

NAATP

WEBINAR

SERIES

Courage is Contagious, Too!

Crisis Leadership For
Treatment Providers
Amid the COVID-19
Health Crisis



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Founder, Jaywalker
Lodge and Alpha180



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President & CEO,
Hired Power



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

COVID-19 is here,
...now what?

Communication
Engagement
Agility
Recovery

Communication in Crisis

**“You will sometimes get it right,
and you will often get it wrong,
but it is still better to be as transparent as you can.”**



Paul A. Argenti

“Communicating Through
the Coronavirus Crisis”

Harvard Business Review

Communication in Crisis

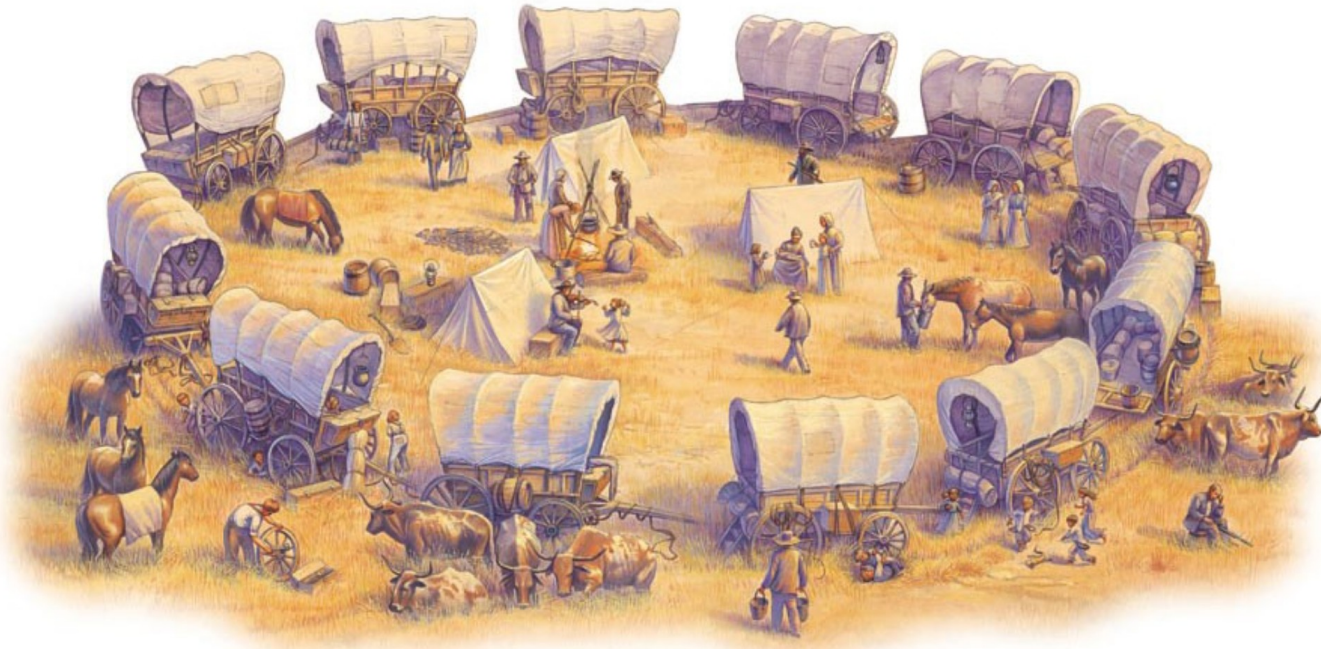
1. Establish a team for centralized communication

- Crisis Response Team meets daily 8 am to 8:30
- Regular CEO (or COO) updates to key stakeholders
- Be succinct.
- Be transparent.

2. The “Voice” of a Leader

- Communicate directly with staff no less than every other day
- “Right now” is better than “just right.”
- Describe how decisions are made (ie working from home.)

Engagement



The Residential Conundrum: Isolation AND Integration

Engagement

MARIJUANA/THC	POSITIVE
COCAINE	POSITIVE
OPIATES	POSITIVE
PCP	POSITIVE
AMPHETAMINES	POSITIVE
ETHANOL (BREATH)	POSITIVE
BENZODIAZEPINE	POSITIVE
ADDITIONAL TESTS REQUESTED	
COVID-19	NEGATIVE

The HARD Questions...

1. How do you “isolate” an entire community?
2. What if one of our clients gets the virus?
3. How can we safely admit new clients?
4. How long can we stay in business?

Agility

- Virtual solutions for a viral environment
- Clinical teams need to flex and create
- Crisis is our field's core competency



VIRTUAL COACHING
SUPPORT PROGRAM
HAS ARRIVED

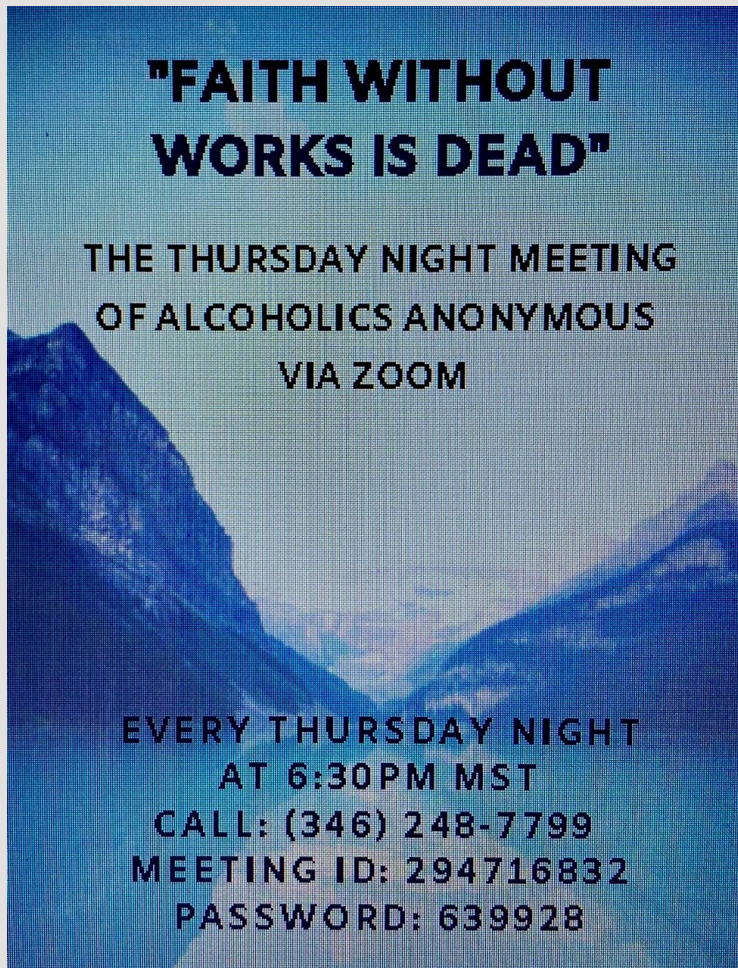
anywhere & everywhere

MENTAL HEALTH,
SUBSTANCE ABUSE,
EATING DISORDERS,
ETC

Call
800.910.9299

www.TheCoachConnect.net

Agility



What CAN we do?

- Online 12 Step
- PDA's for Telehealth
- Outdoor recreation
- Camping w/
Contingencies
- Peleton
- Playstation
- Netflix

Agility

“Sheltering in Place”

- Optional outdoor activities twice daily
- Reduced “white space”
- Simultaneous split groups (online and in-person)
- Group rec expeditions Friday/Saturdays
- Online and in-house 12 Step meetings daily

Solutions Schedule

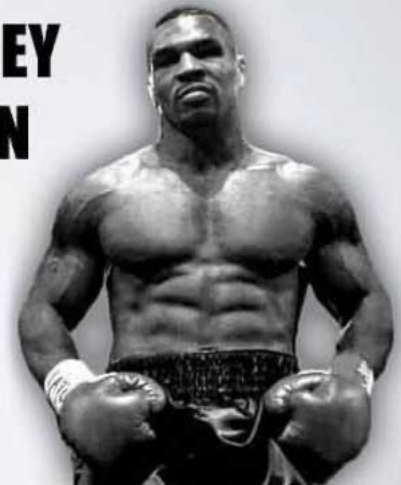
Start Time	Time Blocks						
8:00 AM	30m						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM	Outside Activity-Optional	Outside Activity-Optional	Outside Activity-Optional	Outside Activity-Optional			Sunday AA-Zoom- 254041043
8:30 AM							
9:00 AM							
9:30 AM	Split group-Process	Executive Skill K	Split group-Process/ Trauma	Creative Recovery- Split group	Activity Day	Activity Day	
10:00 AM		Executive Skills W					
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM							
12:30 PM							Outside Activity-Optional
1:00 PM	Steel on Steel		Community Group	Relapse Prevention			
1:30 PM							
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM	Outside Activity-Optional	Outside Activity-Optional	Outside Activity-Optional	Outside Activity-Optional			
4:00 PM							
4:30 PM							
5:00 PM						House BBQ	
5:30 PM							
6:00 PM			Book Study- Ian			AA- Paul	GA- Bear
6:30 PM							
7:00 PM	YandR AA Zoom- 757581635	YandR AA Zoom- 757581635	YandR AA Zoom- 757581635	YandR AA Zoom- 757581635	CA- Ben/Jack	YandR AA Zoom- 757581635	YandR AA Zoom- 757581635
7:30 PM							
8:00 PM	Meditation Meeting- Cam	NA- Andrew					
8:30 PM							
9:00 PM							
9:30 PM							
10:00 PM				NA- Paul			
10:30 PM							

Recovery

- Hope for the best,
plan for the worst
- Model healthy self
care
- Collaborate/ask for
help www.naatp.org

**“EVERYBODY HAS
A PLAN UNTIL THEY
GET PUNCHED IN
THE FACE”**

- MIKE TYSON



Resources



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OF
ADDICTION TREATMENT PROVIDERS

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Training & Events

Advocacy



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M2M Forum

Newsletter

Member Tools

Member Directory

Responding to Coronavirus: Resources from The National Association

Treatment Center Policies

- [Jaywalker Lodge/Alpha 180 Policies, Procedures, and Resources](#)
- [Northbound Coronavirus Disease Policies & Procedures](#)

Treatment Center Public Messaging from our Members

- [Ashley Addiction Treatment](#)
- [Caron Treatment Centers](#)
- [Hazelden Betty Ford Foundation](#)
- [Jaywalker Lodge/Alpha 180](#)
- [Mountainside Treatment Center](#)
- [Sierra Tucson](#)



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Thank you!