

The Blending Initiative

The blending of resources, information and talent is the distinctive methodology behind a landmark agreement between the National Institute on Drug Abuse (NIDA) and the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Treatment (CSAT). The interagency agreement established the NIDA•SAMHSA Blending Initiative, a unique partnership that uses the expertise of both agencies to meld science and service together to improve drug abuse and addiction treatment. The Initiative encourages the use of current, evidence-based treatment interventions by professionals in the treatment field.

Blending Teams, comprised of Community Treatment Programs (CTP) and researchers affiliated with NIDA's Clinical Trials Network (CTN) and staff from CSAT's Addiction Technology Transfer Center (ATTC) Network, are charged with the dissemination of research results that are ready for adoption and implementation into practice. These Teams will identify and develop activities and materials (e.g. trainings, self-study programs, workshops and distant learning opportunities) for the addiction treatment field that will provide the tools necessary to access and adopt NIDA research protocols. ●

PAMI Package

Research consistently shows that client motivation for positive behavioral change can be influenced by the use of tangible incentives. The elements of this package incorporate examples of successful MI principles and strategies including the *Fishbowl* method, a low-cost, prize-based system.

The **PAMI** Package entitled, "*Successful Treatment Outcomes Using Motivational Incentives*," incorporates a multi-media approach to familiarize the field with MI. The following materials are supported by research and are contained on the CD-ROM.

Video: features top researchers, clinicians and others who explain how motivational incentives, featuring the *Fishbowl* method, are changing people's lives.

PowerPoint Presentations: outline the history, research, and suggestions for overcoming barriers to implementation. The PowerPoint presentations include trainer's notes.

Tool Kit: contains an array of supporting materials and documents with practical applications including forms, FAQs, and a comprehensive article written by top researchers. ●

MI Core Principles

The PAMI Package encourages adherence to the following core principles of Motivational Incentives:

1. Target a problem behavior in need of change. The behavior must be observable and measurable.
2. Choose the population or subpopulation to target with reinforcement-based interventions.
3. Choose reinforcers that the target populations find desirable. Involve them in deciding which incentives to utilize.
4. Determine how much reinforcement is needed to sustain change.
5. Decide how frequently a behavior will be reinforced.
6. Follow as closely as possible the demonstrated target behavior with the reinforcement.
7. Decide optimal length of time to continue providing incentives.

For More Information

Contact the ATTC
Regional Center in your
area to for more
information on this topic.
See back panel.

Promoting Awareness of
Motivational Incentives (PAMI)
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● State Directors: Contact the ATTC Regional Center in your area for more information. ●

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Promoting Awareness of
Motivational Incentives
(PAMI)

The tools contained in this package are designed to build awareness of Motivational Incentives (MI) as a science-based therapeutic strategy within the addiction treatment field. MI, also referred to as contingency management, is a form of behavioral therapy based on B.F. Skinner's operant conditioning principles. Positive rewards increase client retention in treatment



programs, a strong predictor of positive treatment outcomes, when compared to counseling alone (Higgins et al., 1994, Petry et al., 2000). The products in this package illustrate positive outcomes and lessons learned from the NIDA Clinical Trials Network (CTN) study, Motivational Incentives for Enhanced Drug Abuse Recovery (MIEDAR). ●