

# CRAFT: Communicating With Your Loved Ones

Presented by:

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# The Problem

MOST PEOPLE WITH  
ADDICTIONS DO NOT  
ACCESS SERVICES



# More Problems

- ▶ Culturally, Americans do not know what to do in response to addictions at all levels – including the community and family level.





WARREN

DRUGS

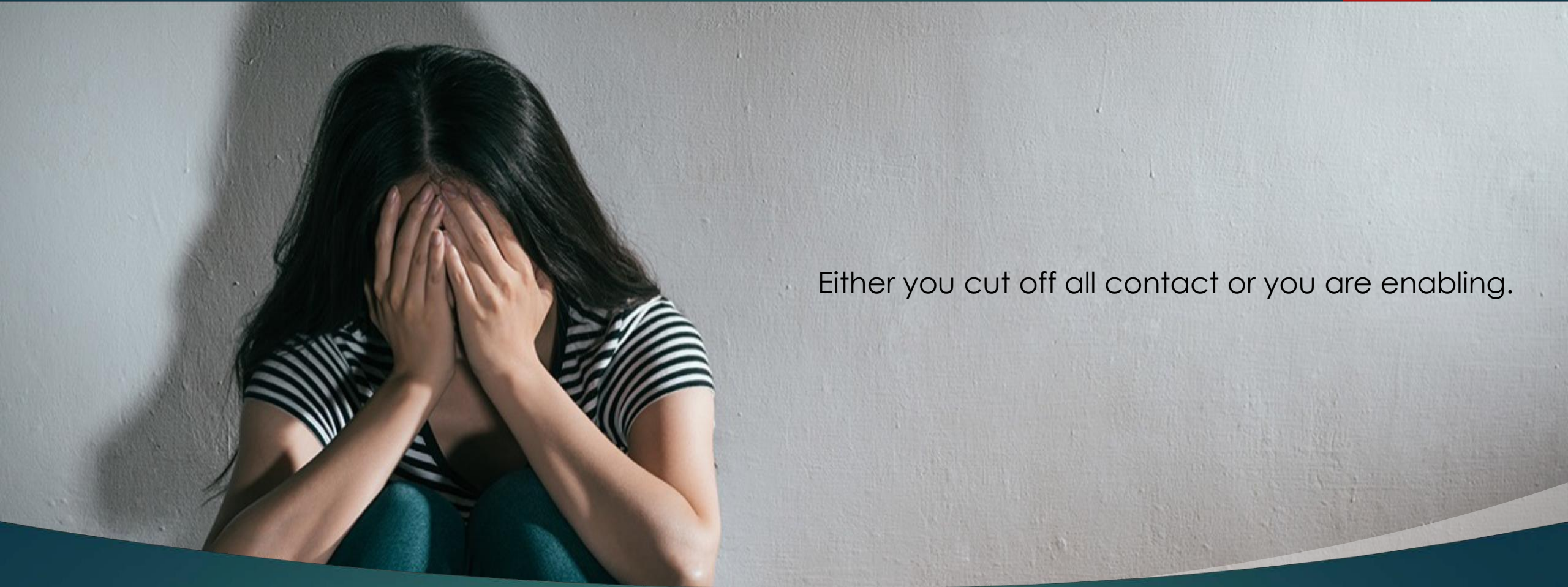


# THE WAR ON DRUGS

A NEVER ENDING BATTLE

The logic of the war on drugs is that people with addictions are dangerous criminals who are prone to violence against innocent people.

If this is true, then we should punish, shame, and lock-up people so bad that no one will use drugs because they are too afraid.<sup>5</sup>



Either you cut off all contact or you are enabling.

The Truth is that Most People with addictions are traumatized, depressed, anxious and desperate to get control over their lives. Addiction cuts people from their dreams, goals, families and eventually even themselves.

The logic of the drug war has taken over our society, even our families. This makes families want to punish and hurt their already hurting addicted loved ones.



# The Answer

- ▶ Help families connect in *positive ways* that provide *boundaries*.
- ▶ Strengthen bonds and use them to guide behaviors.





# The Answer

- ▶ Community Reinforcement and Family Training (CRAFT)
- ▶ Developed by Robert J. Meyers PhD at UNM.
- ▶ CRAFT is the ONLY Evidence Based Practice designed for families of persons with addiction.
- ▶ CRAFT research shows that family members can positively motivate people who struggle with addictions to voluntarily enter treatment 7 out of 10 times.
- ▶ It is also showed proof that families can make it more likely that people stay in treatment and move towards long-term recovery.



Dr. Robert J. Meyers

# What is CRAFT?

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CRA =

Community Reinforcement Approach

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CRA is an approach for treating substance abuse, that aims to help the substance abuser change their lives (environment, *community etc.*) so that sobriety becomes more rewarding (*reinforcing*) than using.

# What is CRAFT?

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CRA + FT=Family Training

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CRAFT is to train family members how to utilize CRA in their own homes.

# The Basics of CRAFT

- ▶ Elimination of positive reinforcement for drinking and/or using behavior
- ▶ Enhancement of positive reinforcement for non-drinking (sober) and non-using behavior

# CRAFT'S 3 MAJOR GOALS

1

Reduce loved  
one's harmful  
substance use

2

Engage loved  
one into  
treatment

3

Improve the  
functioning  
of CSO  
no matter what  
happens to their  
loved one

Job or Education Progress	1	2	3	4	5	6	7	8	9	10
Money Management	1	2	3	4	5	6	7	8	9	10
Social Life	1	2	3	4	5	6	7	8	9	10
Diet/Fitness	1	2	3	4	5	6	7	8	9	10
Marriage/Family Relationships	1	2	3	4	5	6	7	8	9	10
Legal Issues	1	2	3	4	5	6	7	8	9	10
Emotional Life	1	2	3	4	5	6	7	8	9	10
Communication	1	2	3	4	5	6	7	8	9	10
Spirituality	1	2	3	4	5	6	7	8	9	10
General Happiness	1	2	3	4	5	6	7	8	9	10

- ▶ The happiness scale is a tool that we use to have a client led assessment.
- ▶ It helps with assess client's happiness and satisfaction. We then use this to determine goals.

# Why focus on family members?

- ▶ Individuals who engage in treatment often report that family encouraged them to seek treatment
- ▶ Families can influence substance abusers' behavior due to extensive contact
- ▶ Families are the true experts on an abuser's behavior
- ▶ Families also need help (victims of violence, verbal assaults, \$ problems, marital conflict, etc.)

# Traditional Interventions for Families

12-Step  
Programs

Johnson  
Institute  
Intervention

Mental  
Health  
Counseling

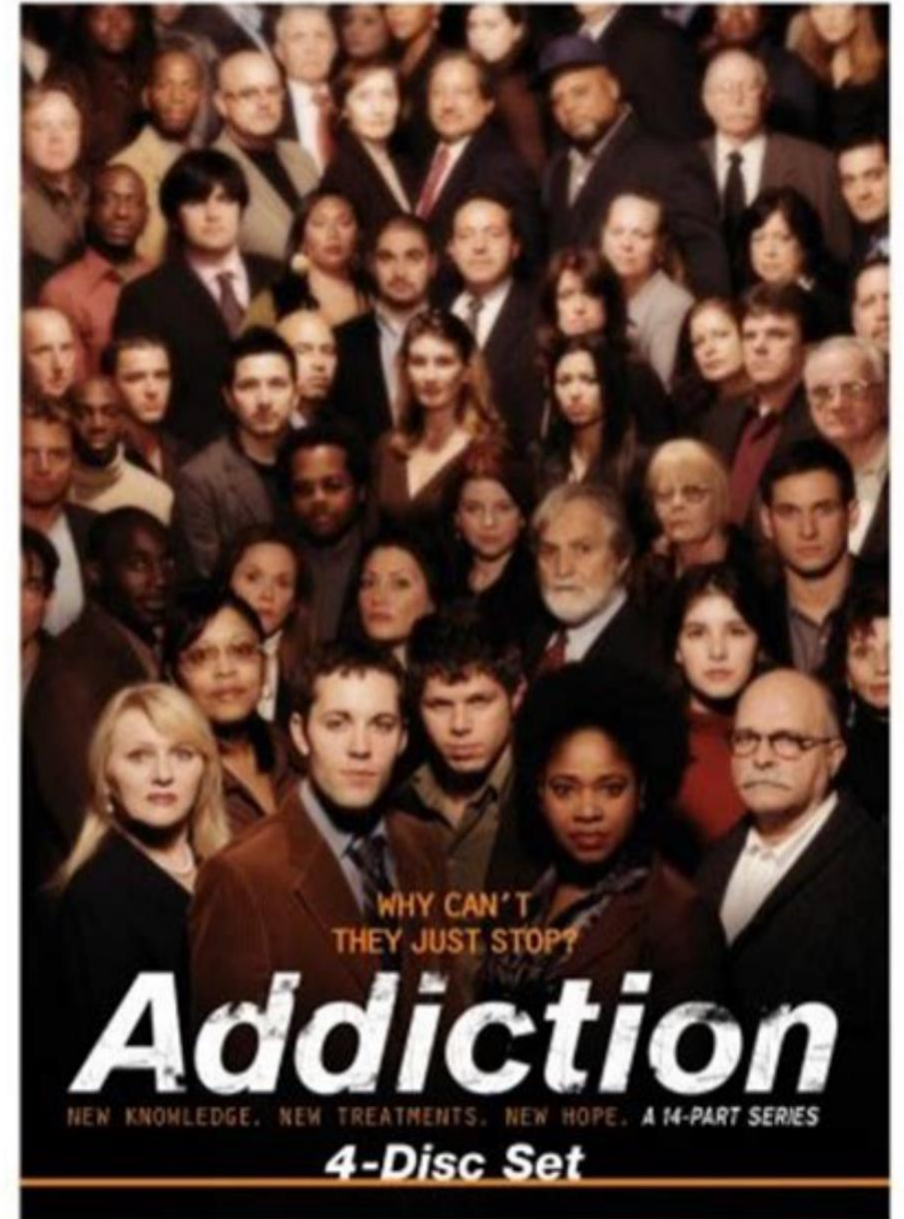
Nothing (told to  
wait until their  
loved one  
“hit bottom”)

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# HBO CRAFT Film

- ▶ CRAFT - one of the 14 segments from the Emmy Award winning Addiction Series



# Who is Brian Serena?



- ▶ Brian Serena is the only CRAFT certified trainer in the US (aside from Dr. Meyers and his wife Dr. Jane Ellen Smith), and one of only five in the world (the other four are in Europe).
- ▶ He has certified 90% of the CRAFT clinicians and supervisors across the globe.
- ▶ He has consulted with multiple agencies and governments in the US and abroad in their deployment of the practice.
- ▶ Serena Solutions is involved in project across New Mexico to train and supervise new CRAFT sites.
- ▶ Serena Solutions has been providing CRAFT Coaching since 2013, mostly to families who are out of state.

# CRAFT Sites Around the State

- ▶ Santa Fe
- ▶ Albuquerque
- ▶ Carlsbad
- ▶ Las Cruces
- ▶ Rio Rancho
- ▶ Roswell
- ▶ Peñasco



# Who can access CRAFT through the Family Empowerment Project at Serna Solutions?

Anyone, Anywhere!

In person group in ABQ, NM

Online for everyone else



**Family Empowerment Project**



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Helping you help a loved one with an addiction

# THANK YOU!

For more information about our Family Empowerment Project Contact:

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## Behavioral Health Awareness Series

If you are an Evernorth or Cigna customer and have questions about Substance Use treatment or about your benefits and how to use them, please contact:

Stephanie Gissal - 800.274.7603 x398516

Alex Turner - 800.274.7603 x513597

Wanda Russell – 800.274.7603 x342063