Courage is Contagious, Too!

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

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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

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
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
Recovery

- Hope for the best, plan for the worst
- Model healthy self care
- Collaborate/ask for help [www.naatp.org](http://www.naatp.org)

"EVERYBODY HAS A PLAN UNTIL THEY GET PUNCHED IN THE FACE"
- MIKE TYSON
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
Thank you!

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