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OF
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Voice. Vision. Leadership.



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SHE/HER/ELLA

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Mental Wellness Advocate

Certified DEI Executive

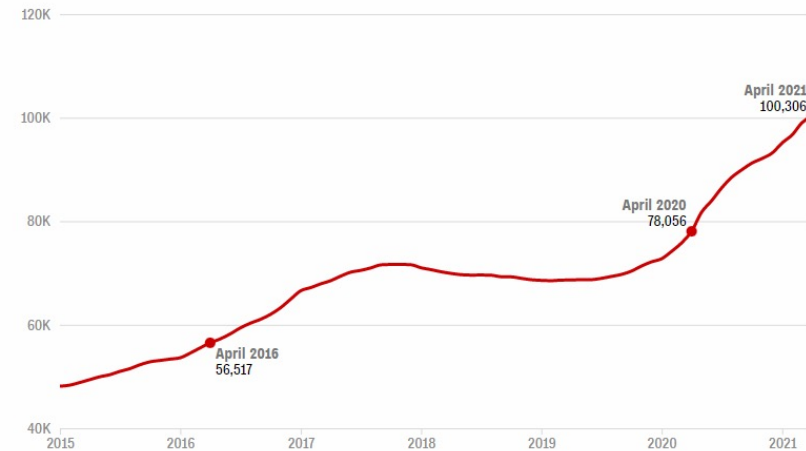
CEO Z & D Consulting

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Drug overdose deaths soared during pandemic

Drug overdose deaths rose nearly 30% in the past year, according to provisional data released by the National Center for Health Statistics. More than 100,000 people died from a drug overdose between April 2020 and April 2021, up from 78,000 the year before and nearly double the deaths five years ago.



Source: National Center for Health Statistics

In Memory of Michael K. Williams

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VOICE.
VISION.
LEADERSHIP.

"I am no longer accepting the things I
cannot change and I am changing the
things I cannot accept."
-Angela Davis

NASW CODE OF ETHICS - VALUES

- Service
- **Social Justice**
- Dignity and Worth of The Person
- Importance of Human Relationships
- Integrity
- Competence

The Golden Circle



WHAT

Every organization on the planet knows WHAT they do. These are the products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

WHY do you what you do? WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

Source: Simon Sinek, Starting with Why?

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Contribution and Impact

CONTRIBUTION

- What do you want to contribute?
 - This is an action/verb
- What is your Superpower or Strengths?

IMPACT

- What you believe all people deserve to feel or experience.
 - Something you hope will happen.
- What is the impact?



Source: Finding Your Why, Simon Sinek

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My Personal Why



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MY WHY

My mission is to create **Inviting, Intentional** and **Inclusive** healing spaces for individuals to achieve mental wellness while creating pathways for success for individuals from underrepresented communities.



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What is the **WHY** for your organization?

What is the **WHY** for your being a part of its work?



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THE CRISIS

DISPARITY IN BEHAVIORAL HEALTH CARE TREATMENT FOR PERSONS OF COLOR

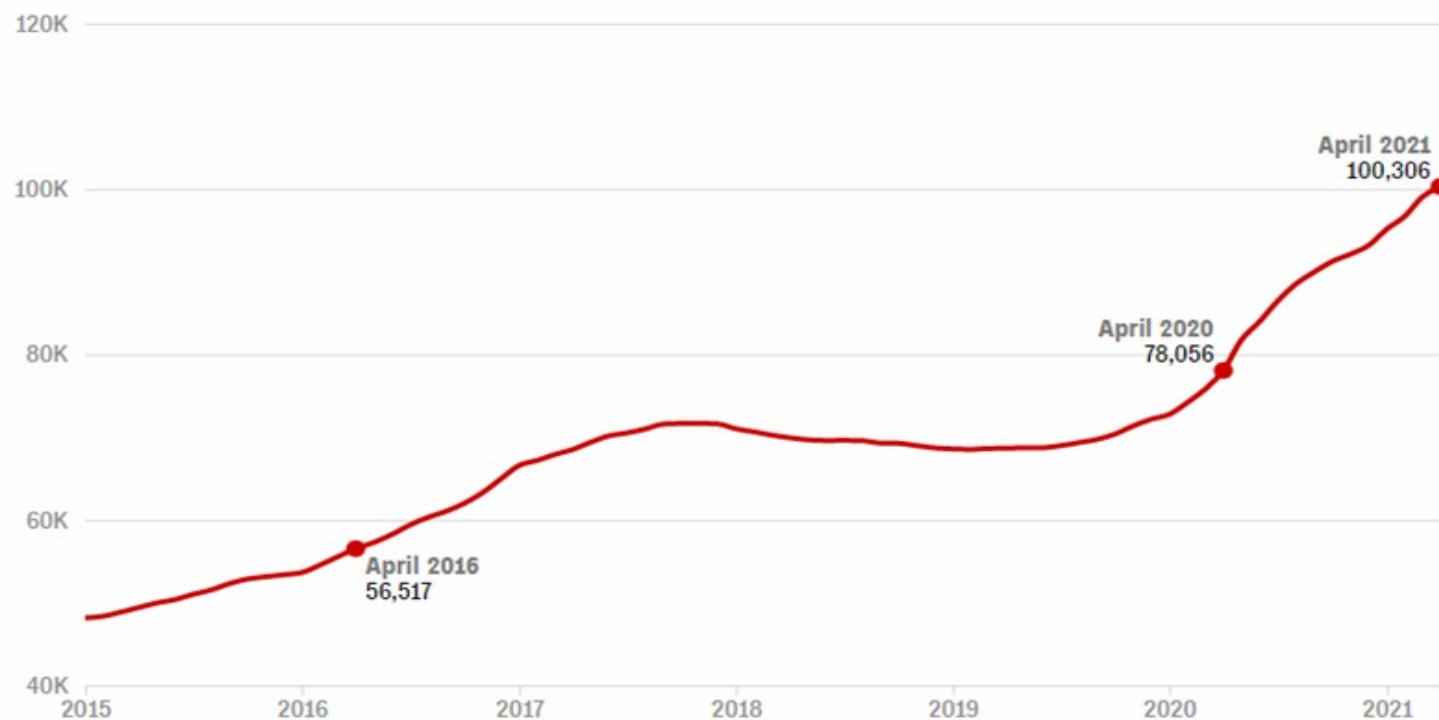
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"We must explicitly examine and address how structural racism affects health and leads to drug use and overdose deaths. Systemic racism fuels the opioid crisis, just as it contributes mightily to other areas of health disparities and inequity, especially for Black people.

- Nora D. Volkow, M.D., National Institute of Drug Abuse

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Source: National Center for Health Statistics

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The War on Drugs is an Epic Fail



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Alarming Disparities of Overdose Deaths in Black Communities

Non-Hispanic Black individuals in four U.S. states experienced a **38% increase** in the rate of opioid overdose deaths from 2018 to 2019, while the rates for other race and ethnicity groups held steady or decreased, according to a new study by the National Institutes of Health published in the American Journal of Public Health.

In Philadelphia, fatal overdoses increased by **60%** in Non-Hispanic Black individuals when comparing April to June 2020 to June 2019 data.

-Substance Abuse Prevention and Policy, 2/21

Virginia reported **80%** of overdose visits to the ED were among Black patients during the Covid-19 pandemic, compared to 63% pre-pandemic.

-Substance Abuse Prevention and Policy, 2/21

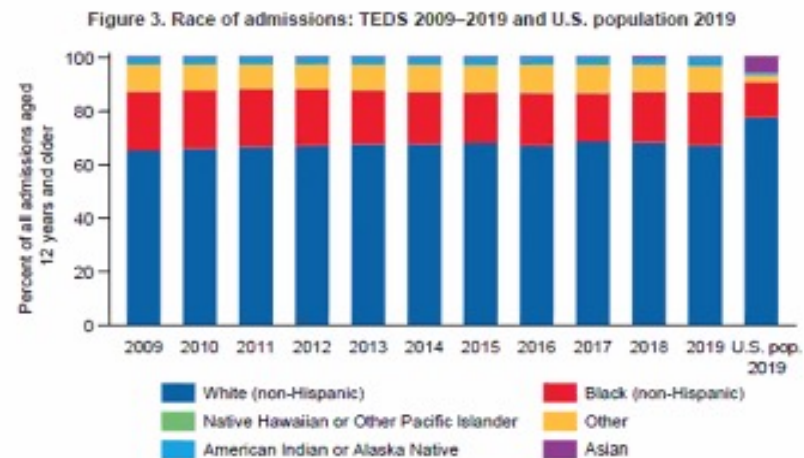
In San Francisco, fatal overdoses in the ED nearly **doubled** during the pandemic compared to pre-pandemic rates. This contrasted with a decrease in fatal overdoses among Non-Hispanic White patients post-Covid restrictions in San Francisco.

-Substance Abuse Prevention and Policy, 2/21

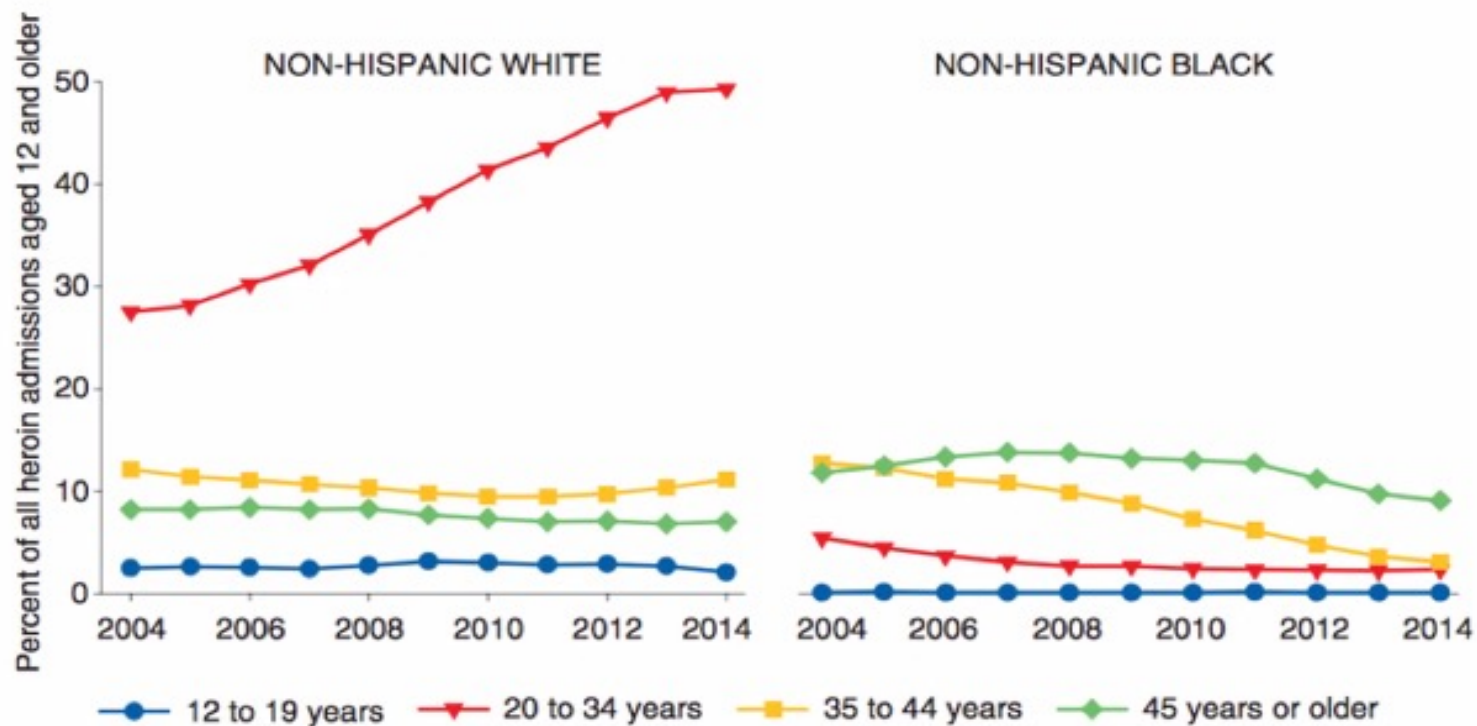
OVERALL ADMISSIONS for African Americans Are Declining

According to TEDS, the racial and ethnic composition of admissions aged 12 years and older between 2009 and 2019 was as follows:

- **Whites increased from 65 percent** of admissions in 2009 to **66 percent** of admissions in 2019.
- **Blacks or African Americans DECLINED from 22 percent** of admissions in 2009 to **20 percent** of admissions in 2019.
- Admissions of Hispanic or Latino origin comprised between 14 and 15 percent of all admissions in each year between 2009 and 2019.
- Admissions that were not of Hispanic or Latino origin comprised between 85 and 86 percent of all admissions in each year between 2009 and 2019.



SOURCES: Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration, Treatment Episode Data Set (TEDS). Data received through 11.03.20. Population: U.S. Census Bureau, NC-EST2019-ALLDATA: "Monthly Population Estimates by Age, Sex, Race, and Hispanic Origin for the United States."



SOURCE: Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration, Treatment Episode Data Set (TEDS). Data received through 02.01.16.

THE CRISIS- DISPARITY IN BEHAVIORAL HEALTH CARE TREATMENT FOR PERSONS OF COLOR

1 in 8 Native American adults in need of substance use treatment that received it at a facility. (SAMHSA 2019)

56% of Native Americans more likely to die of alcohol-related causes than are non-Natives. (SAMHSA, 2019)

Asians were 60% less likely to have received mental health treatment as compared to non-Hispanic whites. (minorityhealth.hhs.gov)



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Why for DEI

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"The National Association is a professional addiction treatment membership and advocacy society. Our mission is to provide our nation with a system of effective Substance Use Disorder health care, irrespective of a patient's social position and in the face of stigmatization that ignorantly argues that addiction is a lesser disease, if it is a disease at all. The senseless deaths of George Floyd, Ahmaud Arbery, Breonna Taylor, Tony McDade, and countless others, must not only reawaken us and demand our action as citizens, they also hold implications for our work in the addiction treatment profession that must be examined.

-Marvin Ventrell CEO, NAATP

Excerpt from June 2020 Statement on Social Injustice and Disparity in Addiction Treatment

Diversity Equity and Inclusion-

WHY IT IS SO IMPORTANT NOW?

- Multicultural Society
- Increased Demand for Care
- The Need for Safe Spaces and Cultural Responsiveness in workplaces and clinical environments





- By 2044, more than HALF of all Americans are projected to belong to a “minority” group.
-
- Gen Z, those born after 1996, is on track to become the largest generation, the most diverse and most highly educated in history.



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**50% of racially and ethnically
diverse clients end treatment after
one visit.**

Source: SAMHSA TIP 59

Do You Have a DEI Strategic Plan?



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The Golden Circle



WHAT

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HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

WHY do you what you do? WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

Source: Simon Sinek, Starting with Why?

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HARDWIRING DEI

Inviting Phase One

Determining The Why

- What is the desire for change? Name it
- Alignment with organizations mission and values

Audit your Branding and Marketing Strategy and Ask:

Who is represented in these areas:

- Website
- Company Social Media
- Printed Materials
- Internal and External Materials
- Business Development and Community Outreach



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HARDWIRING DEI

Inviting Phase One

Foster self and understanding-Leadership

- Assess individual team and organization readiness
- Prepare for the conversation Who What When and How
- Create shared meaning and find common ground
- Explore where perspectives diverge
- Interpret and Bridge



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HARDWIRING DEI

Inviting Phase One

Invest in DEI

- Determine a budget
- Establish time commitments and expectations
- Establish a calendar of regularly scheduled meetings

Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹



more likely
to outperform

Gender-diverse
companies



more likely
to outperform

Ethnically diverse
companies

¹Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country.

Source: McKinsey analysis



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HARDWIRING DEI

Inviting Phase One

Assessment of Need

- Organizational Assessment
 - Where is the organization on a continuum (See NAATP Tool)
- Gather Internal and External data to gain a to gain a 360-degree perspective of the current state of the organization through assessments, surveys and interviews with leadership, key stakeholders and staff.
- Where are the strengths, weaknesses, opportunities and threats to change?

NAATP Diversity Equity and Inclusion Committee (External Stakeholders)



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HARDWIRING DEI

Inviting Phase One

Setting The Framework-Leadership Driven

- What is antiracist, inclusive transformation in behavioral health organizational settings?
- Develop Common Language

CULTURALLY RESPONSIVE TREATMENT

- RACIAL LITERACY



Systemic Level

- Immigration policies
- Incarceration policies
- Civil rights
- Predatory banking

Community Level

- Differential resource allocation
- Racially or class segregated schools

Institutional Level

- Hiring and promotion practices
- Under- or over-valuation of contributions

Interpersonal Level

- Overt discrimination
- Implicit bias

Intrapersonal Level

- Internalized racism
- Stereotype threat
- Embodying inequities



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HARDWIRING DEI

Intentional Phase Two

Development of a Plan

- Secure organizational commitment
- Create the business case for creating transformative change aligned with the organization's unique mission and vision.
- Align with organization's current business strategy/goals-hardwire DEI throughout (KRAs/KPIs))



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Intentional Phase Two

Creating an Equitable Organizational

- Recruiting, Hiring & Retaining Diverse Workforce
- Developing Accountability to and Partnership with Communities of Color/LBGQTQ+
- Applying Anti-racist/inclusive analysis to programs advocacy and decision making



CULTURALLY DIVERSE STAFF

Who has a seat at the table?

Diversity Hiring ROI

Bolsters financial performance. A study conducted by McKinsey & Company found that ethnically diverse companies are 35% more likely to have financial returns above their respective national industry medians.

Gender diverse companies are 15% more likely to outperform their respective national industry medians.

Highlights your organization as an employer of choice. According to Glassdoor, 67% of job seekers view a diverse workforce as an important factor when evaluating companies and considering job offers.

Fosters innovation and growth. Harvard Business Review found that diverse companies are 70% likelier to capture a new market. They're also 45% more likely to report increased market share year-over-year.

Increases employee engagement. 83% of millennials report being actively engaged when they believe their organization fosters an inclusive workplace culture. That percentage drops to 60% when their organization does not foster an inclusive culture. (A Gallup study has assessed the cost of disengaged employees at up to \$350 billion per year in lost productivity.)

Supports powerful decision-making. Teams that are inclusive make better decisions up to 87% of the time, according to a study conducted by Forbes.



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INCLUSIVE PHASE THREE

Implementation

- Creating teams and accountable parties to coordinate trainings related to equity, inclusion and the shifting of organizational culture
- Generating and curating written curricula and resources that can support the organization in effectively stewarding ongoing transformational learning for staff and leadership.
- Confirming which individuals and teams will hold responsibility for 'owning' and launching priority initiatives.
- Reviewing and/or developing tools to incorporate equity analysis and practices.



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INCLUSIVE PHASE THREE

Measurement/Tracking/Evaluation

- Design and decide on data collection
- Develop monitoring and measurement
 - What patterns or trends have emerged?
 - What are we doing well?
 - Where are there challenges and opportunities for growth or change?

CELEBRATING DIVERSITY

How does your company honor and celebrate diversity?

- Internally-In-Services, Celebrations with Staff and Clients
- Externally-Social Media, Community Events-Partner with Community Stakeholders

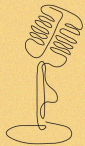
Colors of Recovery: Elevating Our Voices



This is personal work, and so you can't be about racial justice at work and then in your personal life not care. There is a way that we're asking for wholesale transformation that would actually upend the way that our society is structured. There are a lot of us who are afraid of that and also not willing to give things up. ”

Erica Woodland
LCSW (He/Him/His)

Founding Director,
National Queer & Trans Therapists
of Color Network



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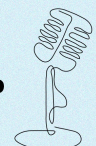


Reparations shouldn't be just giving out money to Black or Indigenous people; it should be helping lift them from the degradation and subjugation that was put on them starting when this country was born. ”

Carolyn Coker Ross
MD, MPH, CEDS

CEO,
The Anchor Program

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Colors of Recovery: Elevating Our Voices

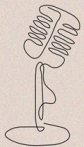


I went to school to be a substance use disorder counselor and that's where I encountered a lot of the racism in addiction treatment – right there in the classroom... We're really working behind the eight ball when we try to teach cultural competence once a person is employed out in the field. We need to pull back and address racial trauma in the classroom. ”

Shari Hampton

Life & Recovery Coach
Anti-Racism Trainer

Trusted Advisor
SHE RECOVERS Foundation



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As my recovery evolved, it really started to come to my back to my awareness – how many years ago when I when I was in treatment, I was the only Black woman, the only Black person in the facility and that nothing about me from a racial perspective was ever addressed. ”

Ester Nicholson

Recovery Coach & Author
Soul Recovery

Trusted Advisor
SHE RECOVERS Foundation



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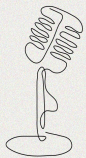
Colors of Recovery: Elevating Our Voices

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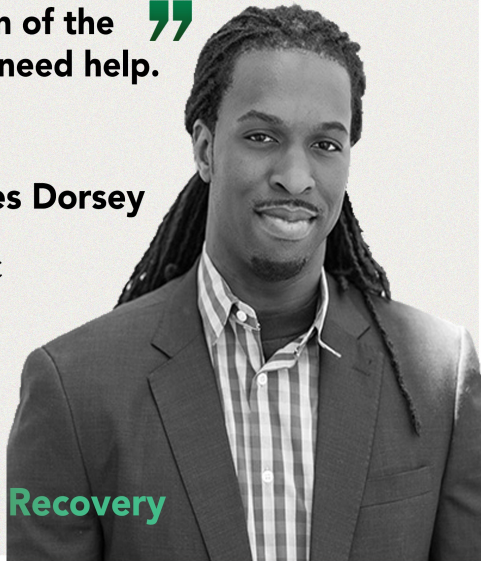
Healing has a color, a religion, a race, a class. When we say we want to see America get well, we're making a statement on all of those areas and we're simultaneously drawing boundaries that exclude a significant portion of the people who may need help.”

Rev. Dr. Charles Dorsey

Founder
The Dorsey Group LLC



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“

Our culture is prevention... a culturally based approach to treatment and recovery means tap[ping] into those teachings that our ancestors have handed down to us.”

Kateri Coyhis

Executive Director
White Bison, Inc.



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Colors of Recovery: Elevating Our Voices

“
This work is so important.
It changes generations – not just the
person that we’re helping, but their
children and
their grandchildren.”

Rick Hubbard

Executive Vice President,
Origins Behavioral HealthCare



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“
I’m interested in Black History,
but I think the most compelling
commitment we can make to Black
History is an investment
in Black future.”

Philip Rutherford

Chief Operating Officer
Faces & Voices of Recovery



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Colors of Recovery: Elevating Our Voices

“

When you travel abroad and greet the person in their language, you've put the effort into learning something about [their] culture and where [they] come from. What it's telling them is I honor your background, I respect where you come from, I appreciate what you've experienced in your life. To people of diverse backgrounds, that means the world to them. ”

Rose Joudi, PhD

Aging & Diversity Advisor
Mount Royal University



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“

To be culturally responsive is to be ready to respond to who this person is at this moment in time in their lives, and who they are is so multi-contextual [and] multi-dimensional. ”

Melanie Heu
LICSW, LADC

Clinical Manager,
Great Lakes Psychological Services



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Colors of Recovery: Elevating Our Voices

“

[For] anyone from an under-represented population, this is not news to us. We have known about these issues for a very long time and them coming to light is a good thing because people are paying attention now, but it also reminds us of all the hurt we have experienced.”



**Manuel Garcia
MA, LADC**

Supervisor of Outpatient Programs,
Hazelden Betty Ford

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Peter Hayden, Ph.D.

President and CEO

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“Never doubt that a small group of thoughtful committed citizens can change the world.

Indeed, it is the only thing that ever has”.

-Margaret Mead



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