

2011 Annual Report

Advocacy

Working on behalf of providers and consumers to ensure continued funding of alcohol and drug abuse prevention and treatment services and working to reduce the stigma of addiction

- Successful in ensuring no cuts to substance abuse prevention or treatment services
- Secured funding to expand transition drug treatment programs in the Florida Department of Corrections
- Collaborated with partners to promote and pass social policy legislation related to Open House Parties, synthetic marijuana and bath salts
- Successfully promoted the addition of substance abusers in recovery as a target audience for the state's supportive housing initiative
- Developed factsheets that clearly laid out the business case for "investing" in substance abuse services
- Developed The Advocacy Manual, a primer on how to become involved in the political process and how to build a relationship with key policymakers
- Organized and participated in Editorial Board meetings in six major media markets across the state; generated op-editorials and news articles related to potential cuts
- Helped organize eight community candidate forums across the Florida
- Promoted legislation that eases the bureaucratic requirements on providers
- Hosted Behavioral Health Day on March 8 at the Capitol with the Florida Council for Community Mental Health

Healthcare Reform

Working to help providers respond to changes in the healthcare marketplace and promoting substance use disorder services as essential components of healthcare networks

- Delivered six healthcare reform "boot camp" workshops to provide members the information needed to develop business plans to position the agency to respond to healthcare reform initiatives
- Produced and distributed a "Basic Guide for Substance Abuse Treatment Agencies" to help providers develop the capacity to serve Medicaid beneficiaries
- Promoted the implementation of federal parity legislation; met with the Deputy Insurance Commissioner to ascertain Florida's efforts
- Initiated a collaborative partnership with the Florida Association of Community Health Centers; assembled and distributed a guide on how to develop partnerships with community health centers
- Initiated a collaborative partnership with the Florida Academy of Family Physicians and the Florida Association of Health Plans
- Surveyed the industry to assess capacity and readiness to respond to healthcare reform and Medicaid expansion

Membership

Working to ensure responsive member services that benefit both agency and individual members

- Increased the number of individual members from 401 to 3,142
- Increased agency membership by 10% at the rate of three full, six associate, one coalition, and three vendor agency members for total increase of thirteen new members
- Created and distributed winter and spring issues of the inTouch quarterly newsletter designed for individual members
- Enlarged CapWiz legislative news subscription from 185 to 6,669 individuals
- Developed and initiated web-based nomination process for the Awards of Excellence and marketed the concept to members
- Added the following full individual member benefits to begin during the 2011-2012 membership year: quarterly e-newsletter, networking with key professionals, access to internships and/or employment opportunities, subscription to Counselor Magazine and discounts on HCI Books, US Journal Training distance learning and select conference registrations
- Launched a new FADAA website

Working to ensure a well-trained and professional workforce. In collaboration with the Florida Certification Board and the FSU Florida Center for Prevention Research, FADAA successfully competed for a three and a half year DCF contract in January 2011 that offers training and technical assistance to behavioral health providers. Activities to date include:

- Completed three-year work plans to provide training and technical assistance to Florida's behavioral health providers in the areas of evidence-based practices for prevention and treatment service delivery, continuous quality improvement, infrastructure development, information technology and information dissemination, emerging trends and community health and wellness
- Hired Director of Prevention and Director of Research and Practice Improvement to coordinate prevention and treatment training and technical assistance
- Initiated training activities including webinars and regional meetings focused on information technology webinars, evidence-based practices, and process improvement
- Implemented initial steps for evidence-based fidelity and peer mentoring initiatives for the next three years
- Provided technical assistance and support for continued Florida Learning System
- Worked with DCF, Florida Council for Community Mental Health and Behavioral Pathway Systems to initiate Florida Behavioral Health Benchmarking Initiative
- Worked with consultant and DCF to initiate a review of a cost utilization approach to mental health services in Florida

Other training initiatives during the past year included:

- Convened in August 2010, in conjunction with the Florida Council for Community Mental Health, the largest behavioral health conference in the state with over 800 in attendance
- Conducted a series of health care, information technology and Medicaid on-site boot camps for behavioral health stakeholders
- Coordinated of the Partners in Crisis Conference in July 2011
- Offered Recovery Support Webinar in December 2011
- Conducted 2011 Adolescent Conference in partnership with Florida Juvenile Justice Association in February 2011 with over 450 participants
- Coordinated the Southeast Institute on Homelessness and Supportive Housing Conference in October 2010 with over 350 participants



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