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Visit the Blending Initiative website for more information and  
Blending products: <http://nida.nih.gov/blending>



2009



## PROMOTING AWARENESS OF MOTIVATIONAL INCENTIVES

(PAMI)

PRODUCT

## THE BLENDING INITIATIVE

Accelerating the dissemination of findings that drug abuse and addiction research generates into community-based practice is a key priority for the National Institute on Drug Abuse (NIDA). To this end, NIDA relies on an innovative partnership with the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Treatment (SAMHSA/CSAT) known as the Blending Initiative. This initiative is NIDA's most recent effort to accelerate the dissemination of research-based drug abuse and addiction treatment findings into community-based practice.

Based on recently tested NIDA research, Blending Teams design user-friendly tools, or products, and introduce them to treatment providers. These products facilitate the adoption of research-based interventions in communities at nearly the same time research results are published in peer-reviewed journals.

Blending Teams are comprised of NIDA researchers, clinical treatment providers, and trainers from SAMHSA's Addiction Technology Transfer Center (ATTC) Network. These experts work together to develop products based on research conducted within NIDA's Clinical Trials Network as well as within other research programs supported by NIDA. The ATTCs, which are funded by CSAT, provide specialized training and technical assistance to substance abuse treatment professionals to create a more effective treatment workforce.

**Sustainability** training  
**IMPLEMENTATION**  
**validity** research  
**FIDELITY** Feedback  
**effectiveness**

## BACKGROUND INFORMATION

Research has shown that motivational incentive programs that use low-cost reinforcement (prizes, vouchers, clinic privileges, etc.), delivered in conjunction with on-site urine screening promotes higher rates of treatment retention and abstinence from drug abuse. This Blending product is based on the positive research outcomes and lessons learned from the NIDA CTN study, Motivational Incentives for Enhanced Drug Abuse Recovery (MIEDAR). The tools contained in this training package are designed to build awareness of motivational incentives as a research-based therapeutic strategy within the addiction treatment field.

### CORE PRINCIPLES

This training encourages adherence to the 7 core principles of motivational incentives:

1. Identify the Target Behavior
2. Choice of Target Population
3. Choice of Reinforcer
4. Incentive Magnitude
5. Frequency of Incentive Distribution
6. Timing of the Incentive
7. Duration of the Incentive

## THE TRAINING PACKAGE

This training package

- incorporates a multimedia video titled *Successful Treatment Outcomes Using Motivational Incentives*;
- reviews the history and research pertaining to motivational incentives;
- provides suggestions for overcoming barriers to implementing motivational incentives; and
- offers an array of supporting materials and documents with practical applications.