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The Power of Language

**I DON'T THINK WE CAN
UNDERESTIMATE THE
POWER OF LANGUAGE.**

QUOTEHD.COM

Carol Bruess

Language to Consider

All the schizophrenics
live here

vs.

**Here is where many of our
members diagnosed with
schizophrenia live**

Compliance

vs.

Adherence

The front lines

vs.

Partner in care

Decompensate

vs.

**Experiencing extreme
emotional/psychological
distress**

Unmotivated

vs.

**Someone who is feeling the
impact of their illness or
someone who does not
know the tools to be
empowered**

Shifting the Paradigm

INSTEAD OF:

Words that imply weakness or disability

Words/phrases that imply something is being done **TO** the consumer

Words that describe the consumer as their illness

Words that take away choice or reflect a power orientation

Words that reflect a belief that the consumer will always be ill

Words or phrases that reflect an attitude of over protectiveness

The “Special Voice”

FOCUS ON:

Words that acknowledge the person’s **strengths**

Words/phrases implying something being done In **partnership with** the consumer

Words that **humanize** the consumer: Mary, Jim, Fred

Words that reflect a consumers **rights to choice**

Words that reflect a **belief in recovery** – no matter how ill the consumer may be

Words that reflect a belief the ability for a consumer to **make choices** and make mistakes

The same voice you use with **everyone else**



Recovery



A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.

SAMHSA

Supporting Recovery and Resilience

| NEW | OLD |
|--|--|
| <p>Focused on strengths, goals, where we are going</p> | <p>Focused on symptoms, illness, deficiency</p> |
| <p>Partnership based on valued roles (we each know something of value) focused on RECOVERY goals</p> | <p>Provider/client roles in pursuit of TREATMENT goals</p> |
| <p>Consumer is empowered to take personal responsibility for agreed on treatment</p> | <p>Consumer is to comply with directions of professional</p> |
| <p>Staff educates and empowers</p> | <p>Staff prescribes</p> |
| <p>Motivation for change based on consumer's own goals</p> | <p>Motivation for change is punitive</p> |
| <p>Medication adherence based on informed choice and consumer's goals</p> | <p>Medication compliance is key</p> |
| <p>Consumer is guided to assume responsibility for self monitored behavior</p> | <p>Responsibility for treatment and progress rests on provider</p> |
| <p>Emphasis on the use of natural community supports</p> | <p>Services are only in MH system</p> |

Principles of Recovery

- Person-driven
- **Occurs via many pathways**
- Is holistic
- **Is supported by peers**
- Is supported through relationships
- Is based on respect
- **Is culturally-based and influenced**
- Is supported by addressing trauma
- Involves individual, family, and community strengths and responsibility
- **Emerges from hope**



Four Major Domains that Support Recovery

- **Health:** Overcoming or managing one's disease(s) as well as living in a physically and emotionally healthy way.
- **Home:** A stable and safe place to live.
- **Purpose:** Meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income, and resources to participate in society.
- **Community:** Relationships and social networks that provide support, friendship, love, and hope.

The Recovery Process

There are times when a person...

...is overwhelmed by

Impact of Illness

...has given in to

Life is Limited

...the Disabling Power of a Psychiatric Diagnosis

Symptoms

Stigma

Self-image

...is moving beyond

Actions for Change

...is questioning

Change is Possible

...is challenging

Commitment to Change

The great news is that **resiliency** isn't a biological gift from great parents. **It is something anyone can learn to grow in themselves or their children.**

Resiliency

Resiliency refers to the capacity of a human being to survive and thrive in the face of adversity. It is a term that can be applied to people of any age.

Six of the most common factors of resilient people:

- **Resourceful**
- **Good-problem solving skills**
- **Seek help**
- **Believe they can manage their feelings and cope**
- **Social support available**
- **Connect with others**

Brene` Brown (2010)

**The time
for action
is, now.
It's never
too late
to do something.**

Carl Sandburg

Engagement and Activation

Synonymous

Engagement and activation are often used synonymously, they are likely two different aspects of a continuum of health, wellbeing, care, and management.

- I am engaged when I see my doctor and she advises me to stop smoking. I am activated when I take the steps to stop smoking.

Engagement

Where an individual and a health care system are able to bond, linking health, illness, and wellbeing to a system of care.

There are important factors that impede or limit the access and engagement to health care:

- poverty
- diminished resources
- social and psychological impediments
- access and availability of needed services.

An individual can be engaged with a system of care and not activated to improve their health and wellbeing.

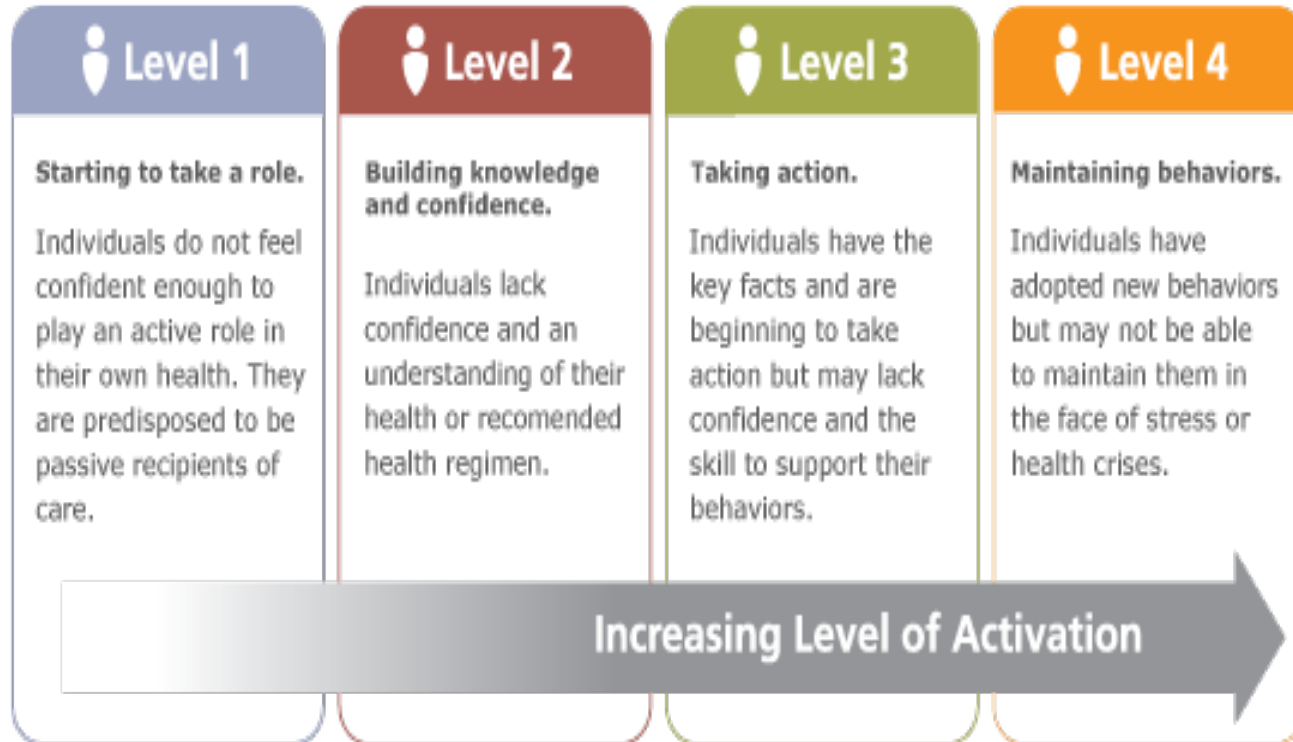
Activation

Six core elements of activation include:

- 1) Symptom self-management;
- 2) Engagement in actions that support health and functioning maintenance;
- 3) Involvement in treatment decision making;
- 4) Collaboration with health care providers;
- 5) Critical, performance-based selection of providers; and
- 6) Navigation of the provider system.

Hibbard (2004)

Levels of Patient Activation



<http://www.insigniahealth.com/solutions/patient-activation-measure>

Five Strategies to Promote Activation

- **Connect** member motivation to activation tools and strategies using motivational interviewing to elicit the members own motivation
- **Ensure** you provide member with member friendly written educational materials on their condition
- **Introduce** self care tools and reinforce the members own motivation for change at every interchange
- **Consider** the level of activation and stage of recovery, match the self care tools to both
- **Recommend** member participate in free local or online support groups

Resources and Tools



Serving Pink Lemonade

WRAP App

Optum Smart phone app:

- I-tunes
- Google play
- Code “Recovery” to unlock

Wellness Recovery Action Plan (WRAP)

- helps manage symptoms
- communicate needs
- identify, prepare and manage triggers
- identify when hospitalization makes sense for them
- creates advance directives
- post hospitalization plan



SAMHSA National Registry of Evidence-based programs and practices (NREPP). Built in partnership with WRAP creator and consumer leader Mary Ellen Copeland

Activation Tools Providers can share with Members


Live and Work Well - pdf documents

- ***Smartphone Apps for Substance Use Disorder:*** Tool (.pdf) that consumers can use to support a person's recovery and resiliency. Members and their families can go to: "Quick Links" > "Tools and Programs" > "Self-Help Programs" > see Recovery and Resiliency Guides > "Smartphone Apps for Substance Use Disorder Treatment/Recovery"
- ***Whole Health Tracker :*** Paper and pencil tool (.pdf) that consumers can use to set their whole health goals and work toward the goals each week. Members and their families can go to: "Quick Links" > "Tools and Programs" > "Self-Help Programs" > see Whole Health Tracker.
- ***Recovery Planning Tool :*** Paper and Pencil tool (.pdf) that consumers can use to set their recovery goals and communicate with their providers. Members and their families go to: "Quick Links" > "Tools and Programs" > "Self-Help Programs" > see Recovery and Resiliency Guides > "Action Plan for Prevention & Recovery"

Activation Tools Providers can share with Members

Live and Work Well


- **MARS-12 (Maryland Assessment of Recovery Scale):** Recovery measurement tool linked to specific self-care tools based on answers to the MARS-12. To find the MARS-12 Tracker, Members and their families can go to: “Quick Links” > “Tools and Programs” > “Assessments & Screeners” > see Use a Screener > “Resiliency and Recovery”.
- **Online Interactive tools:** Our free online, interactive, personalized self-help tools offer help for Anxiety, Stress, Depression, Alcohol and Drugs. Members and their families can go to : “Quick Links” > “Tools and Programs” > “Self-Help Programs” > see Personal Empowerment Tools.

NOTE: There are tools on *Live and Work Well* that have a lock icon  beside them. The lock means you will need to register to have access. Click on the link with the lock and the registration screen will pop up. Follow the instructions. Once you are registered you will have access to all links on *Live and Work Well*.

Activation Tools Providers can share with Members

Live and Work Well

- ***Recovery Library:*** Optum members have exclusive access to Pat Deegan's Recovery Library through the *Live and Work Well* site filled with tools, resources, videos, flash cards etc. Members and their families can go to: "Quick Links" > "Resources".
- ***QPR for Suicide Prevention:*** Training available free of charge online. This program helps family and friends learn how to ask and what to do, if someone is thinking about suicide. Members and their families can go to: "Quick Links" > "Tools & Programs" > "Self-Help Programs" > see Suicide Prevention Training.
- ***Peer Videos:*** Over 75 short videos of consumers in recovery talking about their stories of hope. Located here: <http://www.optum.com/landing/testimonial-video-directory.html>

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Thank you

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