

NAATP
NATIONAL 2019





NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Quality Assurance Breakout Session 5: Community Engagement

Public Relations, Public Policy, Participation in the
Community

VOICE.
VISION.
LEADERSHIP.

QA 5: Community Engagement

Panelists



Jennifer Dulles
DStreet Communications



Melissa Gettler
Caron Treatment Centers



Philip Rutherford
Faces & Voices of Recovery



Rodney Walker, MDiv, DMin
TASC

Agenda

- Overview
- Guideline
- Community Infrastructure
- Participation and Involvement
- Public Relations
- Relationship Management
- Q&A

Guideline G-1: Participation in the Community

“Addiction treatment providers should integrate into and engage with the communities in which they serve and operate. As members of a professional healthcare community, addiction treatment providers should engage in collaborative collegial relationship with other addiction providers, and with the larger medical community.”

Community Infrastructure

Philip Rutherford

Director of Operations

Faces & Voices of Recovery

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Definitions

- Recovery Community Organization (RCO)
- Recovery Community Center (RCC)
- Recovery Oriented System of Care (ROSC)
- Peer Based Recovery Support Services (P-BRSS)
- Peer Roles
 - Peer Support Specialist
 - Recovery Coach
 - Peer Coach
 - Peer Mentor
 - Many, many more

Recovery Community Organizations (RCOs)

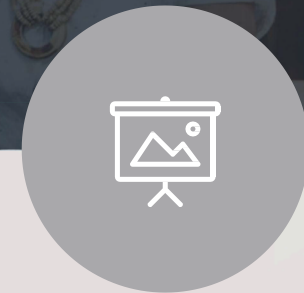
RCO'S are independent, non-profit organizations that are led and run by representatives of local communities of recovery on behalf of the recovery community.



**Policy
Advocacy**



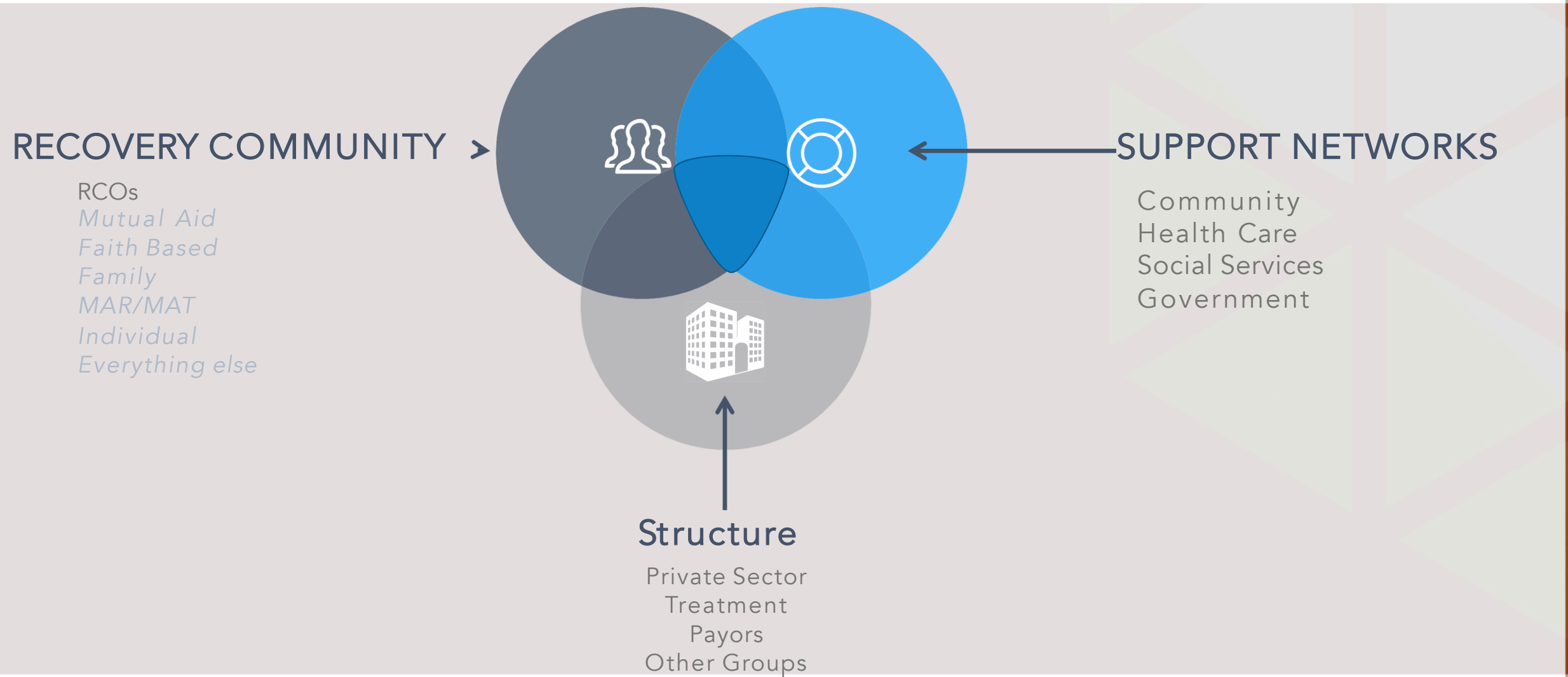
**Peer Based
Recovery Supports**



**Community
Education**

COMMUNITY ENGAGEMENT

A NEW MODEL FOR CHANGE





Delivery Models

This process actually started as AA members began to come out of the closet and the general public gained some understanding of recovery. Recovery Professionals are currently engaging in the community.



Participation with the Addiction Treatment Sector

Rodney Walker

Director of Youth and Family Services

Treatment Alternatives for Safe Communities (TASC)

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Community Engagement: Who Is My Neighbor?

- Neighborhood Scan
- Asset Mapping
- Community Sectors :
 - Healthcare Professional
 - Human & Social Service Providers
 - Government
 - Higher Education
 - Cultural Groups & Organizations
 - Faith-based, Religious
 - Fraternal Organization

Connecting With My Neighbors

- Affinity Matters

- Youth
- Parents
- Elementary & Secondary Education
- Civic & Volunteer Groups
- Court & Probation / Parole / Criminal Justice Organizations
- Law Enforcement
- Senior Citizens
- Business
- Child Care Providers
- Community Partnership Organizing

Types of Community Connections and Engagement

- Regulations – Public Policy and Advocacy
- Re-writing the narrative and telling / sharing your story
- Learning their story
- A Source of Volunteer
- A source to host recovery meetings
- A source of referrals
- A source of funding , donations and in- kind donations
- A source to leverage relationships
- A source for messaging (media relationship building – planting a article or pod cast
- A source to host – co-host a health fair / community resource fair

Types of Connections and Engagements

- Face – to Face – Community Organizing 101 – Relational Meeting
- Phone Call
- Email
- Social Media
- Joint Fundraiser
- Joint Press Release / Press Conference
- Use of Intern and Volunteers
- Client & Community Focus Groups
- Open letter to the editor
- Public radio show

Community Engagement : Who is my Neighbor?

- Geographic Data
- Who lives here, works here, who is moving in and out ? Why?
- Boundaries of the neighborhood
- History of the community (How it was named?)
- Cultural assessment
- Language spoken and unspoken language
- Governmental districts
- Engagement method – Face to face, on-line , groups , social,
- Avoid labels and need base assessment of community
- Connection methods – town hall meeting, open house, surveys, Facebook, and other social media outlets
- Cabel TV public access channels / College radio shows

Public Relations in the Addiction Treatment Sector

Melissa Gettler
Vice President of Marketing
Caron Treatment Centers
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Words Can Save Lives

- Use Stigma-Breaking Language – “Person with an Addiction,” “Drug Use,” “Sober”
 - Resources: [Associated Press Stylebook](#) & [SAMHSA](#)
- Cater to Your Audience – “Substance Use Disorder” vs. “Addiction”
 - Take a cue from the keywords most commonly used by consumers
- Frame Addiction as a Chronic Disease – Disease Management & Relapse
- Emphasize that Treatment Works – Recovery Means Sobriety, Quality of Life
 - Highlight stories of people in long-term recovery

Reporters Need Education

- Reporters Need Resources – Proactively Share Statistics & Other Information
- Research the Reporter or Publication Before You Make a Pitch
 - How have they positioned addiction and treatment in their writing?
 - Know when to pitch an opposing or controversial opinion.
 - Is an alumni's story necessary to validate your message?
 - Follow and engage with reporters on social media.

NAATP Code of Ethics

“NAATP members must respect patients’ rights to privacy. Patients’ identities must not be revealed by a treatment provider, either in the form of photographic images, video images, media coverage, or in marketing testimonials, at any time during the client’s engagement. **Use of a patient’s identity is permitted only following the completion of treatment and only with the patient’s written informed consent.**”

Source: NAATP Code of Ethics, <https://www.naatp.org/resources/ethics/code-ethics>

Improve Results

- Integration is Key - Advertising, Public Policy, Business Development
 - Share intel on what is resonating
 - Align topics & timing when possible
- Amplify Earned Media – Organic & Paid Social Media
- Communicate Successes with Metrics Beyond Hits & Impressions
 - Website visits, social media engagement, inbound calls, more PR opportunities

Reputation Management in the Addiction Treatment Sector

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Coverage vs Fact (and the work ahead)

“Mom, When They Look at Me, They See Dollar Signs”

How rehab recruiters are luring recovering opioid addicts into a deadly cycle.

JULIA LURIE MARCH/APRIL 2019 ISSUE

[f](#) [t](#) [e](#) [p](#) [c](#)




Watch John Oliver Reveal Scams of America's \$35 Billion Rehab Industry

Comedian argues “doctor-to-horse” ratio, lack of regulation are ruining system that “badly needs more expertise and oversight”

By RYAN REED

Rehab Last Week Tonight with John Oliver (HBO)



The Impact of Reputation

- Company reputations are shaped by a variety of factors, with quality of products and services identified as the most important factor by 66% of global executives, followed by financial performance (57%). Leadership reputation falls among the top five drivers (49%).
- Importantly, a company's industry ranks as the third most important driver of corporate reputation (50%) and is among the top five drivers of reputation for each industry represented in our study. Clearly, the reputational impact of an industry today ripples beyond a single company.

The CEO Reputation Premium: KRC Research and Weber Shandwick

Company's overall reputation is influenced a great deal by...
(according to executives)



Who Owns The Brand?

- Who owns your brand?
 - The industry?
 - The company?
 - Investors?
 - Employees?
 - Leadership?
 - Media?
 - Consumers?

Real Life vs Hollywood

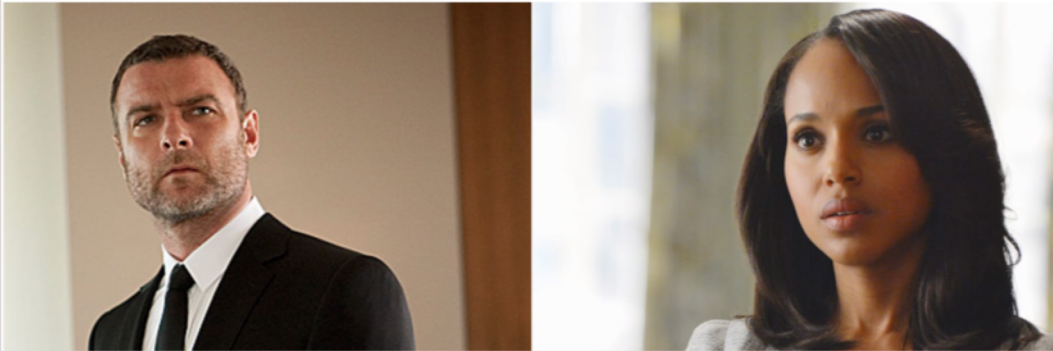
TV'S FIXERS


'Ray Donovan' Vs. 'Scandal': Could TV Fixers Handle Real-Life Crises?

Could TV 'fixers'—Showtime's Ray Donovan or Olivia Pope of 'Scandal'—cut it in real life? By Kevin Fallon.




Kevin Fallon 06.25.13 4:45 AM ET



HERSHEY

OUR STORYINNOVATIONWHAT'S INSIDESHARED GOODNESSBLOG





RESPONSIBLE SOURCING

Home / Shared Goodness / Shared Business / Responsible Sourcing

SHARED GOODNESS

SHARED FUTURES

THE HEARTWARMING PROJECT

SHARED BUSINESS

RESPONSIBLE SOURCING

COCOA FOR GOOD

HUMAN RIGHTS

SHARED COMMUNITIES

SHARED PLANET

GLOBAL SOURCING POLICIES

SUPPLIER DIVERSITY

OUR CERTIFIED INGREDIENTS

Global Sourcing Policies

Our interdependencies within a global ecosystem have driven us to establish progressive sourcing policies to govern how we source our ingredients and supplies.

The Hershey Company is dedicated to a transparent supply chain, and we have a long history of safe and high quality consumer products.

Deforestation

Two-way vs One-way Models

- The two-way symmetrical model of public relations as described in Grunig's Excellence Theory is focused primarily in making sure that decisions made by an organization are mutually beneficial between itself and its audiences.
- This model is drastically different in comparison to the stereotypical view of the PR practitioner as a manipulative figure who uses smoke and mirrors to control audiences. The symmetrical model "proposed that individuals, organizations, and publics should use communication to adjust their ideas and behavior to those of others rather than try to control how others think and behave."

James E. Grunig, "Furnishing the Edifice: Ongoing Research on Public Relations as a Strategic Management Function," *Journal of Public Relations Research* (2006): 151-176

FOUR MODELS OF PUBLIC RELATIONS

01

PRESS AGENT/PUBLICITY

Categorized as one-way communication. Uses persuasion, half-truths, and manipulation to influence audiences to behave as the organization desires. Does not use formal research to guide communication tactics.

02

PUBLIC INFORMATION MODEL

Categorized as one-way communication. Uses press releases and other one-way communication techniques to distribute organizational information. The public relations practitioner is referred to as the in-house journalist. Does not use formal research to guide communication tactics.

03

TWO-WAY ASYMMETRICAL MODEL

Categorized as two-way communication. Referred to as "scientific persuasion." Uses persuasion to influence audiences to behave as the organization desires. Conducts formal research and incorporates audience feedback in communication tactics.

04

TWO-WAY SYMMETRICAL MODEL

Categorized as two-way communication. Uses communication to negotiate with the public. Seeks to resolve conflict and promote mutual benefits, understanding and respect between the organization and key publics/stakeholders. Conducts formal research and incorporates audience feedback in communication tactics. Open and honest communication is important.

Developing Trust and Mutual Understanding

“The overall goal of creating mutual understanding between parties also is much more palatable for audiences, because in human nature, no one desires to be controlled. If a person is controlled or feels inferior to another person or organization, they will not develop trust, and they are likely to withdraw completely from a relationship. The same goes for the organizational-public relationship as well. If we create a sense of open communication and build trust through the two-way symmetrical model, we are more likely to be in a positive position when a time of crisis does occur because of strong relationships that have created a strong reputation.”

James E. Grunig, Journal of Public Relations Research



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1. Assess brand health – and reputation – honestly.
2. Create a Reputation scorecard, naming reputation drivers that positively and negatively impact brand.
3. Articulate your organization's vision and values proactively, building advocates and identifying threats.
4. Ensure regular storytelling across all channels.
5. Create feedback loops and actively listen.
6. Build your reputation bank, making regular deposits.

6 Factors That
Lead to Success

NAATP is working to raised the bar, elevate the profession and ensure there is a meaningful two-way dialogue with key constituencies.

Community engagement is critical to all of our success, individually and collectively.

Working together, we can leverage the work done on the national front with our individual organizations, and elevate the reputation of the industry in the years ahead.

Questions? Comments? Thoughts? Feel free to email me at jdulles@dstreetpr.com.

NAATP and You:
Working Together



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Thank you!

National Association of
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