other therapeutic clinical methods
- Can be used to help **motivate patients** through stages of change to achieve an identified goal
- Are a reward to **celebrate** the **change** that is achieved

Course Content

- Why Motivational Incentives
- Definitions
- History
- Founding Principles
- Low Cost Incentives
- Clinical Applications

Why Motivational

Incentives?

What do you know about Motivational Incentives?
What do you think about using Motivational Incentives?
Has anyone used incentives before?
What types of incentives?

Agency Directors Considerations

- Minimum investment for **increased retention**
- Adoption of an **evidence-based** practice
- **Limited training**
- **Motivates** staff (possible retention)
- Provides a **fun** environment
- Promotes **teamwork**

Policy Maker Considerations

- Minimum investment for **reduced substance use**
- People **engaged** in treatment **longer**
- **Reduction in societal costs**
- **Minimal training** to implement

Clinical Staff Considerations

- Opportunity to **celebrate success**
- Tool to help patients achieve goals -- **empowerment**
- Increases patient **cohesiveness**
- **Encourages participation** with ancillary services
- Increases **retention**
- **Reduces substance use**

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Reinforcement

vs.

Punishment

Group Exercise

- Form 3 Groups.
- Each group will generate examples of the following:
 - Group 1: Positive Reinforcement
 - Group 2: Negative Reinforcement
 - Group 3: Punishment
- Take 5 minutes to generate your examples

Motivational Incentives

vs.

Contingency Management



Reward

vs.

Reinforcement

Motivational Incentives

vs.

Motivational Interviewing



Operant Conditioning

vs.

Classical Conditioning



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History

- Motivational incentives have their roots in Operant Conditioning- the work of B. F. Skinner
- Behaviors that are rewarded are more likely to re-occur
- Behaviors that are punished are less likely to re-occur



"The major problems of the world today can be solved only if we improve our understanding of human behavior"

- About Behaviorism (1974)

History

1960's

Operant Conditioning principles applied in Addiction studies

1970's

Johns Hopkins studies principles with Alcohol and Methadone Patients

STITZER

1980's

University of Vermont studies principles with Cocaine & Crack Patients

HIGGINS

1990's

Magnitude & Duration of the Incentive Program is researched

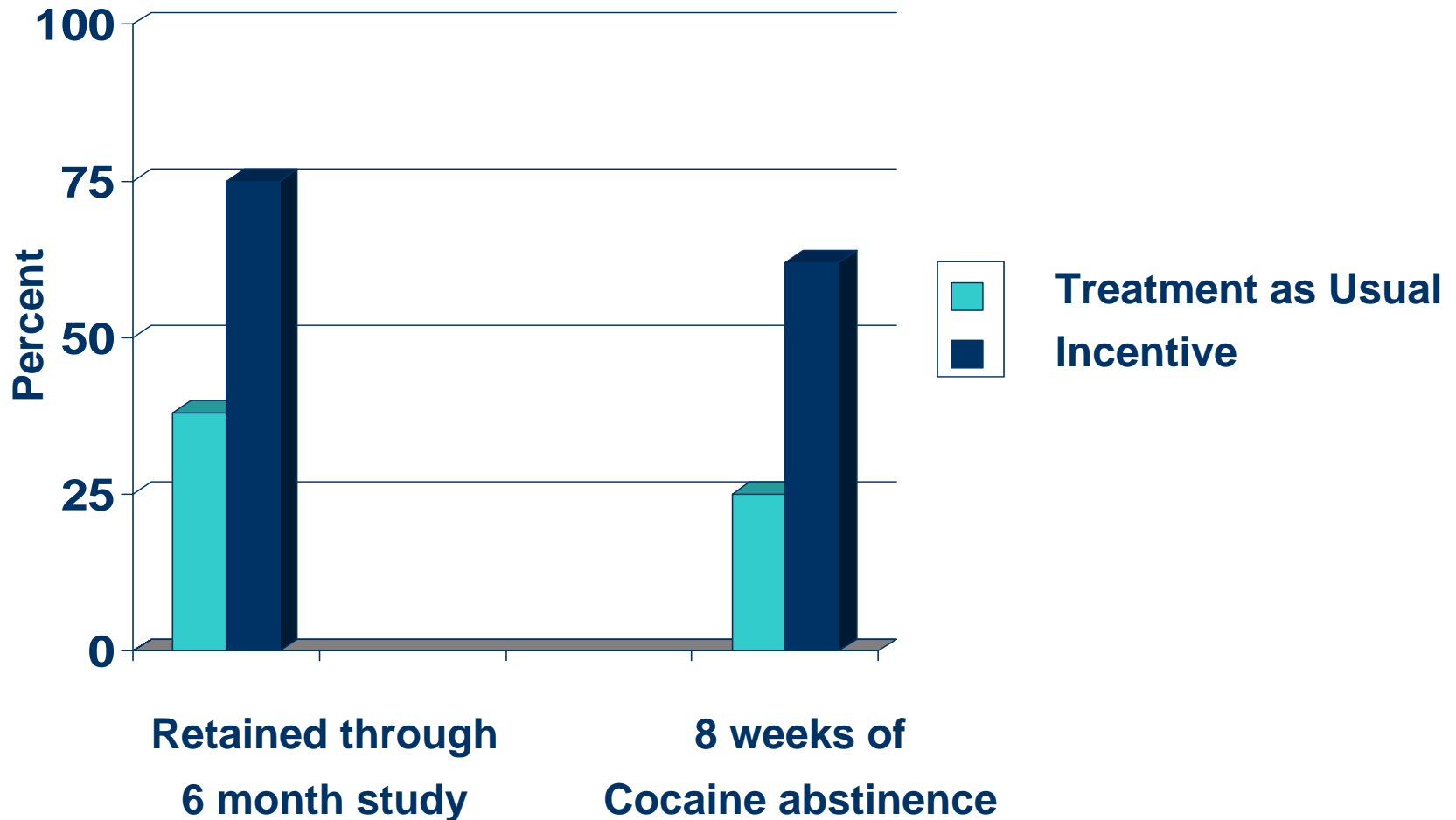
SILVERMAN

2000's

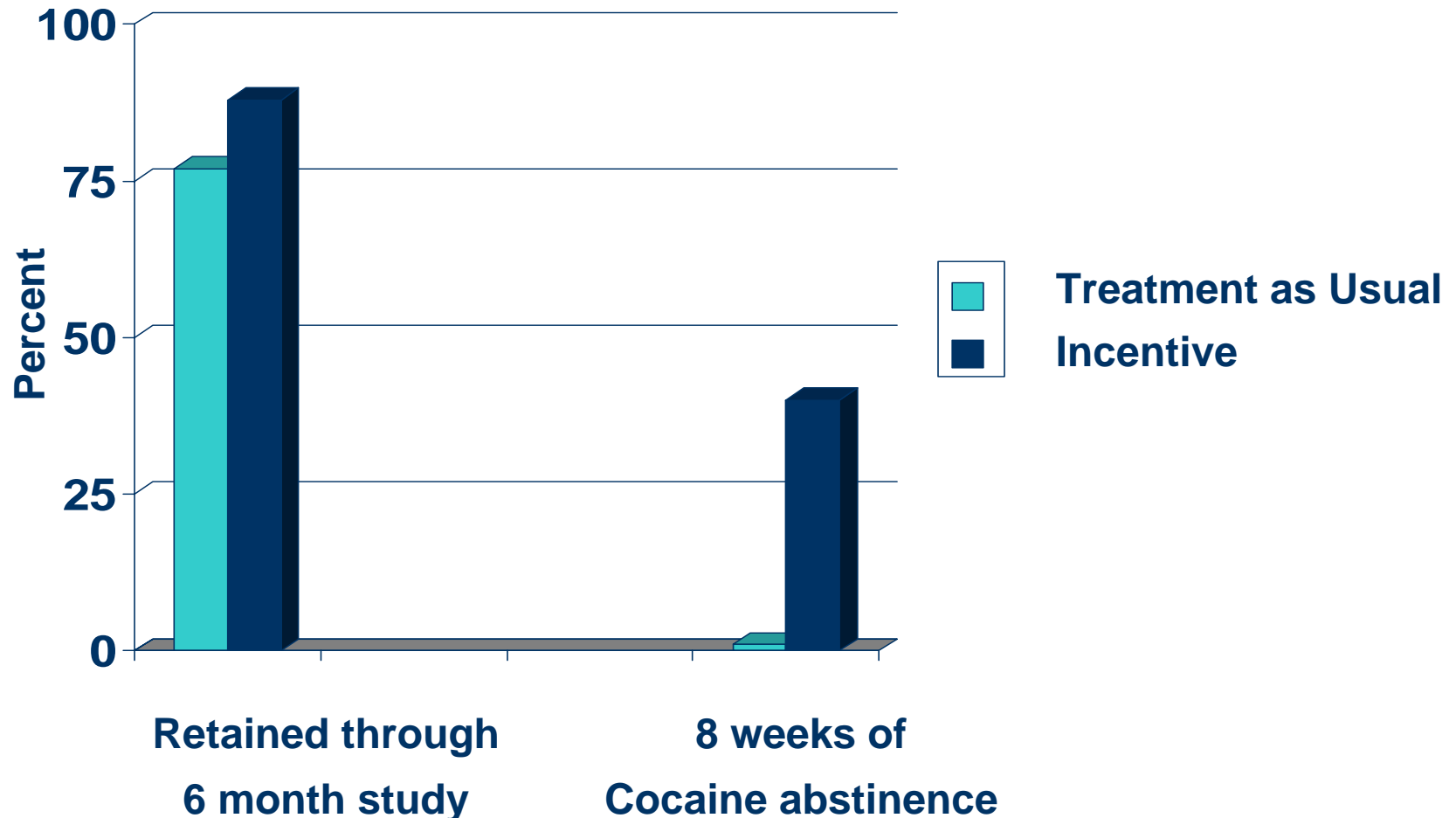
Lower-cost Incentives are researched

PETRY

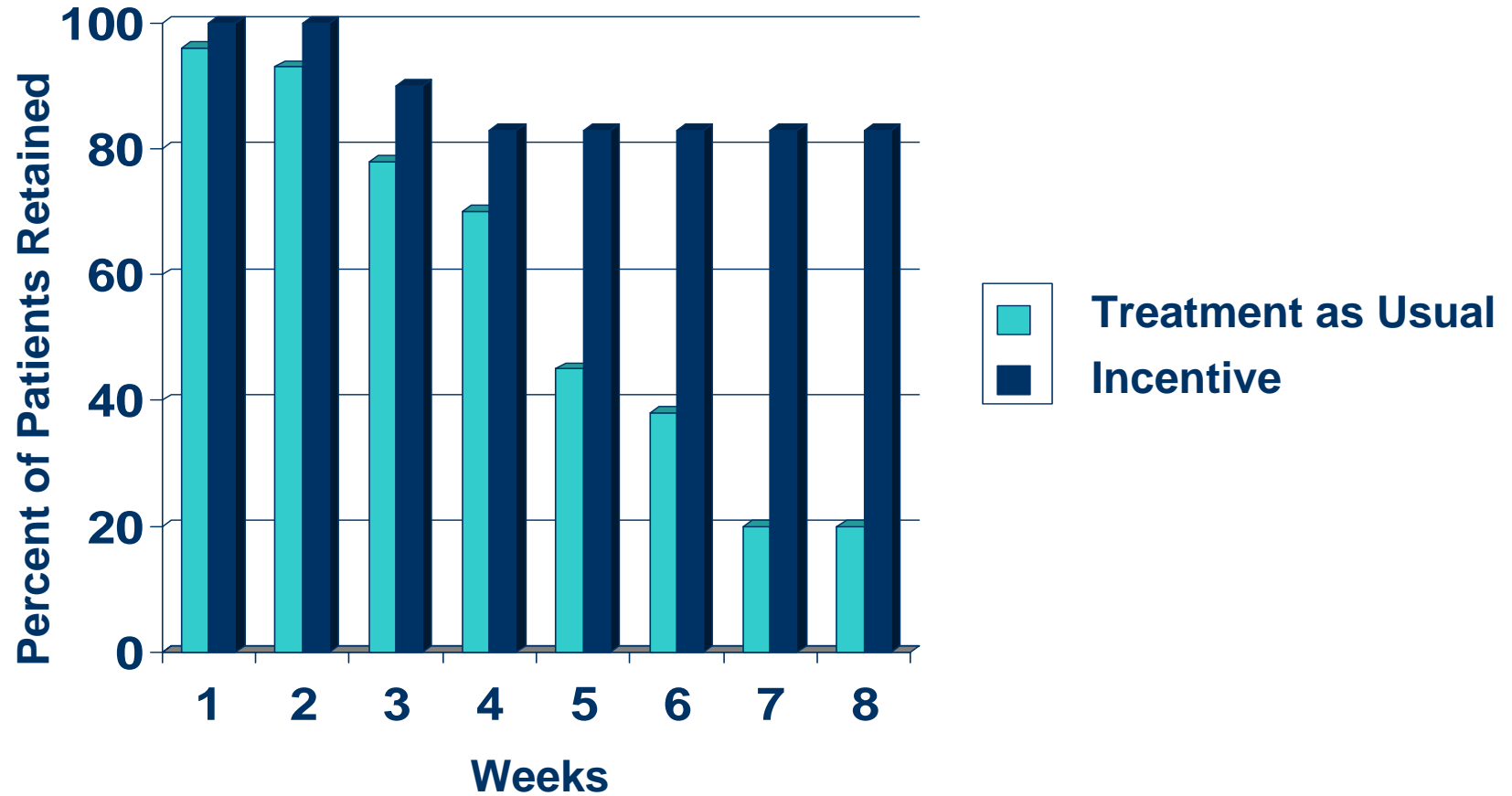
Treatment of Cocaine Dependence



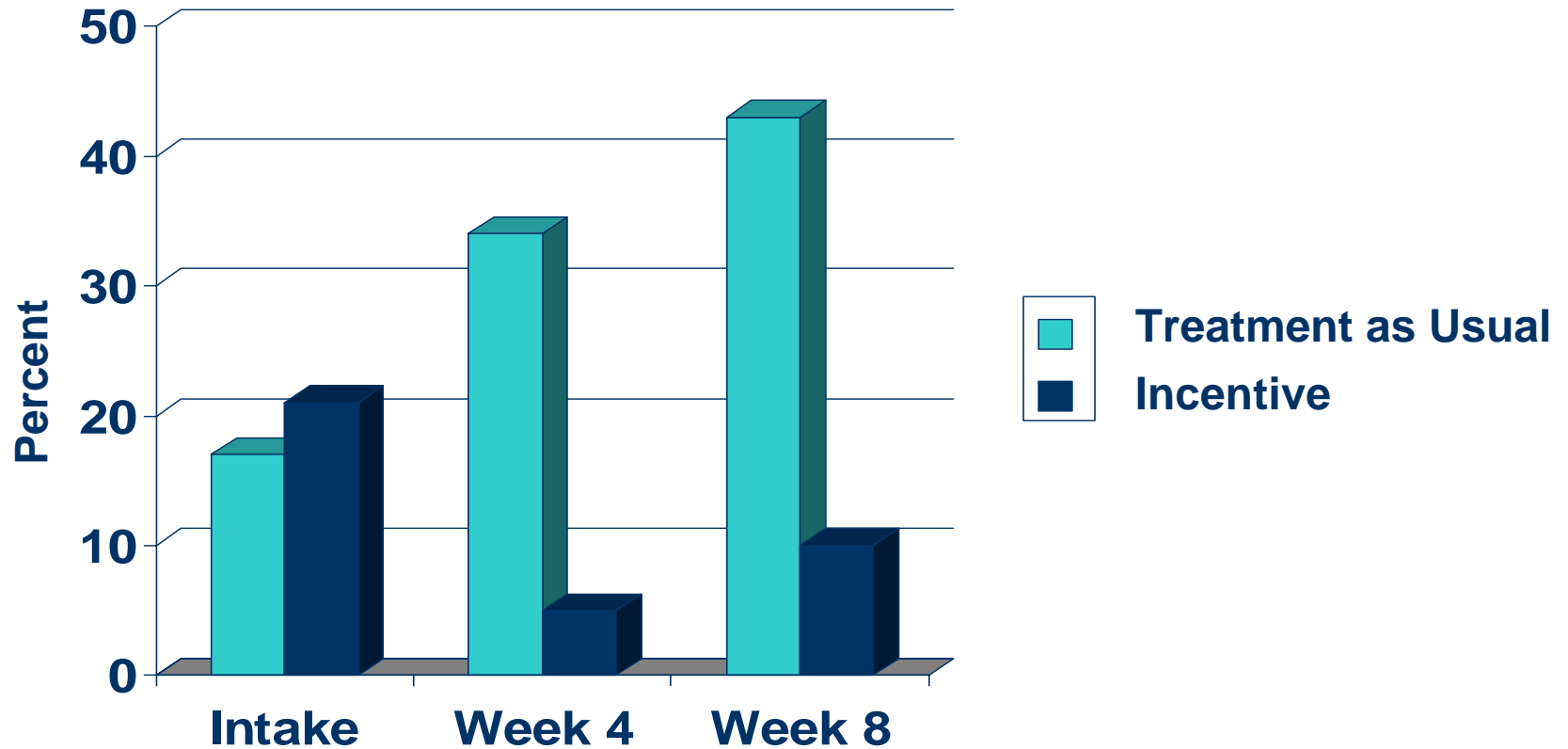
Treatment of Cocaine Use In Methadone Patients



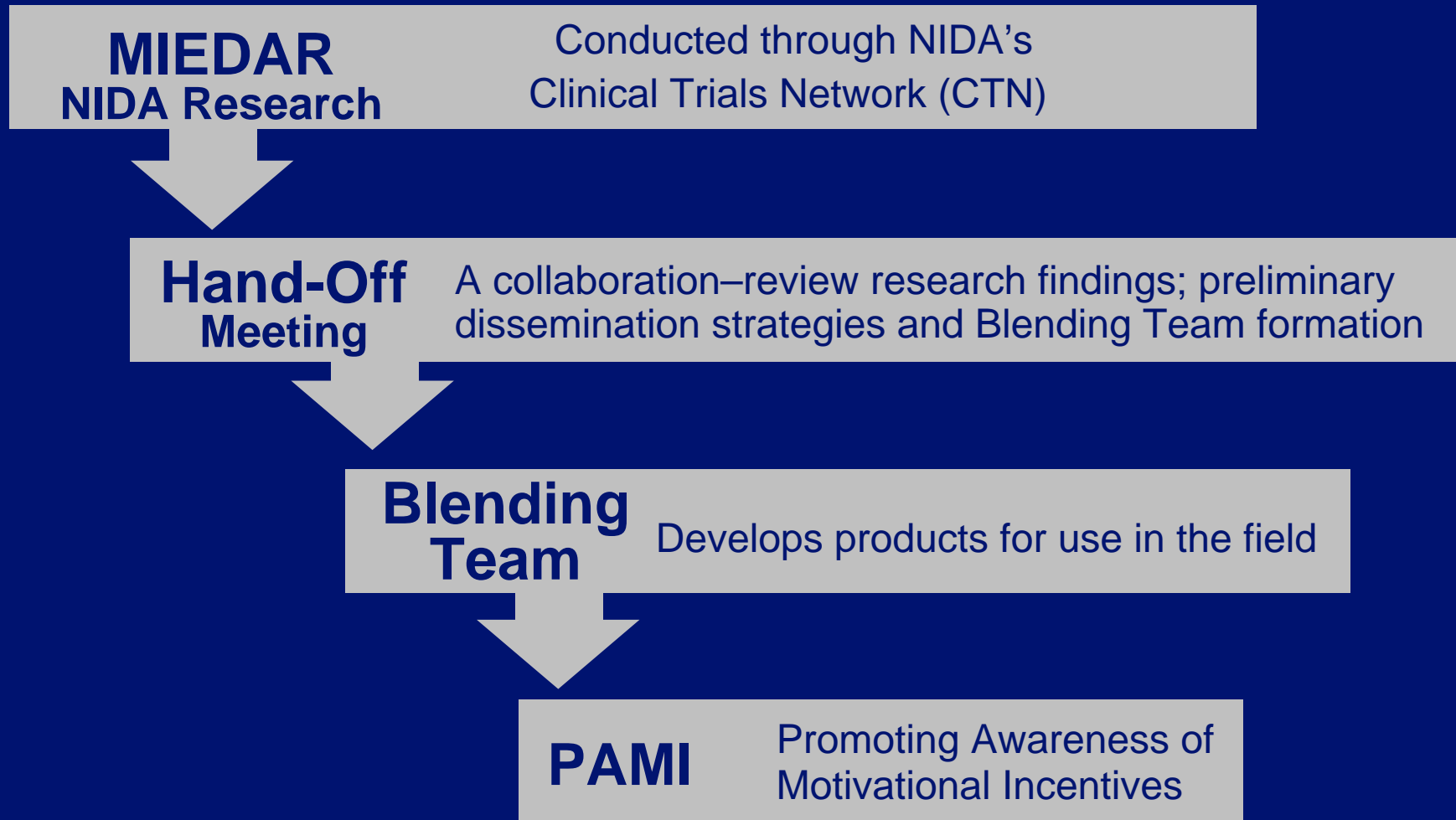
Retention



Percent Positive for Any Illicit Drug

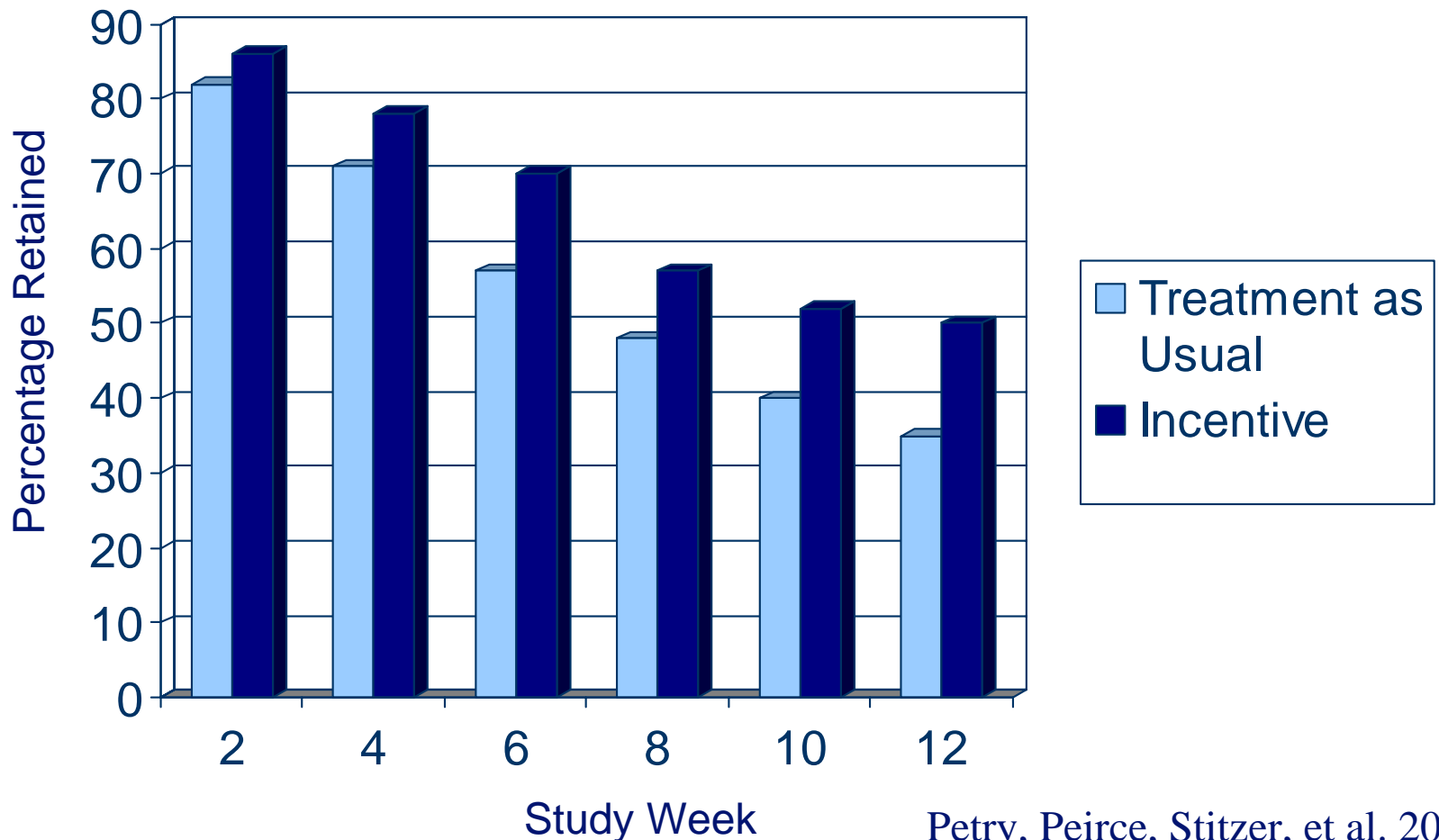


Motivational Incentives for Enhanced Drug Abuse Recovery



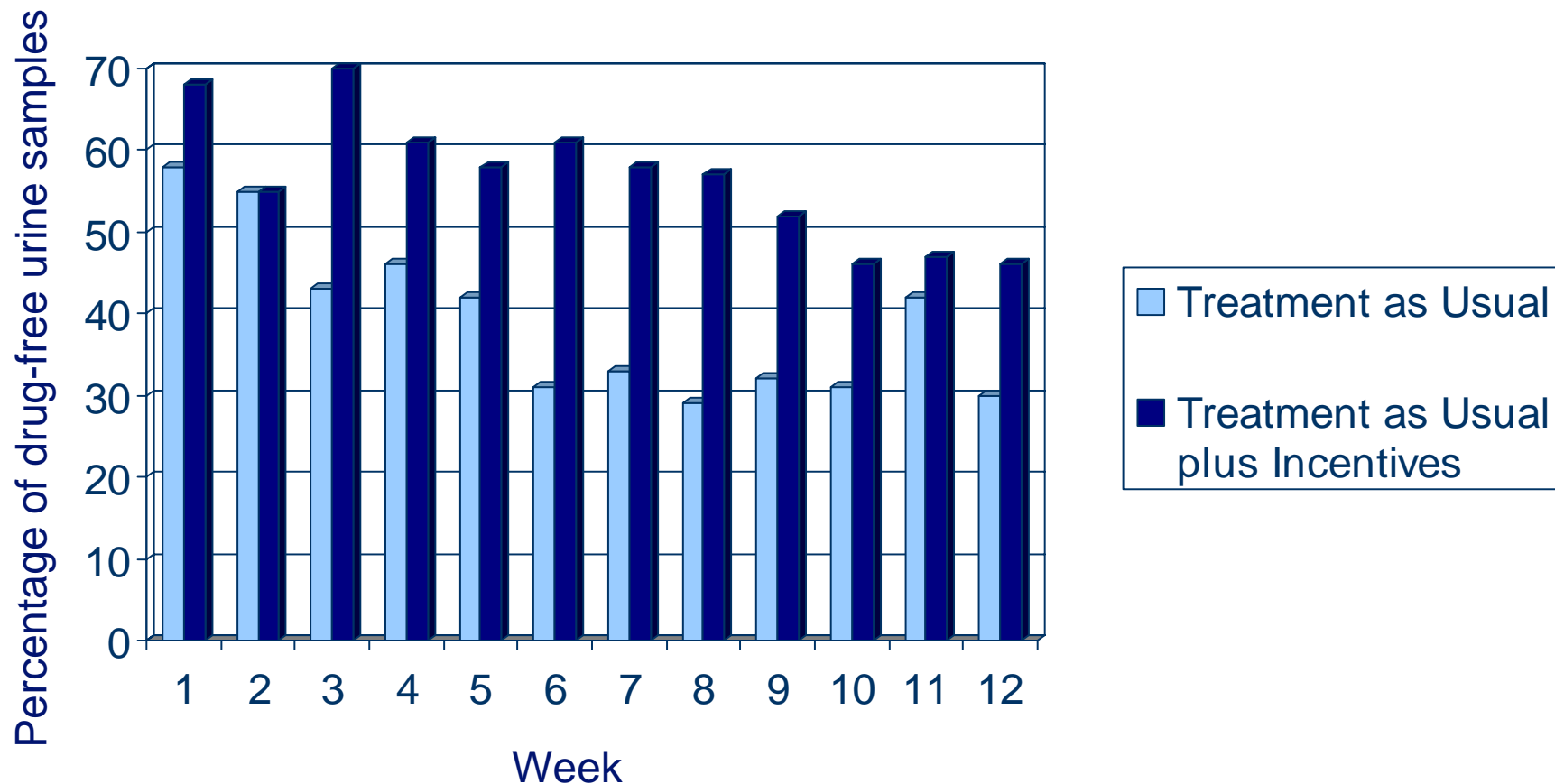
Motivational Incentives for Enhanced Drug Abuse Recovery

Improved Retention in Counseling Treatment, (n>800)



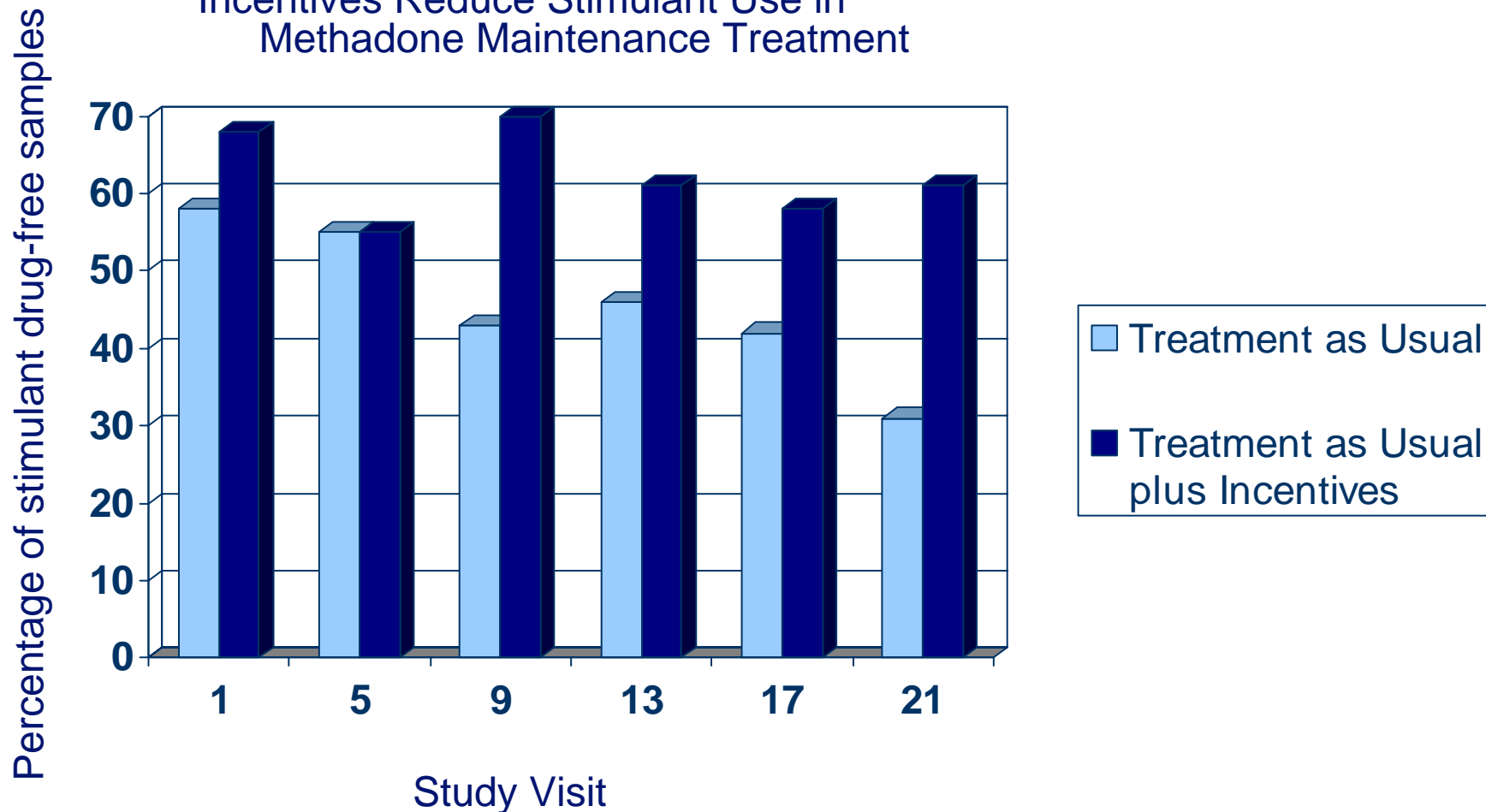
Motivational Incentives for Enhanced Drug Abuse Recovery

Incentives Improve Outcomes in Methamphetamine Users



Motivational Incentives for Enhanced Drug Abuse Recovery

Incentives Reduce Stimulant Use in Methadone Maintenance Treatment



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- **Founding Principles**
- Low Cost Incentives
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Identify the Target Behavior

Choice of Target Population

Choice of Reinforcer

Incentive Magnitude

e.g. speeding...would you stop for a dime?

Frequency of Incentive Distribution

Timing of the Incentive

e.g. speeding...

why do people speed when they could get a ticket?

Duration of the Intervention

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Low Cost Incentives

- **MIEDAR** studies focused on managing the cost and efficacy of incentives
- **Fishbowl Method** – patients select a slip of paper from a fish bowl
- Behavior is rewarded immediately
- Patient draws from the fish bowl immediately after a drug-free urine screen
- Patient exchanges prize slip for a selected prize from the cabinet

Low Cost Incentives

To help manage the cost, half of the slips offer a “good job” reward and the other half are winners of prizes as follows:

- 1/2 – Small prize (\$1)
- 1/16 – Medium prize (\$20)
- 1/250 – Jumbo prize (\$100)

Low Cost Incentives

Patients are allowed to select an increasing number of draws each time they reach an identified goal.

- Patients may get one draw for the first drug-free urine sample, two draws for the second drug-free urine, and so on.
- Patients will lose the opportunity to draw a prize with a positive urine screen, but are encouraged and supported. When they test drug-free again, they can start with one draw.

Challenges



- Cost of incentives
- On-site testing
- Counselor resistance

Challenges



- Is it fair?
- Does this lead to gambling addiction?

Challenges



- Isn't this just rewarding patients for what they should be doing anyway?

What are some examples of reinforcers working in your personal or professional life?

Challenges



- How do I select the rewards?

Challenges

Can Motivational Incentives be used with adolescents, or patients with co-occurring disorders?

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Let's look at some
actual
experiences...

What do patients say?

“I felt that I was going down the drain with drug use, that I was going to die soon. This got me connected, got me involved in groups and back into things. Now I’m clean and sober.”

(Kellogg, Burns, et. al. 2005)

What do treatment staff say?

“We came to see that we need to reward people where rewards are few and far between. We use rewards as a clinical tool – not as bribery – but for recognition. The really profound rewards will come later.”

(Kellogg, Burns, et. al. 2005)

What do administrators say?

“The staff have heard patients say that they had come to realize that there are rewards just in being with each other in group. There are so many traumatized and sexually abused patients who are only told negative things. So, when they heard something good – that helps to build their self-esteem and ego.”

(Kellogg, Burns, et. al. 2005)

What do you say?

- What are **your thoughts** about Motivational Incentives?
- What are **your concerns**?
- What are some things you would need to do **to consider implementing** Motivational Incentives?

Resources

- www.drugabuse.gov
- www.ATTCnetwork.org/PAMI
- www.samhsa.gov
- www.csat.samhsa.gov
- www.ATTCnetwork.org

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