



**Please wait...coming soon**

Using Motivational Incentives: Session 2

The Tic-Tac-Toe Board

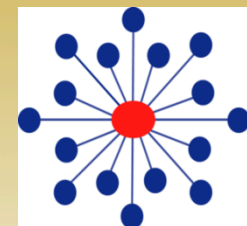
# Using Motivational Incentives in Behavioral Health Treatment

## Welcome to CTN Mid-Atlantic Node/CEATTC Webinar Series

**April 10, 2013**

**Session #2**

**The Tic-Tac-Toe Board**



**Clinical  
Trials  
Network**

# Facilitator:

Christine Higgins, M.A.

Dissemination Specialist, Mid Atlantic Node,  
Clinical Trials Network/NIDA

PAMI Trainer

MI-Presto Trainer

Provide consultation to many Community  
Treatment Programs on implementation

# This is my boss and mentor!



Maxine Stitzer, Ph.D.  
Principal Investigator  
CTN Mid-Atlantic Node

Lead Investigator on the first national multi-site trial of abstinence incentives' effectiveness when implemented in community drug treatment programs.

A recognized leader, well known for her seminal work on contingency management approaches in substance abuse treatment

MIEDAR STUDY CTN Protocol 006 & 007  
[ctndisseminationlibrary.org](http://ctndisseminationlibrary.org)

And our attendees today are a mix of professionals, including...  
nurses, case managers, and social workers...  
from the fields of mental health, addictions,  
criminal justice and medicine.

# Let's begin with 2 survey questions:

Question #1:

I attended last week's webinar. Y/N

Question #2:

I have first-hand experience with implementing incentives where people received tokens or prizes. Y/N



# A quick review of Session 1: Introduction to Incentives



- Defined contingency management
- Discussed why positive reinforcers are such a powerful tool
- Discussed how a reinforcer is different from a reward.
- Discussed how incentives break **long term goals** down into **smaller steps** and acknowledge **each step** along the way.

# Reward vs. Reinforcement

A central issue in all incentive dissemination efforts

- When staff or leadership speak about the use of incentives, they usually talk about acknowledging patients for things like:
  - Holding a job for six months
  - Being drug-free for 3 months
  - Completing a GED or vocational training program





# Reward Programs



- This is what Scott Kellogg calls a Reward Program:

“Acknowledging patients for achieving a goal or accomplishing something noteworthy

- Most likely give rewards to the best and most motivated patients
- While often not changing the behavior of those patients who are struggling the most with drug use and treatment compliance”

# Proximal vs. Distal

- Incentive = a reinforcer to motivate or propel forward an individual or group to help achieve a particular goal.
- Reward= Individual or group prizes for achieving a particular goal

It's not only **what** you give,  
but **when** you give it.



# Creating INCENTIVE Programs

You learn to move from “Good job! To “Good for you!”

“You have taken a step in the right direction”

This is the most important change that begins to counter constant **negative consequences.**

# Reinforcement Programs

- Reinforcement Program



- Breaks down each of the goals into very small steps
- Reinforces each of the steps along the way
- It's easier to earn
- Distributes positive reinforcements with fairly high frequency

# Quiz Question from last week:

If in a meeting, a colleague says:

“Let’s not give recovery bracelets to the new people because we don’t even know if they’ll hang around. Let’s say you have to complete 30 days.

Would you agree or disagree with this incentive plan?”

# 7 Principles of Motivational Incentives:

- Target Behavior --need for change
- Choice of Target Population – most likely to benefit
- \* Choice of Reinforcer –what will you give
- \* Incentive Magnitude—how will it compete with current behavior
- Frequency of Incentive Distribution
- Timing of the Incentive
- Duration of the Intervention

# What we will cover today..

- What is the tic-tac-toe board?
- What are the advantages to using the tic-tac-toe board?
- When is a good time to use it?
- How do I find low-cost prizes to use as reinforcers for my incentive program?

# What is the Tic-Tac Toe Board?

- Method for developing individualized incentive plan tailored to each client
- Sets nine simple goals each of which can be accomplished within a week
- Awards prizes when all goals in a row, column or diagonal have been completed



# Tic Tac Toe Board Example


BCRC/Case Management

*Tic Tac Toe!*

Client's Name \_\_\_\_\_

Target regular session visits as goal for first 14 days

Add one more task per week. Work collaboratively to identify goals. For example: see eye doctor, re-connect with daughter, find AA sponsor, keep appt. at dental clinic.

<b>SECOND VISIT:</b>	Task:	<b>THIRD VISIT:</b>
Task:	<b>FIRST VISIT:</b>	Task:
<b>FOURTH VISIT:</b>	Task:	14 DAY ANNIVERSARY! 

# Another example: Good Sam's Methadone Clinic

## Tic Tac Toe Take Home

Orientation Session 1	Regular Counselor Attendance	Orientation Session 2
Fee Approval	First Meeting	Regular Medication
Orientation Session 4	Second Contact-group or ind.	Orientation Session 2

First Tic-Tac-Toe

Prize from the treasure chest.

Second Tic Tac Toe

Inspirational Poster

Fill the board:

Earn your first take home:

---

Counselor's Signature

---

Date of Completion

Patient's Name \_\_\_\_\_

# What are Advantages of the Tic-Tac-Toe Board?

- Breaks goals down into small steps
- Changes the atmosphere from brow-beating or “pulling teeth” to a fun exercise or challenge for the participant.
- Clearly defines and sets expectations.
- Engenders sense of autonomy, greater sense of self-esteem, greater sense of can-do/ability.
- Gives the clinician a quick visual of how the patient is doing (data).

# What is the best time to use the Tic Tac Toe board?

- Best time may be first 30 days as you develop treatment plan
- Offers you a good feel for how eager and capable the clients is to accomplish goals
- This can inform the treatment plan expectations and time line
- Also should provide an idea of what behavior(s) need continuing incentives

## Question # 3:



What are some goals or common expectations you have set for **all** your clients, patients, consumers? Or a particular **group** of clients , patients, consumers. For example: new people, probationers, HIV+, unemployed, cocaine users, co-occurring disordered, etc.

# Target Behavior



The “reinforcement” model emphasizes breaking the goal down into very small steps and then reinforcing each of the steps as they occur.

The behavior must be **observable and measurable**.

Choosing a target behavior involves something problematic or in need of a change. Then, the new behavior becomes a contingency, and hopefully, **the new behavior becomes a standard of treatment**.

# Choice of Reinforcer

- Higher magnitude reinforcers engender greater abstinence (Silverman et al, 1999; Stitzer et al., 1984).
- Make sure your reinforcer is adequate enough to compete with reinforcement derived from target behavior.
- Look for reinforcers of “high magnitude” but not high cost.
- **Always** ask the patients what they like.  
Dunkin Donuts , KFC or 7-11?



**Gift cards!**

# Question #4: What do adolescents like?





# Give bigger reinforcers for the more tasks accomplished

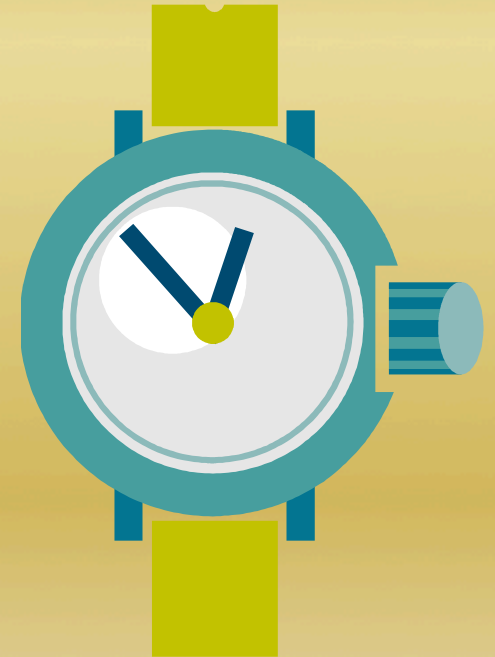
- Offer a small (e.g. \$1 value) prize for completing goals in each row, column or diagonal
- Offer a large (e.g. \$10) prize for filling the board with accomplishments

What are some things you might use for \$1 and \$10 prizes? (we will talk about this later)

With each of these efforts,  
what are we after?

**Time!**

Give people time to internalize  
the sense of moving forward and  
to develop naturally re-occurring  
reinforcers.



# What is your broken record?



# Counseling Targets

- Attend clinic
- Submit a negative UA
- Attend AA meetings
- Meet with psychiatrist
- Meet with PO

# Case Management Targets

- Get a valid ID
- Go see the doctor
- Meet with the home supervisor
- Get a copy of birth certificate
- State a short term goal
- State a long term goal

# Take your blank paper...



and fold it into nine squares...try to fill each square with a target behavior for your target population

# How will you find low-cost prizes?

[www.orientaltrading.com](http://www.orientaltrading.com)



The Dollar Store



[www.promodirect.com](http://www.promodirect.com)

# You're a winner!

## Draws from a treasure chest...

Fill a chest with low cost prizes, let the person choose for...

himself/herself,  
a friend, another  
group member.

Name it the  
“Recovery Chest”



Remember it's an attitude shift!



# Or what can be given for free?

- 30 minutes on a computer
- Go to the head of the line
- Glamour pics w/a digital camera
- Help with resume writing



Come up with your own bright idea!

Make the shift from punitive to rewarding!

Can it be no cost?  
Can it be the chance to win?



Stickers from the dollar store in the Teachers' section—180 motivational stickers!



Could some of these eggs have slips that say “Good Job” or “Try Again”?



# Low Cost Incentives

*know your audience*



# Low cost prizes!



You can order these on-line with your own recovery sayings!

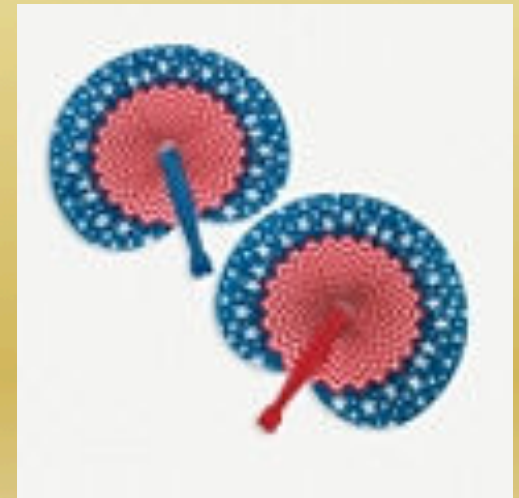
Consider buying different cost items to create escalation!



You can order these by the dozen, and the price goes down if you buy 3 dozen!



This is a craft item!  
12 for \$5.99



Make it seasonal! As you get closer to the holiday, the price goes down!

# Question #5: What's more valuable?



Great Job Medals  
\$10.50 per dozen



Stress Balls  
\$14.50 per dozen

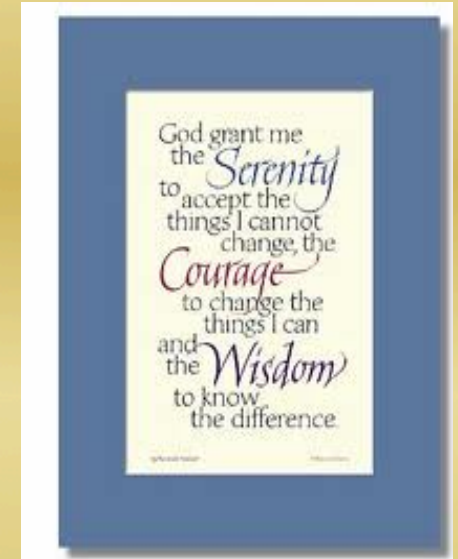
# Affirmation!



You really shine!  
(144 pieces for  
\$8.50  
Could 10 of these  
= a larger prize?)



You're a star!  
(\$10.00 a  
dozen)



Wallet Size  
Inspiration  
(Cost of  
lamination)

# Donations from...



Local shopkeepers



The Board of Directors



Corporations

Make this a NIATx Project! Assemble a team to work together!

Not a tic-tac-toe board, but charts progress...shows achievement



Here's a bulletin board for new patients--recording their success, earning the chance to win a raffle as they climb the mountaintop!



# Some helpful websites:

- [www.motivationalincentives.org](http://www.motivationalincentives.org)
- Check out: Recovery Activity Sheet from NY Health & Hospital implementation
- [www.ctndisseminationslibrary.org](http://www.ctndisseminationslibrary.org)
- Check out: the CM Checklist
- [www.bettertxoutcomes.org](http://www.bettertxoutcomes.org)
- Check out: PAMI video & on-line course

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- Finding the Science
- Interpreting the Science
- Evidence Based Practices
- Blending Science & Service

Science of Tx CD Set  
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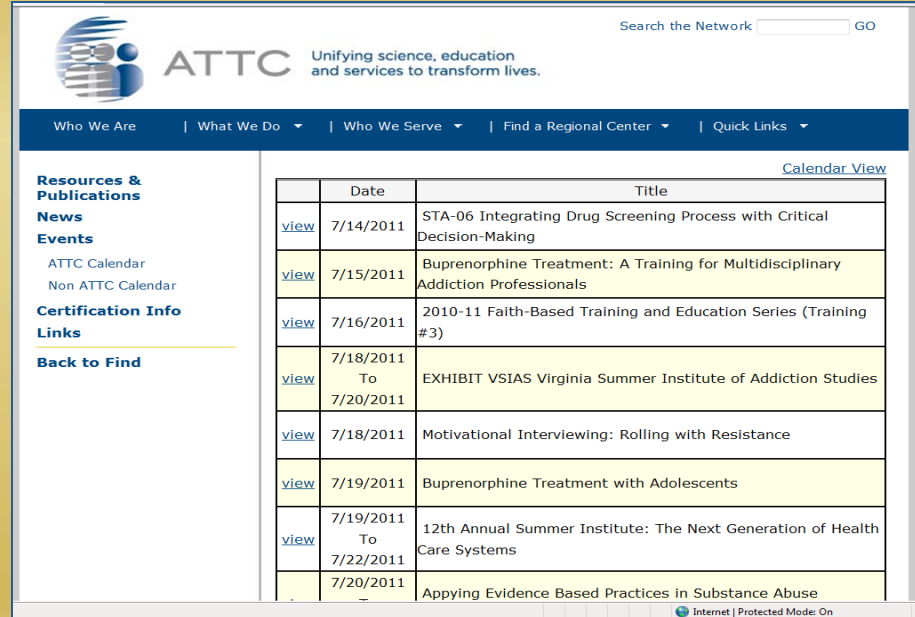
**NIDA/SAMHSA Blending Initiative\***

blending initiative  
NIDA • SAMHSA

**Harnessing the skills, resources, and knowledge of two federal agencies** to facilitate moving important scientific findings into mainstream addiction treatment practice is the goal of the [NIDA/SAMHSA Blending Initiative](#). Developed in 2001 by the [National Institute on Drug Abuse \(NIDA\)](#) and the Substance Abuse and Mental Health Services Administration's (SAMHSA) [Center for Substance Abuse Treatment](#), this project is designed to meld science and practice together to improve substance use disorder treatment and accelerate the dissemination of research-based drug abuse treatment findings into community-based practice.

**The NIDA/SAMHSA Blending Initiative encompasses three components:**

- **Regional Blending Conferences:** All [NIDA Blending Conferences](#) are uniquely designed to enhance bidirectional communication between



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	Date	Title
<a href="#">view</a>	7/14/2011	STA-06 Integrating Drug Screening Process with Critical Decision-Making
<a href="#">view</a>	7/15/2011	Buprenorphine Treatment: A Training for Multidisciplinary Addiction Professionals
<a href="#">view</a>	7/16/2011	2010-11 Faith-Based Training and Education Series (Training #3)
<a href="#">view</a>	7/18/2011 To 7/20/2011	EXHIBIT VSIAS Virginia Summer Institute of Addiction Studies
<a href="#">view</a>	7/18/2011	Motivational Interviewing: Rolling with Resistance
<a href="#">view</a>	7/19/2011	Buprenorphine Treatment with Adolescents
<a href="#">view</a>	7/19/2011 To 7/22/2011	12th Annual Summer Institute: The Next Generation of Health Care Systems
	7/20/2011	Applying Evidence Based Practices in Substance Abuse

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Go to <http://www.attcnetwork.org/blendinginitiative>

# \* Q & A \*

- We have some time for Q&A...
- Here's my e-mail address if you don't get your question answered today...  
chiggin2@jhmi.edu

Week 3: Voucher System & Fishbowl Method

Week 4: Data Collection/Implementation Software