



**ATTC**

Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# **Practice-driven Conceptual and Organizational Framework for Promoting the Adoption and Implementation of Evidence-Based Practices**

17 April 2020

International Consortium of Universities for Drug Demand Reduction

**Laurie Krom, MS**

Co-Director, ATTC Network Coordinating Office



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# Outline

- About the ATTCs
  - Structure
  - Mission
- Why technology transfer?
- What is technology transfer?
- Where do you fit in?
- How? Strategies of technology transfer



Technology Transfer Centers

Funded by Substance Abuse and Mental Health Services Administration

## Three U.S. Technology Transfer Center Networks

- **Addiction Technology Transfer Center (ATTC)**
  - Established 1993
- **Mental Health Technology Transfer Center (MHTTC)**
  - Established 2018
- **Prevention Technology Transfer Center (PTTC)**
  - Established 2018



ATTC

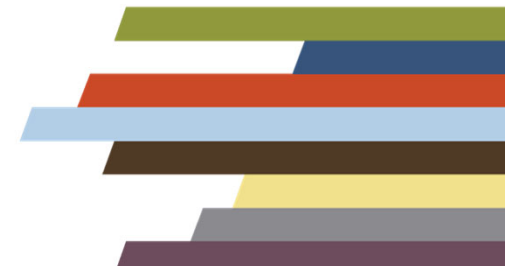


MHTTC

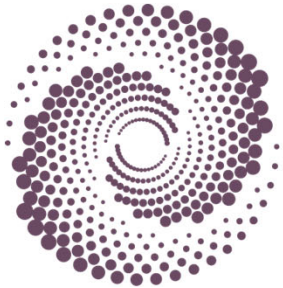


PTTC

<https://techtransfercenters.org>



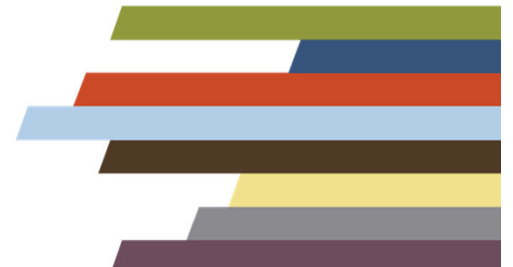
# Coming Soon...



ITTC

International Technology Transfer Center

A program of the International Consortium of Universities  
for Drug Demand Reduction





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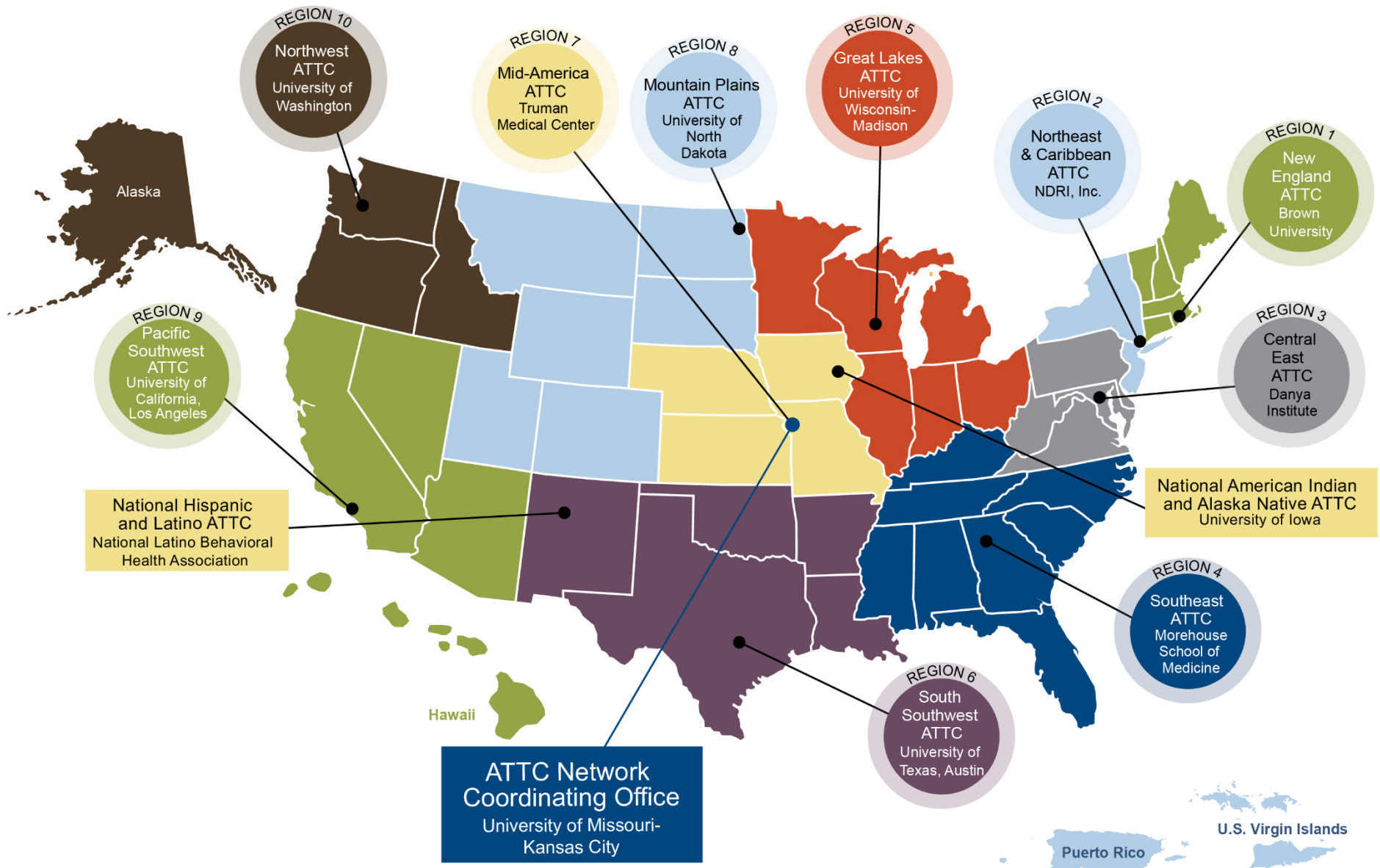
# Addiction Technology Transfer Center (ATTC) Network



# ATTC

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## U.S.-based ATTC Network

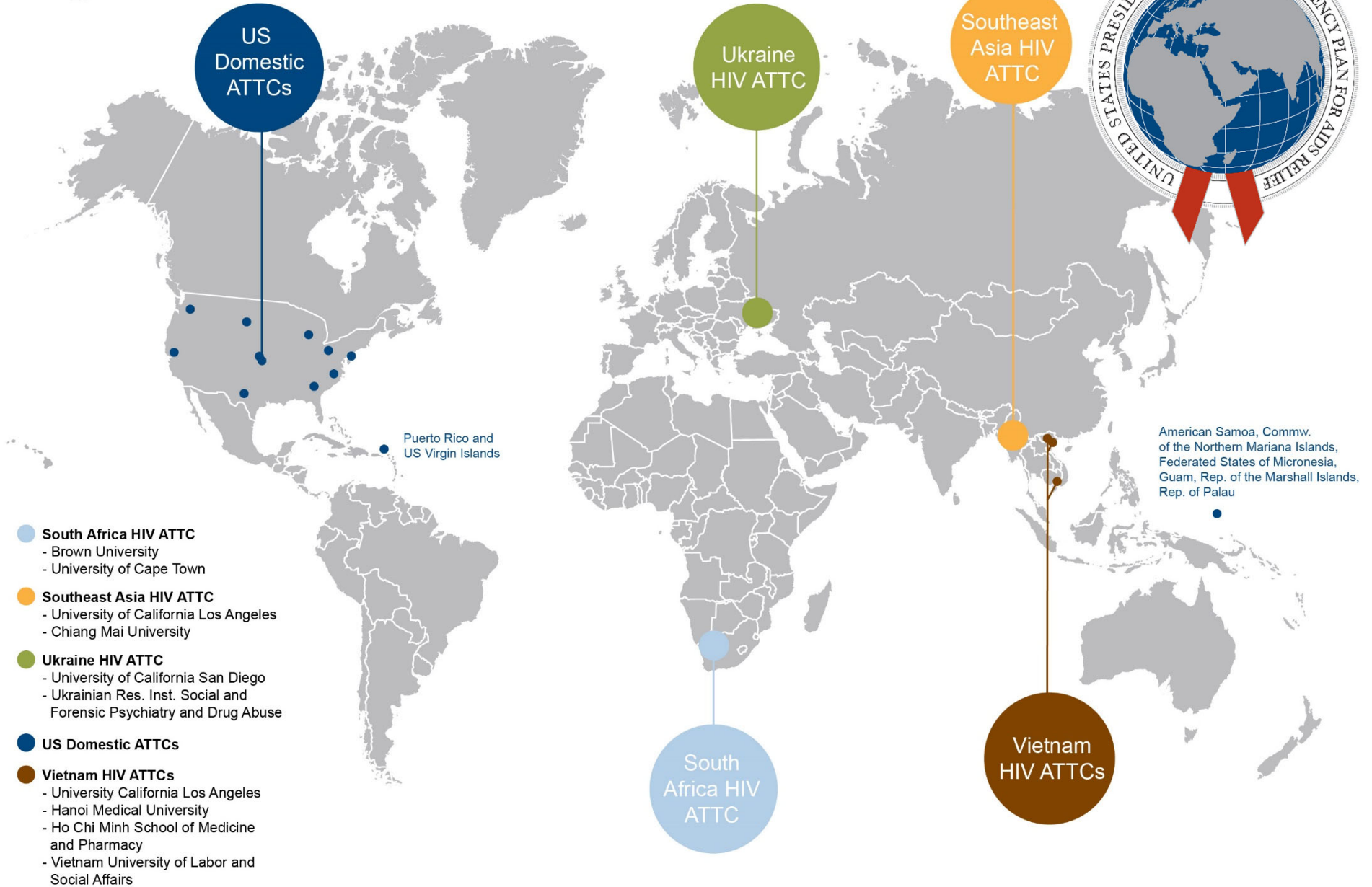




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### International ATTC Network



# ATTC Mission



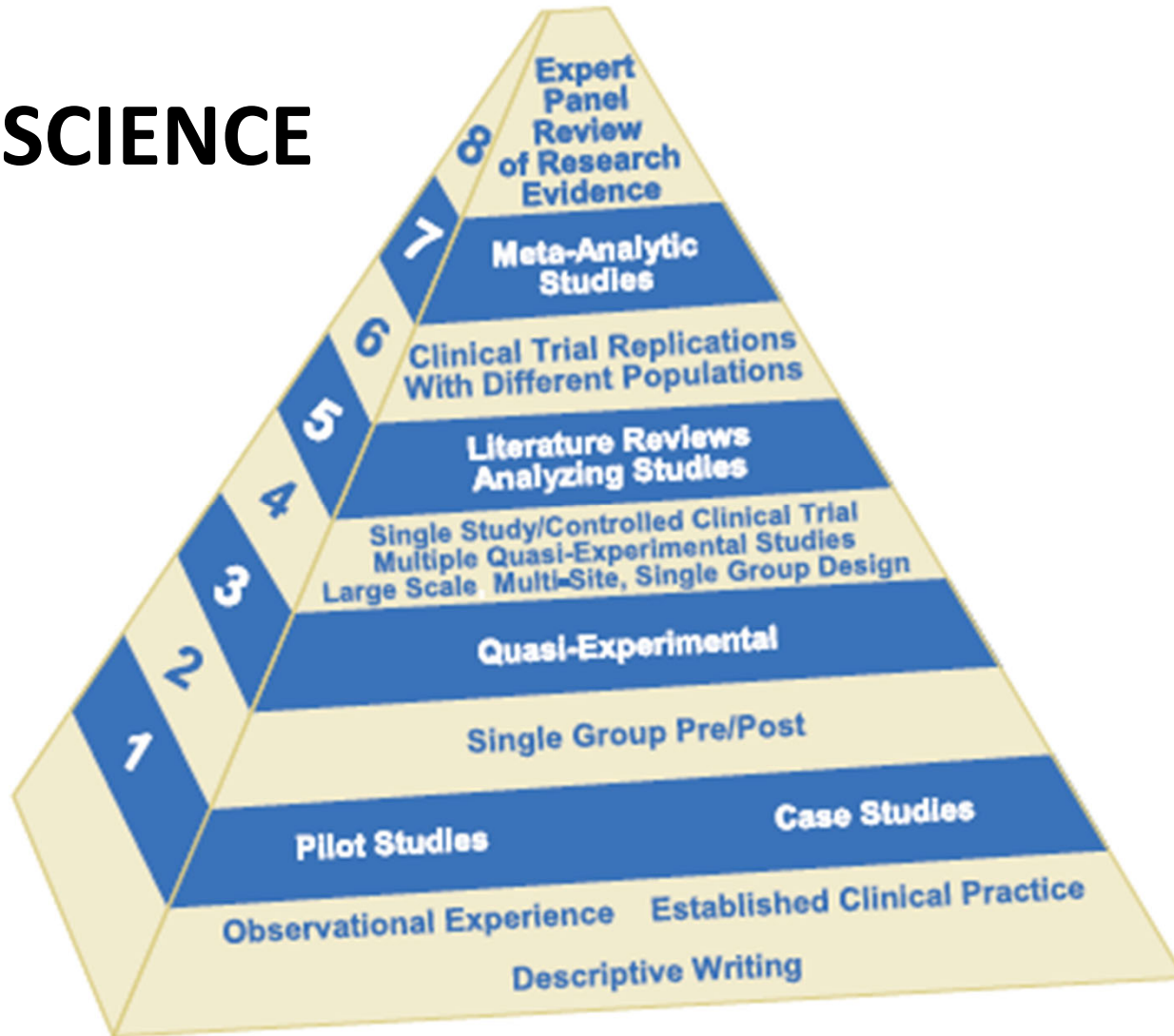
**SCIENCE**

**PRACTICE  
& POLICY**



# ATTC Mission

**SCIENCE**



# ATTC Mission

## PRACTICE

Early  
Intervention

Outpatient  
Services

Intensive  
Outpatient/  
Partial  
Hospitalization  
Services

Residential/  
Inpatient  
Services

Medically  
Managed  
Intensive Inpatient  
Services

**CONTINUUM OF CARE:** Substance Use Disorders Treatment Services

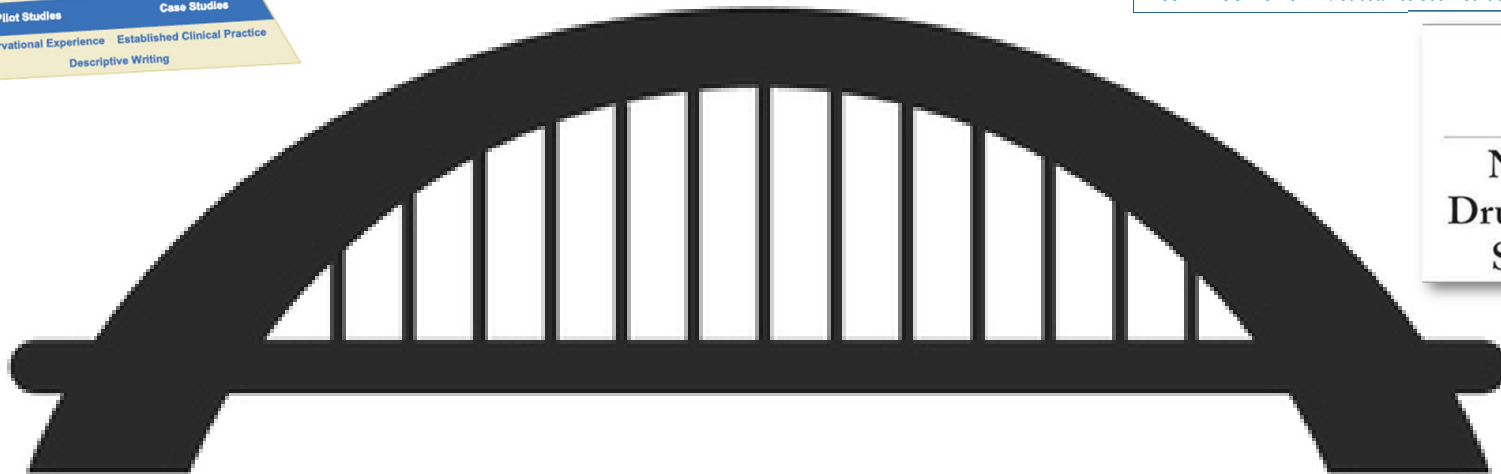
# ATTC Mission

**POLICY**



National  
Drug Control  
Strategy

# ATTC Mission



**SCIENCE**

**PRACTICE  
& POLICY**

WHY?



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# How to Improve Care



Adapted from: <http://sisep.fpg.unc.edu/learning-zone/science-of-implementation/>

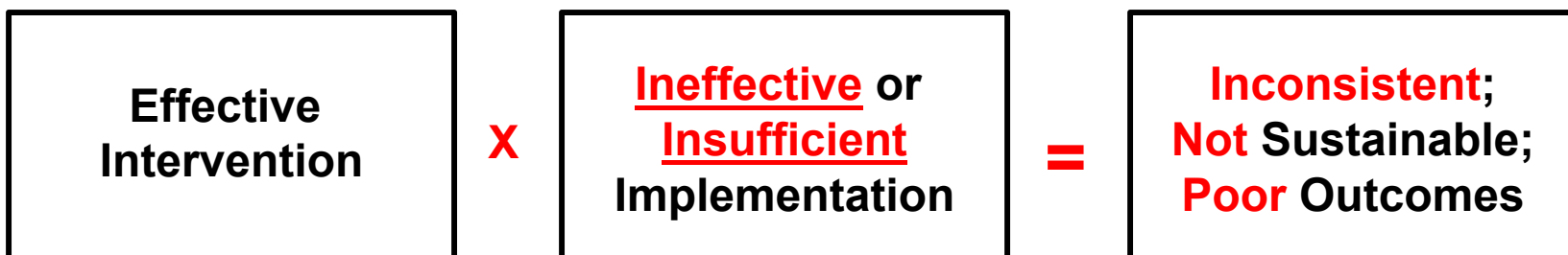




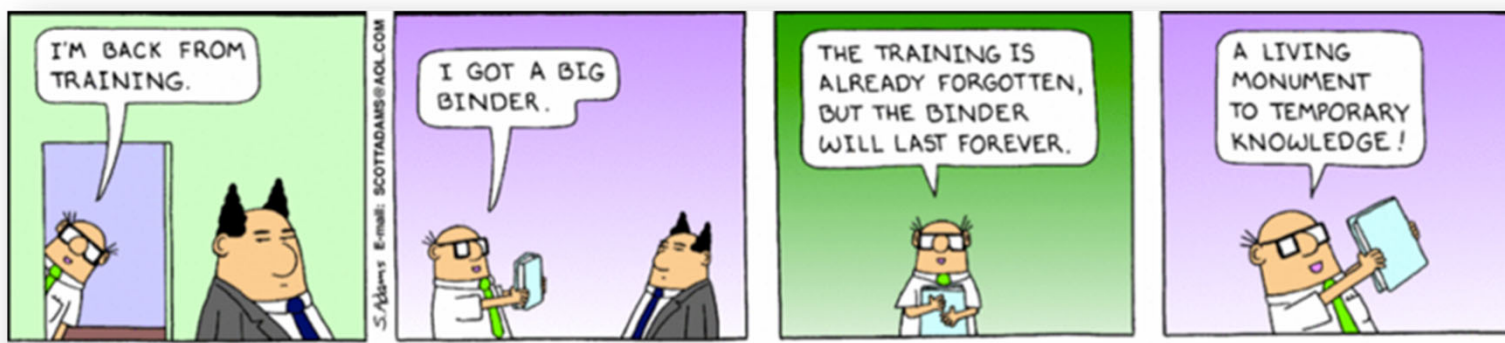
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# But ... The Implementation Gap

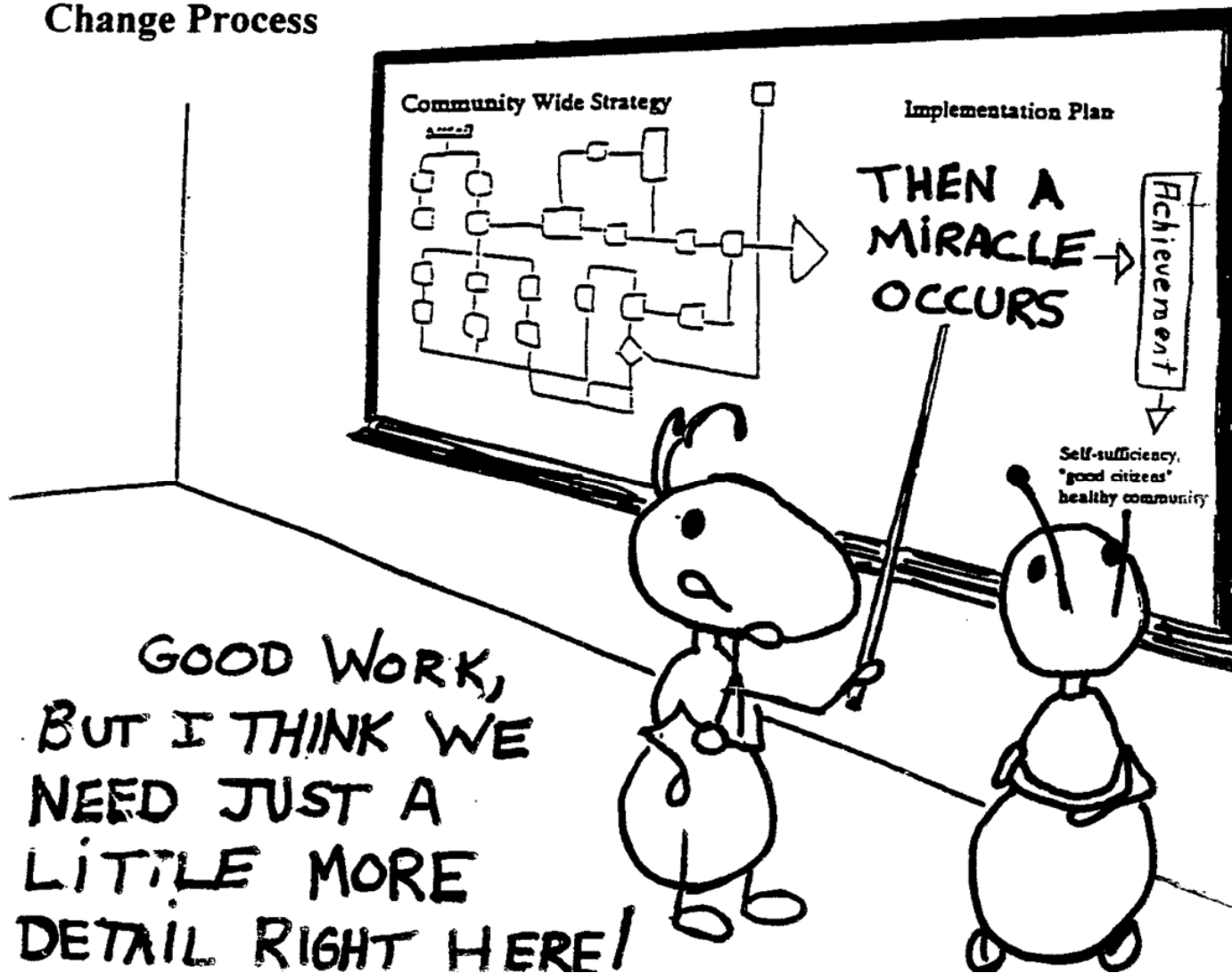


Adapted from: <http://sisep.fpg.unc.edu/learning-zone/science-of-implementation/>



# What is technology transfer?

## Change Process



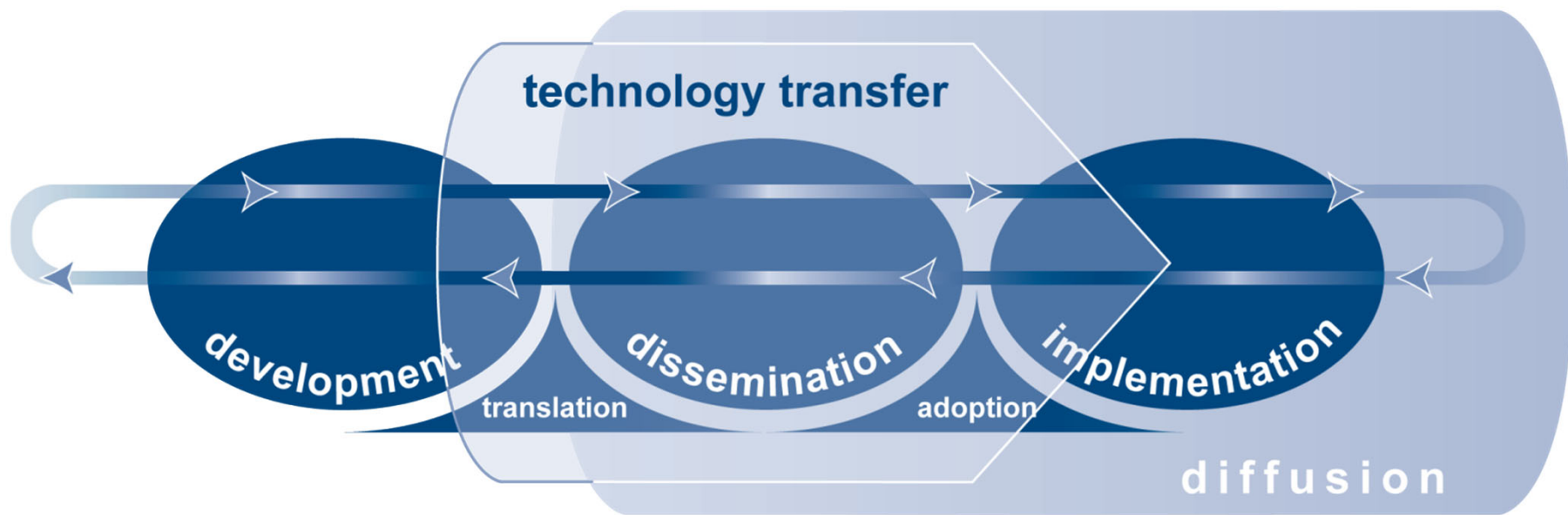




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# Continuum of the Diffusion of an Innovation



ELSEVIER

Journal of Substance Abuse Treatment 41 (2011) 169–178

Journal of  
Substance  
Abuse  
Treatment

Regular article

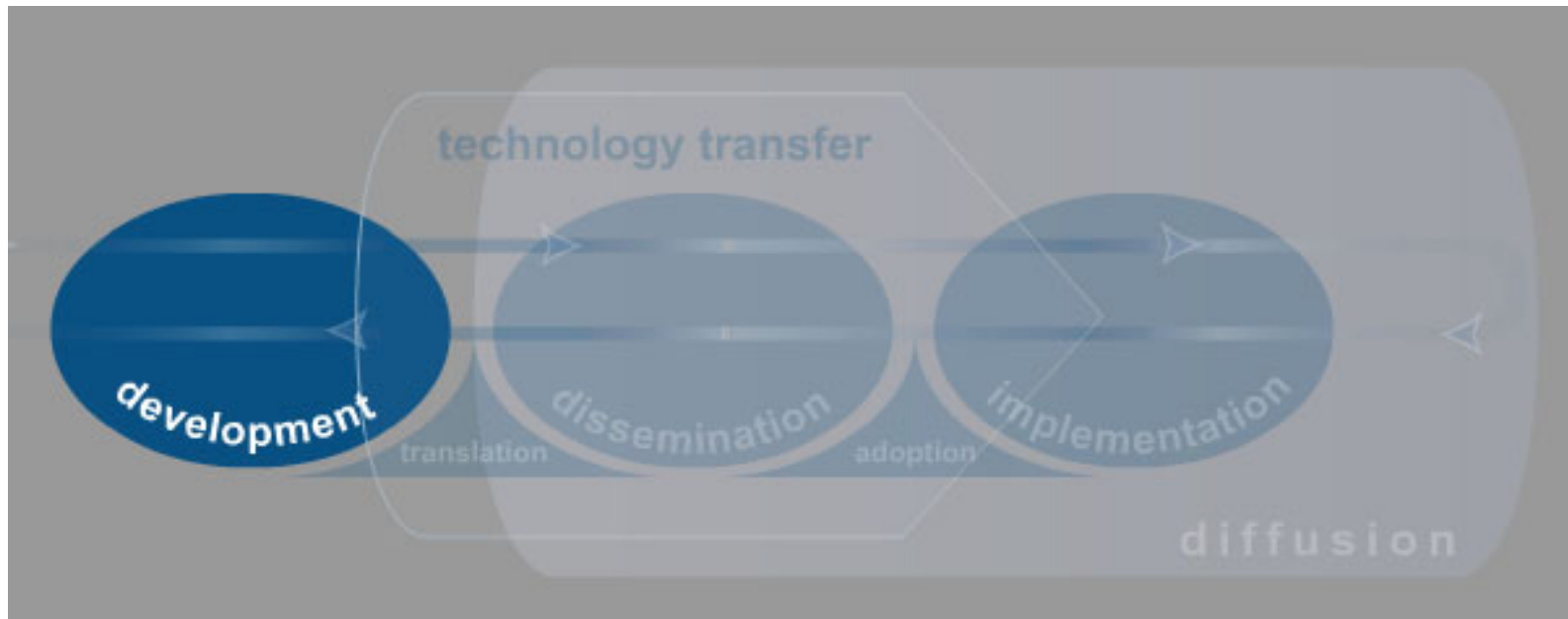
Research to practice in addiction treatment: Key terms and a field-driven model of technology transfer

Addiction Technology Transfer Center (ATTC) Network Technology Transfer Workgroup\*

Received 23 June 2010; received in revised form 10 February 2011; accepted 11 February 2011

ATTC Technology Transfer Workgroup, 2011

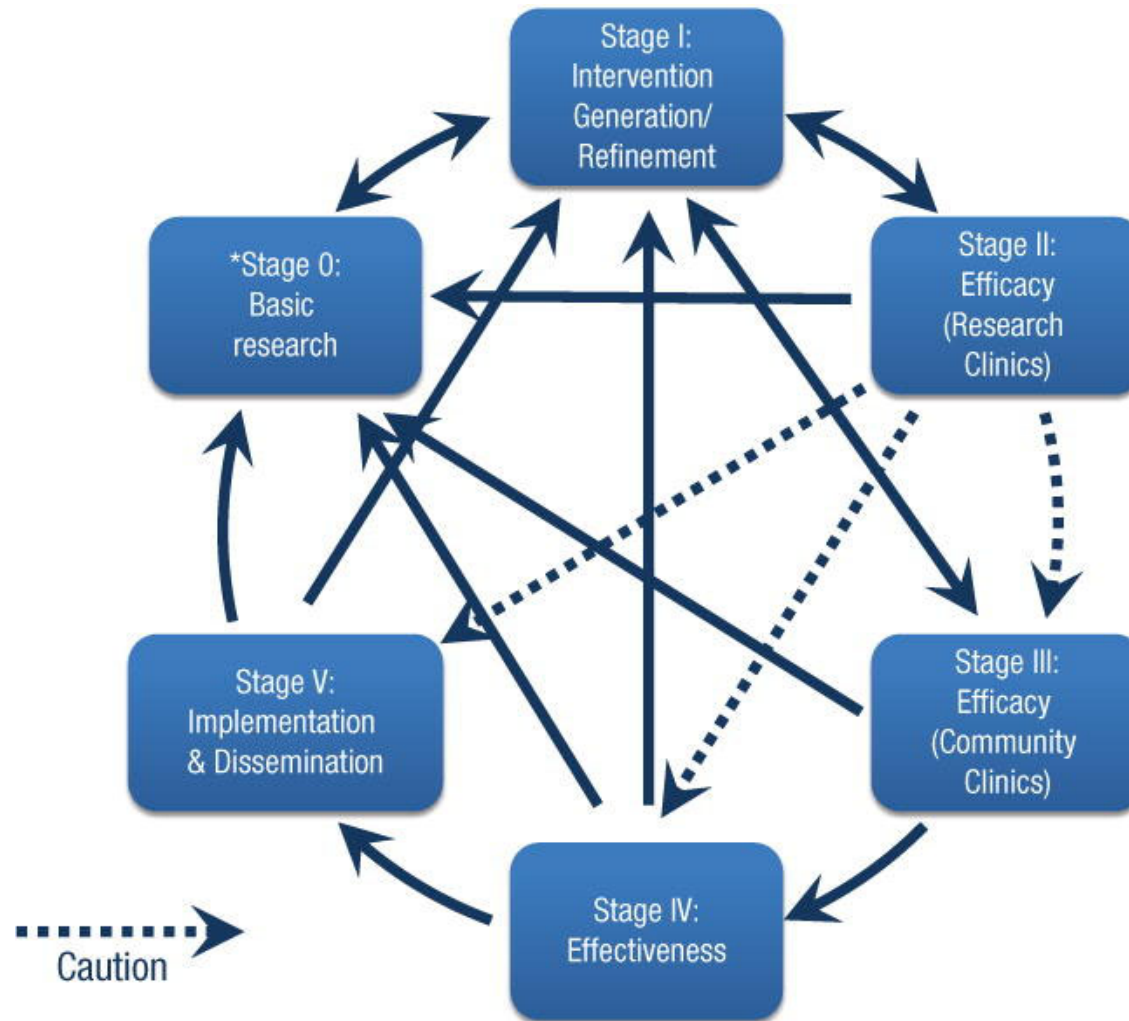
# Development



## Creating and initially evaluating an innovation\*

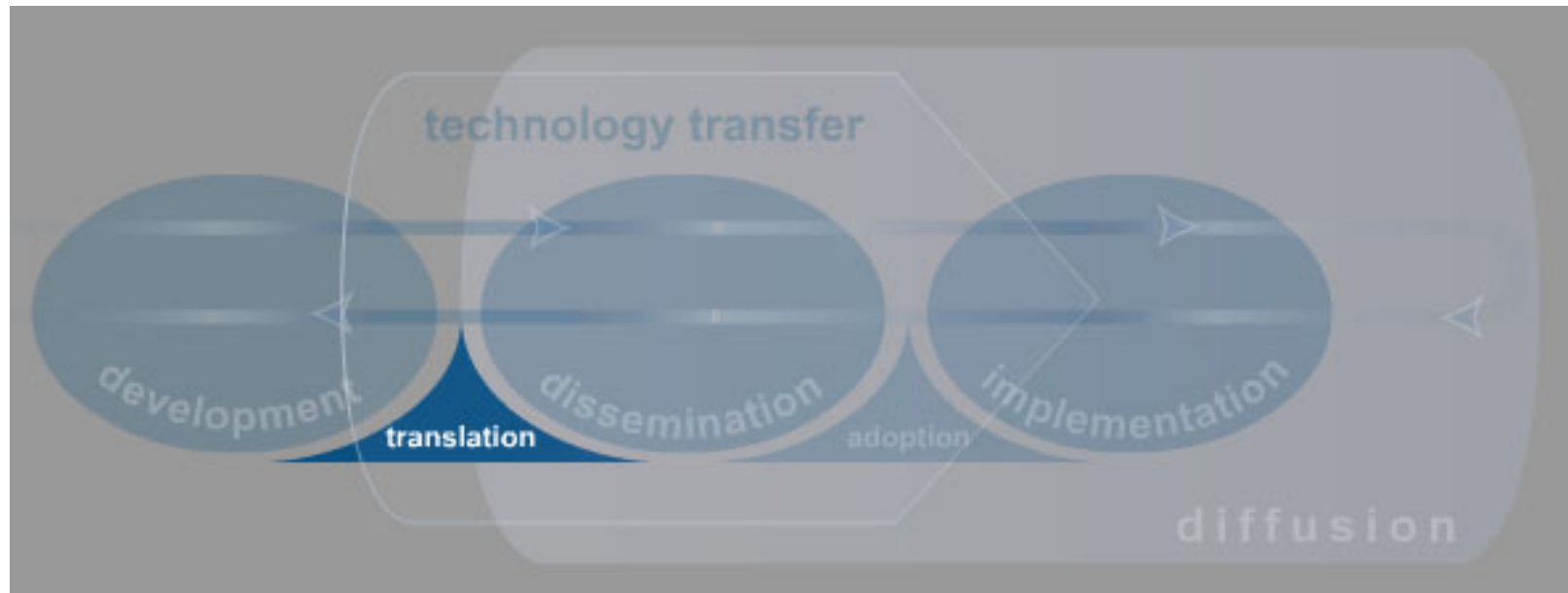
\*An innovation can be an idea, technology, treatment or method, including evidence-based practices or practice guidelines

# NIH Stage Model



Onken, L. S., Carroll, K. M., Shoham, V., Cuthbert, B. N., & Riddle, M. (2014). Reenvisioning Clinical Science: Unifying the Discipline to Improve the Public Health. *Clinical psychological science : a journal of the Association for Psychological Science*, 2(1), 22–34. <https://doi.org/10.1177/2167702613497932>

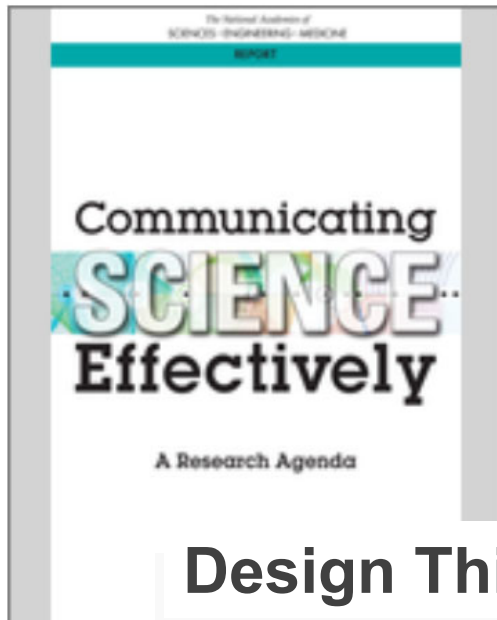
# Translation



**Explaining the essential elements and relevance of an innovation, then packaging it to facilitate dissemination.**

\*Examples include lay-language newsletters, user-friendly tools or products, curricula

# Translation draws from such fields as science communication, adult education, and design thinking.



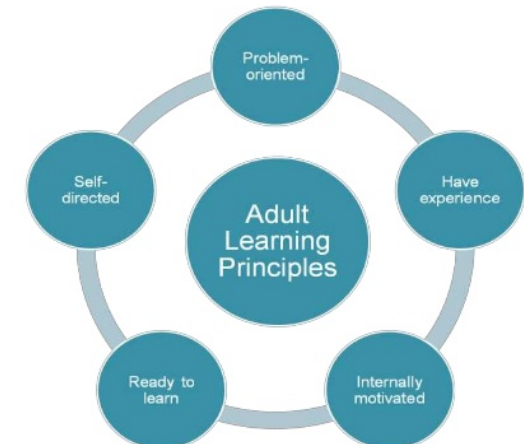
National Academies of Sciences, Engineering, and Medicine; Division of Behavioral and Social Sciences and Education; Committee on the Science of Science Communication: A Research Agenda. Communicating Science Effectively: A Research Agenda. Washington (DC): National Academies Press (US); 2017 Mar 8. 1, Using Science to Improve Science Communication. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK425715/>

## Design Thinking



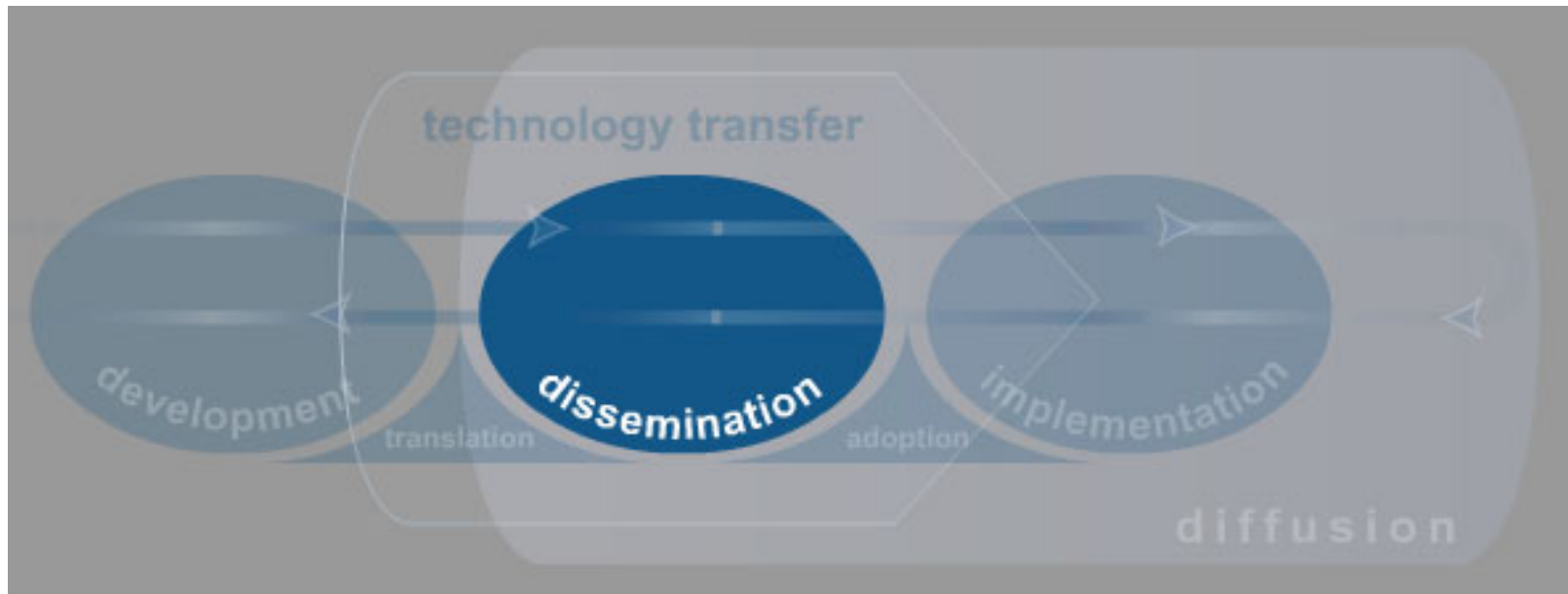
Author/Copyright holder: Teo Yu Siang and Interaction Design Foundation. Copyright terms and licence: CC BY-NC-SA 3.0

## Adult Learning Principles



Knowles, M. S. (1978). Andragogy: Adult Learning Theory in Perspective. Community College Review, 5(3), 9–20. <https://doi.org/10.1177/009155217800500302>

# Dissemination

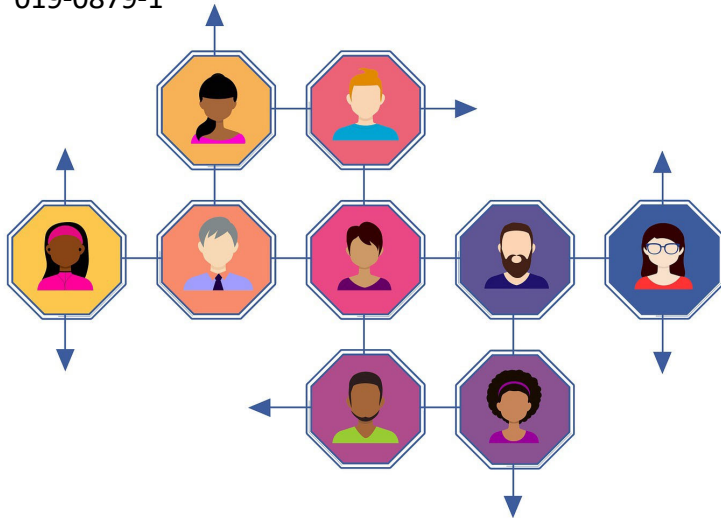


**Promoting awareness of an innovation with the goal of encouraging adoption and implementation.**

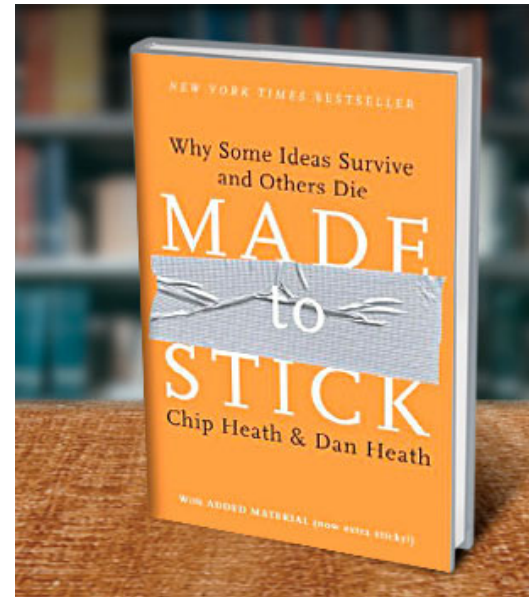
**\*Dissemination strategies include raising awareness, building knowledge, and distributing materials.**

# Dissemination includes marketing strategies, social media practices, and social network theory.

Glegg, S., Jenkins, E., & Kothari, A. (2019). How the study of networks informs knowledge translation and implementation: a scoping review. *Implementation science : IS*, 14(1), 34. <https://doi.org/10.1186/s13012-019-0879-1>



<https://medium.com/swlh/social-network-theory-a-literature-review-for-understanding-innovation-programs-7f1c214e9a77>



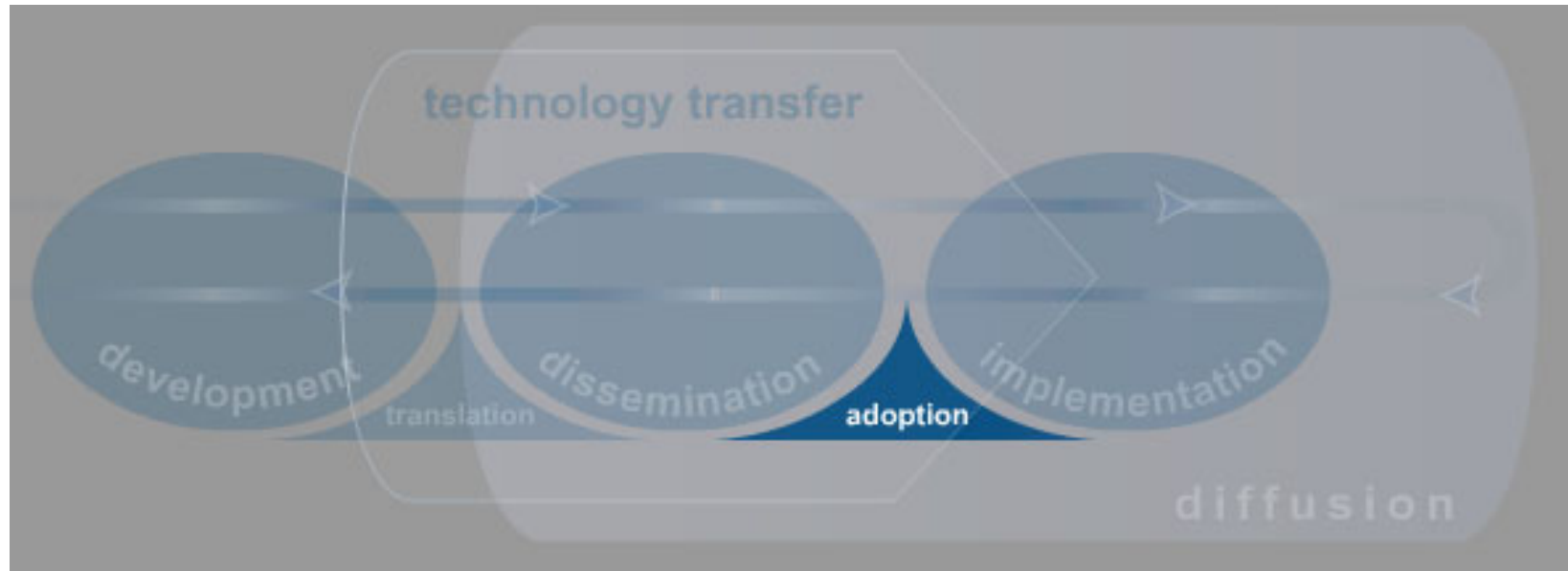
<https://heathbrothers.com/books/made-to-stick/>



Keir A, Bamat N, Patel RM, Elkhateeb O, Roland D. Utilising social media to educate and inform healthcare professionals, policy-makers and the broader community in evidence-based healthcare. *BMJ Evid Based Med*. 2019;24(3):87–89. doi:10.1136/bmjebm-2018-111016



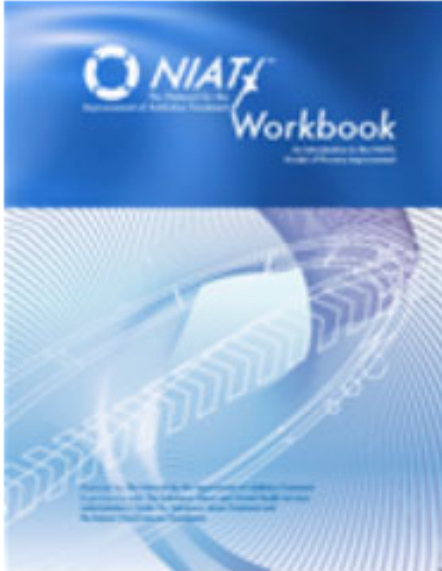
# Adoption



**The process of deciding whether to use an innovation.  
Adoption may or may not lead to implementation.**

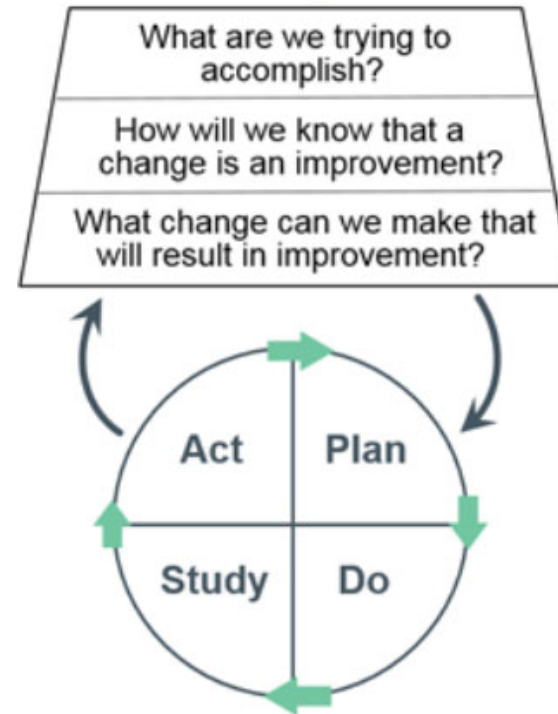


# Adoption can benefit from process improvement strategies, such as **Plan Do Study Act**



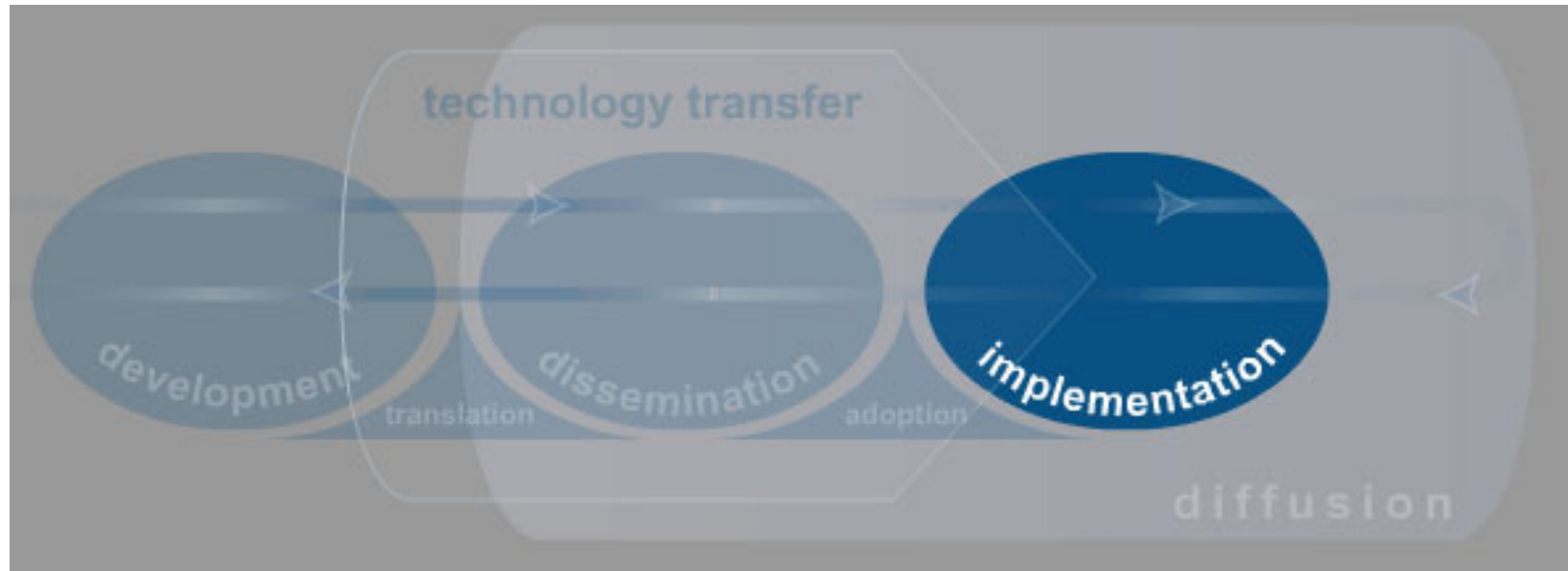
<https://chess.wisc.edu/niatx/Content/ContentPage.aspx?PNID=2&NID=21>

## Model for Improvement



<http://www.ihl.org/resources/Pages/HowtoImprove/default.aspx>

# Implementation



**Incorporating an innovation into routine practice. Implementation ideally includes a range of strategies designed to address individual, organizational, and systemic characteristics (e.g., skills training, administrative buy-in, and policy changes).**

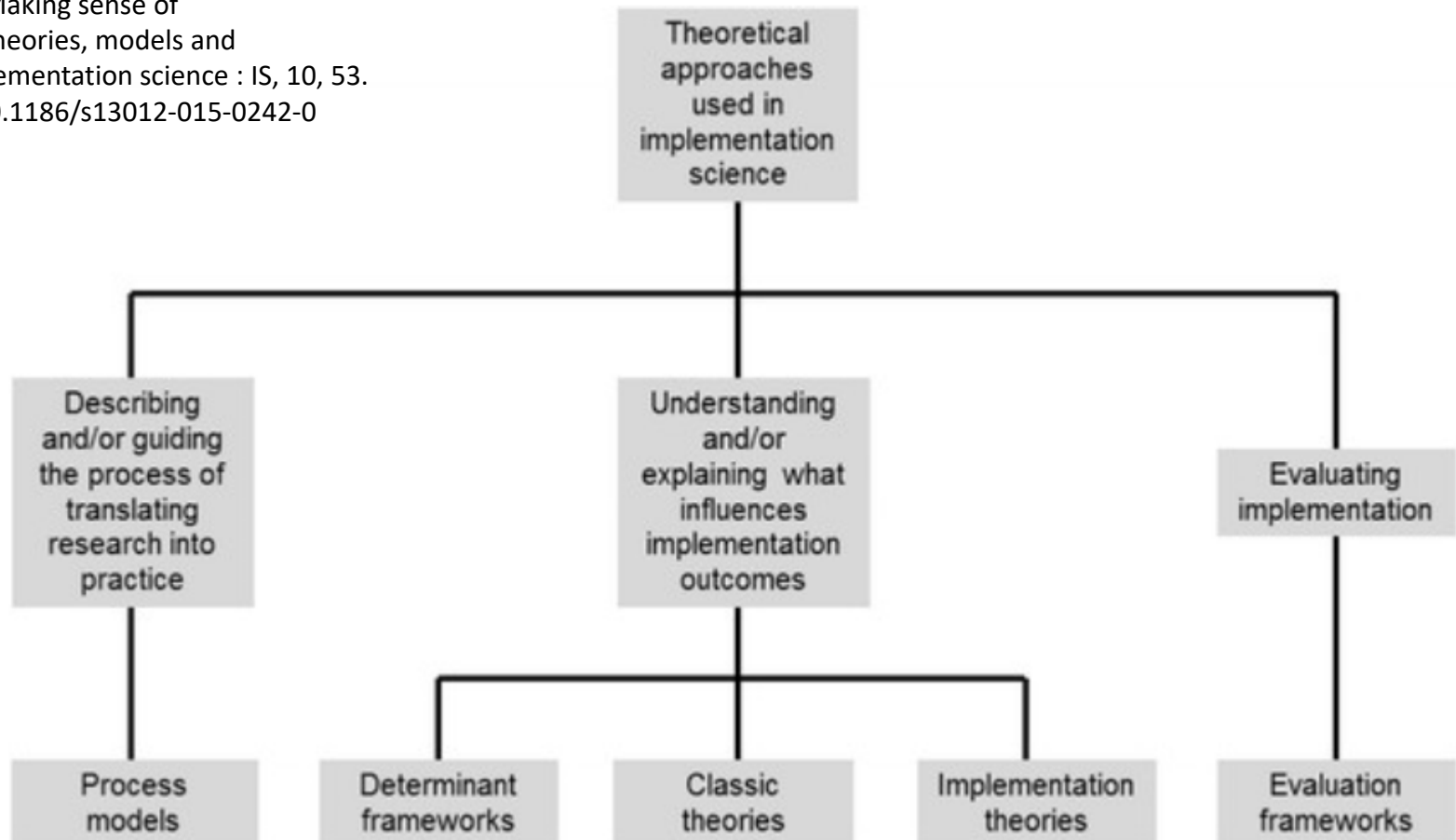
**DEBATE**

**Open Access**

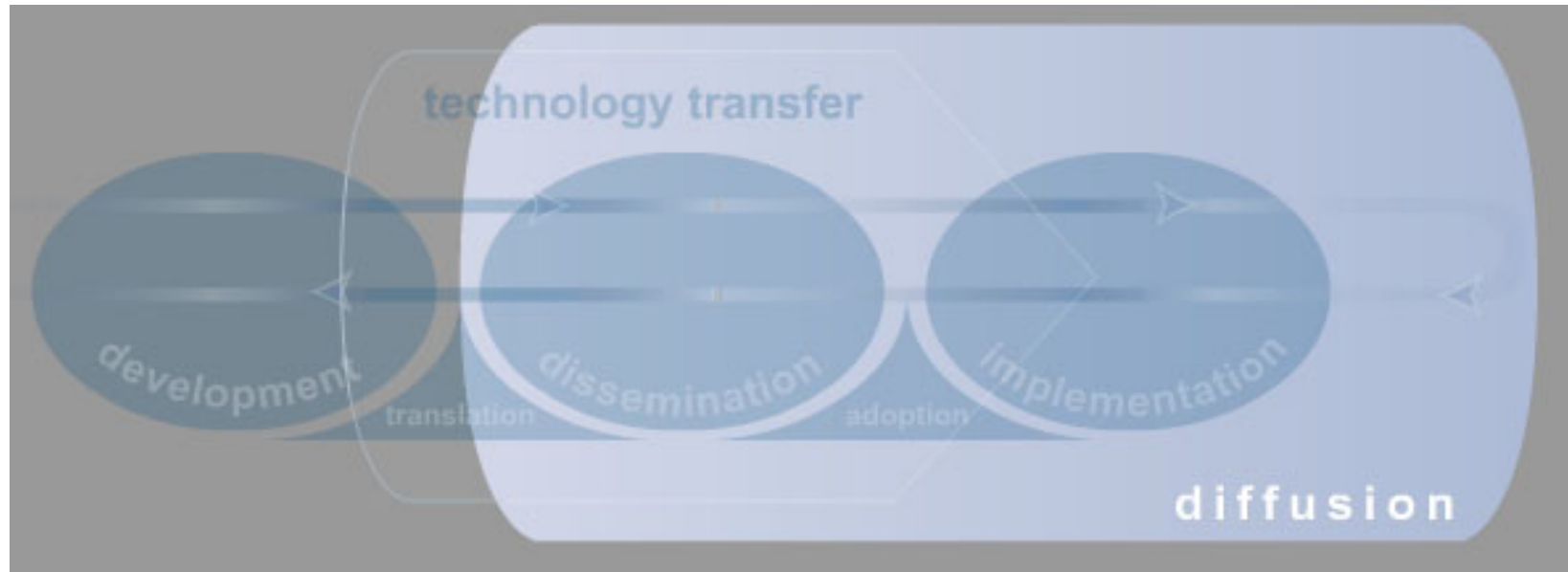
# Making sense of implementation theories, models and frameworks

Per Nilsen

Nilsen P. (2015). Making sense of implementation theories, models and frameworks. *Implementation science* : IS, 10, 53. <https://doi.org/10.1186/s13012-015-0242-0>

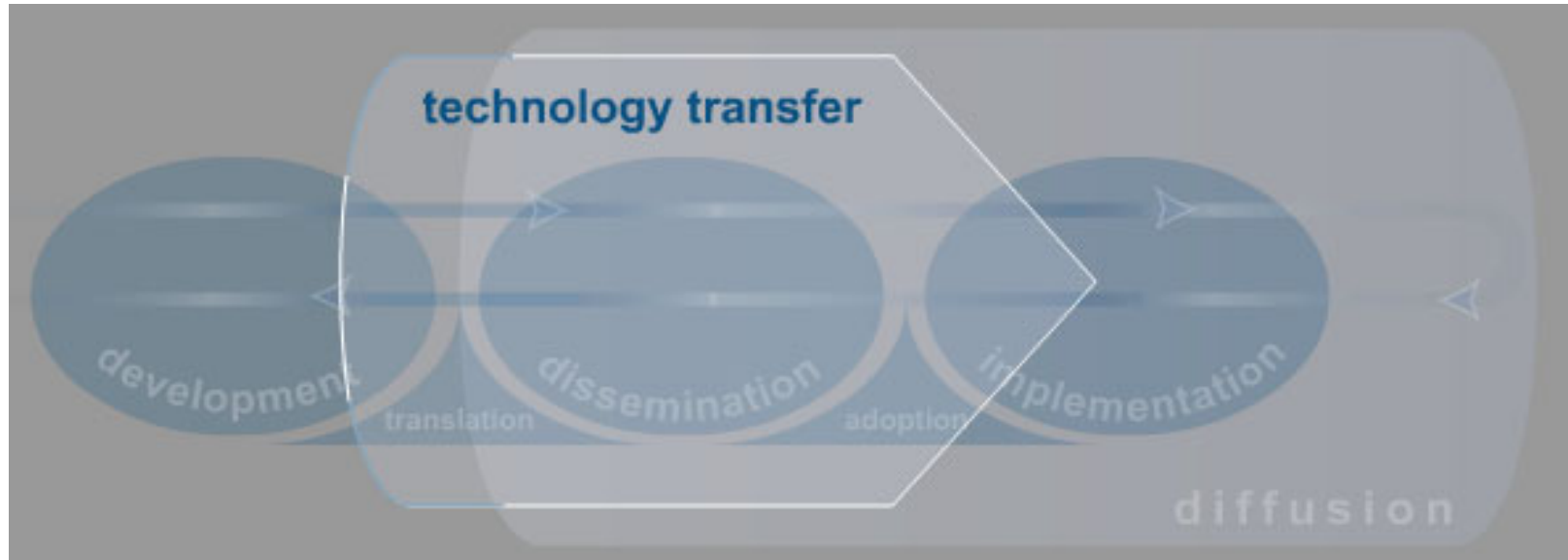


# Diffusion



**The planned or spontaneous spread of an innovation.**

# Technology Transfer



**A multidimensional process that intentionally promotes the use of an innovation. Technology transfer begins during the development of an innovation, continues through its dissemination, and extends into its early implementation. This process requires multiple stakeholders and resources, and involves activities related to the translation and adoption of an innovation. Technology transfer is designed to accelerate the diffusion of an innovation.**



**Strategies of  
Technology  
Transfer**



**H O W ?**



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## HOW: Training & Technical Assistance

- Training
- Basic Technical Assistance
- Targeted Technical Assistance
- Intensive Technical Assistance



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# Training

- Definition: Imparting knowledge and skills to people often in a group setting. Should include clear goals and learning objectives; and when applicable opportunities to practice.
- Characterized by:
  - Highly specific duration
  - Variation in the number of contact hours (could be spread over any amount of time)
- Expected outcomes include:
  - Disseminate information
  - Improvements in skills, knowledge, and attitude
  - Raise motivation to adopt new innovations



# Training and Events Calendar

UPCOMING EVENTS

ONGOING EVENTS

PAST EVENTS

Keyword Search

Filter by Event Type

Keyword Search

Filter by Type

Select Date Range

And

Start date

End date

APR



02

## Motivational Interviewing-Into Practice (MI-IP) EPL

Would you like to enhance your current knowledge and also practice how to effectively use

<https://attcnetwork.org/centers/global-attc/training-and-events-calendar>

APR



14

## Managing Co-occurring Mental Disorders (Virtual Training)

This training enables attendees to identify mental disorders and infectious diseases that frequently

APR



15

## Habilidades Psicológicas para la Recuperación Ante Desastres (Three-part Spanish Language Webinar)

Dirigido a personal de primera respuesta para ayudar en las semanas y meses posteriores a un

APR

OTHER

17

## On-the-Spot: ASAM Integration and Application – Am I doing this right?

Need assistance applying and/or integrating the American Society of Addiction Medicine (ASAM)

APR



17

## Peer Recovery Support Series, Section IV: The Participatory Process for Solutions to Addiction

This is Section 4 of a multi-part series presented in partnership with NAADAC . Presented By: John



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# Basic Technical Assistance

- Definition: information dissemination or brief consultation provided to customers to support change initiatives
- Characterized by:
  - single and/or brief contacts
  - limitations on time duration and resource availability
  - the use of simple, off-the-shelf solutions
- Expected outcomes include:
  - increased access to information that supports problem solving
  - identification of the need for training or more intensive TA
  - guidance on next steps

# Addiction Science Made Easy – Lay Articles Summarizing Addiction Research Published Monthly

Search by keyword:

Search

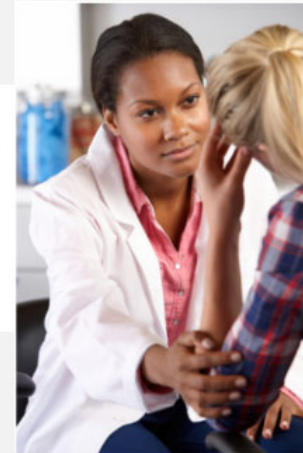
<https://attcnetwork.org/asme>

March 4, 2020

## Clinical Decision Support for Opioid Use Disorders: NIDA CCTN Working Group Report

...

[Read more](#)



March 4, 2020

## Predictors of HIV Sex Risk Behavior Among Women in Treatment for Substance Use Disorders

...

[Read more](#)

February 10, 2020

## Patient Navigators Find Contingency Management to be Helpful for Patients with HIV and SUD

Patient navigation is a patient-centered...

[Read more](#)



February 10, 2020

## Individual Counseling and 12-Step Participation May Be Helpful for Those Undergoing Treatment with Medication for OUD

Despite the existence of safe and effective FDA-approved medications for opioid use disorder (OUD), only a small percentage of individuals with OUD receive treatment and the rate of returning to opioid



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<https://attcnetwork.org/centers/global-attc/products-resources-catalog>

## Hundreds of Free Products and Materials!



### Dialogue eNewsletter 2019.04-April

The April 2019 Dialogue, contains articles on alcohol and cancer, mental health/depression in youth, using Take Back programs as prevention,...

MP RS ACS AC



### Anti-Stigma Toolkit: Guide to Reducing Addiction-Related Stigma

Stigma often makes addicted and recovering people, family and friends, treatment professionals, community activists, and other stakeholders...

RS PSS AC EDU OTHER



### Dialogue eNewsletter 2019.03-March

The March 2019 Dialogue observes Women's History Month with articles on SUD screening for women, mental health and women, and prevention...

MP RS ACS AC EDU



### CLAS Standards in BH: Working with LGBTQ-Part 2 (webinar)

The National CLAS Standards are intended to advance health equity, improve quality, and help eliminate health care disparities. This webinar...

MP RS ACS AC



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# Targeted TA

- Definition: a series of services to enhance readiness and build capacity to implement a specific practice, focus area, or new innovation
- Characteristics:
  - Multiple recipients, contacts
  - Episodic, but shorter duration
  - Not entirely site customized
  - May involve performance feedback
- Expected outcomes include:
  - improvements in skills, knowledge, and attitude
  - increased utilization of EBPs
  - a greater understanding of the usefulness and perceived fit of the EBP for the practice setting





# CONSULTATION GROUP

## What is a Consultation Group?

A Consultation Group is a 12-session series that offers a variety of services, supports, and resources led by external expertise and guidance designed to promote effective translation of EBPs/promising practices into real-world settings. Each session includes a didactic presentation on a specific topic, followed by a related activity and discussion. Participants have the flexibility to attend one or all the sessions in the consultation group series.

## Is registration required?

No registration is required! The Consultation Groups are a free, open series offered by the Mountain Plains ATTC. Because there is no registration and proof of attendance, no CE's will be provided for attending.

## Featured Consultation Groups

### Motivational Interviewing - Intentional Application of Strategies and Skills

The *Motivational Interviewing - Intentional Application of Strategies and Skills* is a six-month bimonthly series open to anyone with basic knowledge of Motivational Interviewing (MI) concepts, as well as core skills and principles. The purpose of the group is to build on participant's prior knowledge of MI and provide increased insight into the MI philosophy to better understand nuances of MI principles, strategies, and skills and will explore a variety of MI topics and activities in an atmosphere of collaboration, support, curiosity, openness, and intentional practice. It is a chance to deepen one's MI knowledge and hone MI skills in a non-judgmental venue.



Mountain Plains ATTC (HHS Region 8)

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# Learning Community



## Mobile Apps as Clinician Extenders in SUD Treatment and Recovery: Emerging Possibilities

The purpose of this free learning community is to increase the use of mobile apps as recovery care extenders in substance use treatment and recovery services. After this learning community participants will be able to:

- Identify specific categories of smart phone applications and other technologies available for SUD recovery and treatment support
- Describe successful implementation strategies for the integration of smartphone technology into the provision of recovery support services
- Assess the role smartphone technology may play in their individual and agency recovery support practice.

Click on the session titles below to register and for more information.

- Evidence-Based Apps: Tuesday, April 28, 12 - 1 pm (CT)
- Support Apps: Tuesday, May 12, 12 - 1 pm (CT)
- Social Networking and Recovery: Tuesday, May 26, 12 - 1 pm (CT)
- Clinician Tools and Considerations in Selecting Apps: Tuesday, June 9, 12 - 1 pm (CT)



Mid-America (HHS Region 7)

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# Intensive TA

- Definition: supports full incorporation of new innovations or practices into real world settings and considers culturally and linguistically appropriate services. Full incorporation often requires changes in policies, practices, and system functioning.
- Characteristics:
  - driven by a collaboratively developed implementation plan that reflects mutually agreed upon goals, roles and responsibilities between TA provider and TA recipient
  - combination of activities such as regular assessment of skill development and progress toward objectives
  - active participation by the TA recipient as well as direct observations by the TA provider, supplemented with long-distance planning and work sessions
- Expected outcomes include:
  - full Implementation

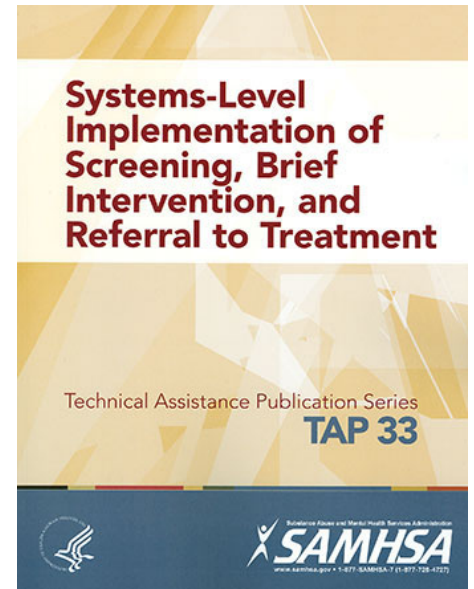




Northwest (HHS Region 10)

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## SBIRT Implementation Intensive Technical Assistance

Training is just one component of adopting and implementing the SBIRT process. The Northwest ATTC provides intensive technical assistance (TA) to clinics, emergency departments, and mental health organizations to assist them with SBIRT implementation.

SBIRT intensive technical assistance services are designed to support health care organizations implement SBIRT services through providing:

- On-site SBIRT training for specific role groups (i.e., medical assistants, front desk staff, providers, and behavioral health consultants)
- Consultation on SBIRT implementation and sustainability practices
- Consultation on effective clinic workflow and integrating SBIRT into the clinic's EMR system
- On-going coaching to ensure SBIRT fidelity

The exact package is customized to meet the needs of the organization requesting training and implementation support.



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# Cross-cutting Approaches

- Cultural and linguistic appropriateness
- Using technology as a force multiplier
- Product development

HealthKnowledge.org



# ATTCnetwork.org



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Search...



YOUR ATTC ▾

EDUCATION ▾

TOPICS ▾

RESOURCES ▾

COMMUNICATION ▾

ABOUT ▾



Learn More



## Focus on Stimulant Misuse

Explore a listing of highlighted resources from the TTC Networks addressing stimulant misuse.

### GET CONNECTED!

The *ATTC Messenger* is a monthly e-pub with information and news relevant to the field.

SUBSCRIBE NOW!



### GET INFORMED!

Search our Products & Resources Catalog to find tools you can use to improve services!

SEARCH PRODUCTS



### GET TRAINED!

Search our calendar of upcoming trainings and events to find a training to fit your needs!

SEARCH EVENTS





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# Summary

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  - Structure
  - Mission
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- Where do you fit in?
- How? Strategies of technology transfer



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## Contact

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