

# Communications and Outreach Strategies for Treatment Providers

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# Background on Odyssey House

- Community-based long-term treatment provider
- Programs and services
- Main residential programs located in East Harlem



# Heroin addicts in treatment at Odyssey House

- Over 900 people are in treatment at Odyssey House at any time. Thirty-five percent of treatment population are heroin abusers.
- Some common characteristics include:
  - Long term use
  - Numerous treatment experiences
  - High rates of HIV, Hepatitis B or C
  - Nasal rather than intravenous use

# Communications and Outreach Strategy

A strategy for reaching out to a heroin/fentanyl addict, getting him/her into treatment, and engaging them in the treatment and recovery process is three-fold.



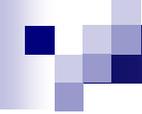
# Communications and Outreach Strategy

- Engaging heroin addicts in treatment
  - Referral sources
    - Criminal justice programs, detox centers, hospitals, short term drug treatment programs, homeless shelters, and community events
  - Challenges
    - Difficult population to get into long term treatment
    - Often present with medical complications, co-morbidities

# Communications and Outreach Strategy

- Case histories:
  - ElderCare client and Family Center client
    - Barriers to treatment
    - Involvement in treatment process
    - Availability of programs and services





# Communications and Outreach Strategy

- Communicating with family members of heroin addicts
  - When possible involve family members in the treatment and recovery process of their loved one.
  - Family-focused services should include: family reunification and family counseling sessions.

# Communications and Outreach Strategy

- Outreach to community
  - Maintain a strong community presence and promote treatment success in the community by:
    - Seeking opportunities to speak about programs and services at local community organizations, churches, schools, health fairs, etc.
    - Actively engaging clients in volunteer community activities