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NOTE: to learn more about the ACTION Campaign, please view the SAMHSA Web cast, "Improving Addiction Services: Taking ACTION Now."

Visit <http://www.recoverymonth.gov/2007/multimedia/webcastmenu.aspx> for complete information.

KIM JOHNSON NAMED DIRECTOR OF ACTION CAMPAIGN

National campaign aims to improve 55,000 lives affected by substance abuse

Madison, Wisc. (October ### 2007) The Adopting Changes to Improve Outcomes Now (ACTION) Campaign announced today that Kimberly Johnson has been appointed as the campaign's director.

Johnson most recently served as the director of the Maine Office of Substance Abuse, the single state administrative authority responsible for the planning, development, implementation, regulation, and evaluation of substance abuse services. During her tenure in Maine, Johnson was known for her efforts to increase access to medication assisted treatment and for her efforts to reduce underage drinking as well as having spearheaded efforts to secure the state's participation in grant-funded initiatives such as Strengthening Treatment Access and Recovery-State Initiative and Advancing Recovery. Both projects promote the use of NIATx (the Network for the Improvement of Addiction Treatment) process-improvement techniques that the ACTION Campaign will work to disseminate throughout the country.

"Kim Johnson has been one of the nation's most innovative state agency directors. Her leadership in Maine for the last seven years was instrumental in transforming the way the state delivered treatment services," said Howard Shapiro, Executive Director of State Associations of Addiction Services, one of the Campaign's partners.

"It is an honor to be working with the ACTION Campaign team," says Johnson. "I am very excited to be able to participate in this effort to bring the success that we have experienced in increasing access and engagement to a wider audience."

Johnson will focus her efforts on recruiting participants, supporting participants in making one of the twelve recommended changes to their practice, building local support networks for participants to share success and learn from each other, and bringing new partners into the effort.

Throughout her career, Johnson has worked hard to improve access to and retention in treatment for substance abuse and mental health issues.

Before joining the Maine Office of Substance Abuse, Johnson worked as a mental health counselor, executive director of a provider agency (Crossroads for Women), and for the past seven years served as the Director of the Maine State Office of Substance Abuse. In addition, she has served as Vice President of Internal Affairs for the National Association of State Alcohol and Drug Abuse Directors (NASADAD), a board member of the State Associations of Addiction Services (SAAS), president of her state provider association, and numerous other organizations important to the field. Among the recent recognitions Johnson has received are the Friend of the Field Award by the American Association of Addiction Treatment (2006) and NASADAD's Recognition for Service Award (2007). Kim received her MBA from the University of Southern Maine in 2006. A native of Portland, ME, Johnson received an AB in Biology from Smith College and an MSED in counselor education from the University of Southern Maine in addition to her MBA.

About the ACTION Campaign

The ACTION Campaign aims to challenge 500 treatment agencies nationwide to implement one of several simple changes in their treatment operations over an 18-month period. Currently, nearly 33 percent of those who receive addiction treatment drop out of the programs.

"Based on previous research, just one small improvement in each of the 500 agencies as proposed by NIATx is expected to make a difference in the lives of 55,000 people," said H. Westley Clark, Director, CSAT. We are already witnessing very favorable results in the NIATx pilot sites," he added.

The ACTION Campaign promotes the national adoption of proven practices for enhancing client access to care and their overall engagement in treatment. The Campaign focuses on one of three ACTIONS: 1) Rapid access to treatment, 2) Increased engagement by those who are in treatment, and 3) A seamless transition from one stage of care to another. The 39 founding members of NIATx, as well as many other treatment provider organizations, have experienced the following results from implementing the Campaign practices:

- * Reduction in wait times: 34.8%
- * Reduction in no-shows: 33%
- * Increase in admissions: 21.5%
- * Increase in treatment continuation: 22.3%

ACTION Campaign tools and technical assistance are free to all who register at www.actioncampaign.org <<http://www.actioncampaign.org>> . The ACTION Web site will feature a series of ACTION Kits that provide step-by-step instructions on how to implement the NIATx treatment improvement practices. Once they sign up, campaign members will also be invited to participate in regular technical assistance conference calls, a Campaign blog, and other peer networking activities.