

VISIONS

MAY, 2003

NAATP Visions is the official newsletter of the National Association of Addiction Treatment Providers (NAATP), the American College of Addiction Treatment Administrators (ACATA), the National Adolescent Treatment Consortium (NATC) and the National Treatment Consortium (NTC).

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ISSUE

25

years ago, a group of leaders involved in addiction treatment saw their vision become reality as the National Association of Addiction Treatment Providers was incorporated and launched. NAATP has returned to California, where the dream began, to celebrate its 25th anniversary and to launch the next 25 years. During the first 25 years, there have been a few bumps in the road and there are likely to be more ahead. However, you have a board in place that is committed to prudent decision making, strong leadership and a passion for representing all of you at the many tables where NAATP sits to ensure that the reasoned voice for addiction treatment based on a chronic disease understanding of addiction is heard.

The NAATP annual conference is a gathering of the many voices that make up NAATP and it is an opportunity for those voices to speak and listen to each other. This year the conference will feature presentations on:

- Buprenorphine, a new FDA approved drug
- Accreditation, featuring a panel focused on both JCAHO and CARF standards
- Research update
- Looking at what payment might be like after managed care
- HIPPA
- Trends in Adolescent Treatment
- Medication Assisted Treatment for Opioid Addiction
- Benchmarking as a Management Tool
- Liability and Risk Management for Addiction Treatment

This is only a partial listing of the over 18 different workshops and plenary sessions that will be available for conference participants to attend. The opening plenary session will be led by Thomas McLellan, Ph.D. who will address *"Bridging the Gap between research and Treatment in Addiction: Is research part of the bridge - or the gap?"* and the closing plenary session will be led by Marc Schuckit, M.D. who will focus on the *"Genetics of Alcoholism"*. The goal of the conference

planning committee was to provide the broadest possible spectrum of information related to addiction treatment.

Three very special guests will be joining the 25th anniversary celebration. On Sunday evening May 18, the NAATP Board reception will feature Larry Gatlin. Larry has a simple, but profound and universally understood story to tell which is punctuated by his music.



On Monday, May 19, the luncheon will feature President and Mrs. Ford as our honored guests who will receive the 2003 Nelson J. Bradley Outstanding Achievement Award. President and Mrs. Ford have been persistent voices in public forums, in the press, in the halls



of congress and in the quiet of their living room for addiction to be recognized as a treatable disease and for available treatment. The Ford's will be recognized and thanked by NAATP for all they have done on behalf of everyone involved in addiction treatment.

And if Indian Wells is not enticing enough, the 2004 NAATP annual conference will be held May 15-18, 2004 in Tampa, FL. Mark your calendar!

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ABC PROGRAM "I CAN'T HELP MYSELF" IS NOT A NEWS PROGRAM

NAATP CHALLENGES ABC TO IDENTIFY THEIR PROGRAMS FOR WHAT THEY ARE...EITHER ENTERTAINMENT OR AN ABC INFOMERCIAL

Normally, I am not a subscriber to conspiracy theories, but I can make exceptions! The recent broadcast by ABC News on April 21 certainly lends itself to a conspiracy theory. This broadcast, which appears to be the third by ABC directly, challenged the disease understanding of addiction. Under the fraudulent title of a news production, this broadcast was nothing more than an infomercial. To spin a theory, you need to ask the compelling questions.

Question: Who stands to gain the most from an erosion of a disease understanding of addiction, especially alcoholism?

Answer: The Alcohol industry

Question: Who is a major sponsor on the ABC Network?

Answer: The Alcohol industry

You connect the dots! Conspiracy theory or not, we cannot let the content of the program go unchallenged nor can we let the fraudulent positioning of this program as a news program go unchallenged. Below is a copy of the letter that was sent to the President of ABC News by the National Association of Addiction Treatment Providers as a result of the April 21 broadcast.

April 22, 2003

David Westin, ABC News, President
ABC, Inc.
500 S. Buena Vista Street
Burbank, CA 91521-4551

Dear Mr. Westin:

Last evening (April 21, 2003) The ABC network utilized an hour of prime time television to broadcast a program "*I Can't Help Myself*" hosted by John Stossel, which now appears to have established a pattern by the ABC network. This is at least the third program produced by ABC that appears to have as its sole intent to chip away at the disease understanding of addiction.

This particular program did not meet the usual high standards established by the ABC network. The program did not have any significant reporting in terms of research and it did not appear to have a point-counter-point format where a theme or question could be explored. Rather the program was built on a particular view point which may very well be the official position of the ABC network. That point of view is that addiction does not exist as a disease! This particular point of view was presented but never developed or explored from either a news reporting point of view or from a research point of view.

Throughout the broadcast there was repeated reference to addiction and its "label" as a disease, but there was no effort to include material from medical research or federal agencies, which have been supporting research on addictions for the past 25 years. There was no mention of any of the recent neurological research showing significant neurotransmitter and structural brain differences between those individuals diagnosed as addicted and those not diagnosed as such. Also missing were recent findings from the human genome project and other research that has identified a number of chromosomes containing loci associated with alcohol and other substance dependence. In other words, the program presented a biased and unscientific treatment of a very serious public health problem. The material presented in the program represented the work of persons representing pop culture and not science!

Likewise, this program presented a very superficial and simplistic understanding of treatment and recovery associated with the disease of addiction. Having been involved in addiction treatment for over 25 years, I do not know of a program that does not have persons take responsibility for the behavior that has resulted from their addiction. The difference between the reality and the program's portrayal of treatment is that treatment provides addicted individuals the skills, coaching, and supports proven to improve the probability of recovery and restoration of functioning. No treatment for addictions or any other medical condition is 100% effective, but over two decades of research have consistently demonstrated that treatment improves the odds over trying to recovery on one's own.

The ABC program left the viewer with the opposite impression by stating that most individuals recover without treatment. Not only can such a statement not be scientifically demonstrated, it also ignores the fact that many addicted individuals die prematurely rather than recover. The documentation of mortality rates of addicted individuals consistently reveals multiples of expected rates for age comparable groups.

Perhaps the most damning result of this program is that thousands, or more likely millions, of alcoholics and persons addicted to other drugs are now again left with the nagging impression that they are just bad people who need not seek help for their addictions. Your program has the potential to keep persons from seeking help as opposed to seeking out the help they need to begin the recovery process.

CONTINUED ON PAGE 3

**TOURS OF THE BETTY FORD CENTER
AVAILABLE PRIOR TO NAATP ANNUAL
CONFERENCE**

With the 2003 NAATP Conference being held in the Palm Springs, CA area, the Betty Ford Center has generously arranged for tours of their facility. Tours of the Betty Ford Center are available on Saturday May 17, 2003 from:

1:30pm - 3:00pm AND

3:30pm - 5:00pm

Transportation will be provided from the conference hotel to the Betty Ford Center. However, reservations are needed for the tours. For reservations please contact:

Christie Wiedeman at 760-773-4342 or email her at cwiedeman@bettyfordcenter.org.

**NEW ONLINE CALCULATOR MAY PROD EMPLOYERS
TO PROVIDE MORE SERVICES TO IDENTIFY AND
TREAT ALCOHOL PROBLEMS
NEW WEB-BASED TOOL REVEALS ALCOHOL'S
TOLL ON BUSINESS
A \$26 BILLION ANNUAL HEALTH CARE TAB
AND 51 MILLION EXTRA SICK DAYS**

A George Washington University Medical Center initiative to increase access to treatment for individuals with alcohol problems today released the Alcohol Cost Calculator. The new easy-to-use, Web-based tool was developed to help U.S. businesses calculate company losses that result directly from alcohol problems among their employees. This initiative, developed by Ensuring Solutions to Alcohol Problems supported by a grant from The Pew Charitable Trusts, is part of a comprehensive effort to demonstrate to businesses how they can improve access to treatment, curb health care costs, and ultimately increase productivity.

"This excellent new tool will be invaluable in efforts to educate the American public and businesses about the impact of alcohol abuse," said Congressman Jim Ramstad, R-MN. "Using this calculator, businesses will be able to quantify the economic costs of untreated alcohol abuse and hopefully will take steps to provide treatment for their employees."

"Ensuring Solutions has made an important breakthrough with the Alcohol Cost Calculator and its ability to help businesses determine exactly how much money can be saved by treating an employee's alcohol problem," said Eric Goplerud, PhD, director of Ensuring Solutions. "Health care costs for employees with alcohol problems are about twice as high as for the average employee, totaling about \$26 billion annually nationwide, while U.S. employees with alcohol problems take a combined 51 million extra sick days annually."

CONTINUED FROM PAGE 2

The National Association of Addiction Treatment Providers is a trade association that represents programs and organizations that deliver addiction treatment across the country. We have a wide variety of programs and approaches represented in our membership. We stand ready to assist the ABC network as it continues to present information on addictions, treatment and recovery. However, we are also committed to calling attention to inaccurate information, to biased presentations and to a lack of balance when it appears as it did on the John Stossel program on April 21, 2003.

It is the collective opinion of this association that the program aired on April 21, 2003 did not represent news reporting and thus should have either been aired as an entertainment piece or as an *infomercial* with appropriate indication as to the sponsor of this information. To suggest that this was reporting on a news item is to take great liberties with news reporting as we have come to such reporting.

We would be more than pleased to meet with members of your reporting staff to provide them with additional information should you choose to present information on addictions in the future. We can also provide contact information with researchers in this area so that more appropriate background materials can be developed for any future programs.

Sincerely,

Ronald J. Hunsicker, D. Min.
President/CEO

THAT'S THE PERSPECTIVE OF RJH

The Alcohol Cost Calculator demonstrates to businesses how they can save money and keep workers on the job and productive. For example, a financial services industry company employing 500 people may have:

- 27 problem drinkers in its workforce
- 64 family members who are problem drinkers resulting from the problem drinking, the company would then lose:
- 550 work days per year due to sickness, injury and absence
- 134 work days of lower productivity
- \$132,881 in alcohol-related health care costs

"Armed with this new information, businesses can now invest in solutions to make their workplaces safer, healthier and more productive," said Mr. Goplerud. "Employers, interested in retaining valued staff, will want to take a close look at their employees' health benefits to make sure they cover services that identify and treat alcohol problems."

To use the Calculator, a business simply enters its business category and number of employees. A customized report, available instantly, details the findings. [Ensuring Solutions provides Snapshots of ten industrial sectors.]

The Alcohol Cost Calculator is available free of charge, at www.alcoholcostcalculator.org.



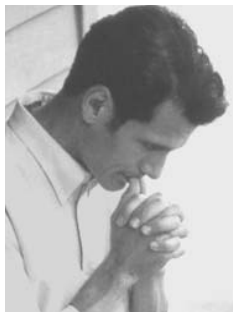
The NAATP Executive spent a weekend with physicians from the UK. The event examined current addiction treatment practices and options in the UK and also provided an opportunity to describe the work of NAATP to this physician group. This very informative weekend was hosted by **Sierra Tucson**.

WEST COAST REGIONAL ACCOUNTS MANAGER

Promises Treatment Centers is looking for a West Coast Marketing Accounts Manager to provide referral development. Must have proven success in direct personal selling and willingness to travel. Demonstrate public speaking skills and have knowledge of the 12-Step Program. Proven ability to work without close supervision. Min of 3 years of selling experience preferred with proven track record of success. We offer an excellent compensation package and relocation assistance.

Send resume to: dkeltz@promises.com or

Vice President of Business Development
3744 S. Barrington Ave.
Los Angeles, CA 90066



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Looking Back

1988 Annual Meeting Education



NAATP Chapter Presidents in Chicago. L-R: Tom Brink, Indiana; David Hillis, Northeast; Dick Les-sard, Arizona; Mike Neatherton, Ohio. Neatherton is Chairman of the Council of Chapter Presidents.



Management consultant Frank Edwards, Louis Allen and Associates, makes a point during his workshop.



NAATP Members enjoy networking opportunities at the JCAHO sponsored breakfast.



Robert Sparks, MD, Chairman of the Institute of Medicine's Study Committee on Treatment of Alcohol Problems, addresses NAATP members.



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individuals of their own faith. In addition to disliking the employment discrimination provisions, many advocacy organizations were uncomfortable with religious organizations having access to federal funding to provide social and health services, questioning whether these providers would have the proper training and experience necessary to provide these services appropriately.

The House is expected to pass similar tax legislation that is favorable to charities, which would then be conferenced (combined) with the Senate bill and sent to both chambers for final passage. It is expected, however, that the charitable choice issues will be revisited in the context of TANF (welfare) reauthorization legislation that the Senate is expected to review in the Finance Committee in late May. The White House also will continue to provide greater access to federal funding to faith-based organizations by implementing agency regulations that would accomplish this goal.

CONGRESSIONAL DEMOCRATS, NATIONAL ORGANIZATIONS AND STUDENTS PARTICIPATE IN DAY OF ACTION TO REPEAL THE 1998 HIGHER EDUCATION ACT DRUG PROVISION

Recently a number of Congressional Democrats, national organizations, and students spoke at a press conference in support of repealing the 1998 drug provision amendment, originally sponsored by Representative Mark Souder (R-IN), that delays or denies, sometimes permanently, student loans and grants to individuals convicted of a state or federal drug offense. The press conference highlighted a National Day of Action and was sponsored by Students for Sensible Drug Policy and the United States Student Association (USSA). Congressional members who spoke at the event included Representatives Barney Frank (D-MA), Thomas Allen (D-ME), Dennis Kucinich (D-OH), Bobby Scott (D-VA), and Maurice Hinchey (D-NY). Other speakers included Hillary Shelton, President of the NAACP Washington Office, Jo'ie Taylor, President of the USSA, Lisa Torres, panel member of the Join-Together National Policy Panel on Discrimination, and Justin Marino, a victim of the federal financial aid ban.

Federal grants and student loan packages are the single largest source of student aid throughout the country and since 1998, the Higher Education Act amendment has denied 95,000 students access to federal financial aid because of a nonviolent drug offense. The remarks of the speakers focused on the inherently unfair nature of the law and its disparate impact on minority students who are disproportionately impacted by drug laws and low-income students who are unable to afford higher education without financial aid. Further criticism included the amendment's failure to address the illness of addiction by not providing additional resources for drug treatment.

National Day of Action events occurred on approximately 60 college campuses across the nation in an effort to mobilize students around this issue. Since beginning the campaign, more than 100 student governments and a broad range of civil rights, education and public health organizations that support increasing access to higher education have mobilized to repeal the 1998 federal financial aid ban. Representative Barney Frank (D-MA) has introduced legislation, H.R. 685, which would repeal the ban.



SENATE PASSES CHARITY, AID, RECOVERY AND EMPOWERMENT (C.A.R.E.) ACT WITH OVERWHELMING SUPPORT: CONTROVERSIAL "CHARITABLE CHOICE" PROVISIONS NOT INCLUDED IN FINAL BILL

In mid April, the Senate passed legislation that would grant new tax breaks for charitable donations after striking an agreement that left out more controversial provisions relating to the treatment of religious organizations, including one that would have increased access to federal funding for religious organizations. The revised bipartisan legislation, co-sponsored by Senators Joe Lieberman (D-CT) and Rick Santorum (R-PA), passed with an overwhelming majority, 95-5.

The original legislation included certain "charitable choice" provisions, including language that would have permitted religious organizations to receive federal funding, which many law makers and civil rights organizations argued would have enabled the federal financing of employment discrimination. Under current federal law, religious organizations which do not receive federal funding are permitted to discriminate when hiring for the purpose of hiring

OUR GREATEST NEED

“**A** rising tide lifts all ships.” That certainly seems to be the case within NAATP. It would appear that, by and large, NAATP organizations are doing well—they have identified their niche, have an effective plan for fulfilling their mission and are achieving success in reaching their treatment and business goals. As we approach the 25th Anniversary Conference of NAATP - which will result in the largest NAATP Conference in over a decade- it is easy to become touched by the positive things that are happening within our industry. Compliments and congratulations should certainly be the order of the day.

From this position of strength and positive momentum, we need to also be diligent in addressing areas of concern. We certainly have grave concerns about public policy, insurance reimbursement, the rising cost of doing business, the ongoing stigma of the disease of addiction as well as others. These issues have been, should be and will continue to be on our radar screen; we must not diminish our efforts in any of these areas. I would also like to challenge each of us to be pro-active and try to ascertain what new issues are on the horizon. At the height of our industry in the late ‘80’s, many of the issues that emerged into the ‘90’s took us by complete surprise when they surfaced. To keep our field strong, we need to be pro-active and work to identify what the emerging issues might be.

My principal concern is the recruitment, training and retention of quality staff to work in the addiction field. Whether it’s an entry-level position, a therapist, a clinical

manager, or at the highest level of management, it is increasingly difficult to find people with the “right stuff.” Often we settle for people who are less qualified. This can lead to training issues which require a significant investment of time and financial resources in order to meet our standards. Once hired, we then face the challenge of field-related stress, burnout or hearing comments such as, “I could make more in another profession.”

Clearly the message for all of us in a leadership role within this field is that we need to develop a strategy to recruit, train and retain the best. When recently asked in an interview what the biggest challenge to the Caron Foundation was in moving forward, I believe everyone was surprised that my response was other than the typical issues of public policy or insurance reimbursement, but instead I focused on the challenge to attract dedicated staff who are willing to make a commitment to providing quality care.

While there may be many other issues facing us in the years ahead, I believe that the recruitment, training, and retention of quality staff could easily emerge as one of our field’s greatest needs. It’s very simple—without high quality, dedicated and well-trained staff, no facility can provide the level of care that they desire. It is our responsibility to make our field attractive and worthwhile so that people want to enter it and choose to remain. Let’s all learn from the past the importance of being pro-active and work to resolve this, “our greatest need.”

**DOUGLAS TIEMAN, PRESIDENT/CEO
CARON FOUNDATION
NAATP BOARD MEMBER**

UPCOMING EVENTS FOR YOUR CALENDER

The **Betty Ford Center, Caron Foundation and Father Martin's Ashley** will present the Women's Addiction Conference, "Relationships and Recovery." **April 26 and 27 in Boston; September 5 and 6 in Baltimore; and September 19 and 20 in San Diego.** For more information, call 800-643-0797 or visit www.TheWomensConference.org.

The **National Association of Drug Court Professionals** will hold its 9th annual Adult Drug Court Training Conference **May 15 to 17 in Reno, NV.** For more information, visit www.nadcp.org.

The **National Association of Addiction Treatment Providers** will hold its annual conference and its **25th anniversary** celebration **May 17-20, 2003 in Indian Wells, CA.** For more information contact the NAATP office at (717) 392-8480 or visit www.naatp.org.

The **Institute for Professional Development in the Addictions** will present "Buprenorphine: Training More Physicians to Successfully Treat More Patients" **June 9 in New York City and June 23 in Rochester, N.Y.** For more information, contact Loretta Rankin at (518) 435-0620; e-mail admin@ipdany.org; or visit www.ipdany.org/education.html.

Haymarket Center will present the ninth annual Summer Institute on Addictions Conference **June 11 to June 13 in Chicago.** For more information, contact Carol Blyskal at 312-226-7984, ext 314 or visit www.hcenter.org.

The **New England Institute of Addiction Studies Inc.** will hold its 2nd annual New England School for the Treatment of Opioid Dependence **July 7 to 11 in Newport, RI.** For more information, call (207) 621-2549; e-mail neias@neias.org; or visit www.neias.org.

The **Institute for Integral Development** will present the 27th Annual Summer Institute on Behavioral Health and Addictions **Aug 11 to 14 in Colorado Springs, CO.** For more information, call (719) 634-7943 in CO, or (800) 544-9562; or visit www.institutefortraining.com.

The **Center for Applied Sciences (CENAPS)** Corporation will offer a relapse prevention update, "Resiliency & Relapse in Times of Stress," **Sept. 18 to 20 in Elk Grove Village, IL.** For more information, call 708-799-5000; e-mail info@senaps.com; or visit www.cenaps.com.

The **Association for Medical Education and Research in Substance Abuse (AMERSA)** in collaboration with the International Nurses Society on Addictions (IntNSA) will hold its 27th Annual National Conference, "Promoting Partnerships for Change," **Nov 6 to 8 in Baltimore.** For more information, visit www.amersa.org.

NAATP VISIONS

NAATP VISIONS is published ten times a year by NAATP. Information printed in NAATP Visions does not represent official NAATP policy or positions.

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