

Attachment 13: Qualitative Data Collection Contact Scripts

ATTC WFS 2010

Script 5: Email Contact w/ Clinical Director- IdeaScale

Hi *[CD's Name]*,

This is *—[name]—* from *—[ATTC RC]—*. *[Executive Director Name]* gave me permission to contact you in order to participate in the ATTC Network Virtual Focus Group. This virtual focus group is part of a larger national report on the Addictions Treatment Workforce entitled “VITAL SIGNS- taking the pulse of the Addiction Treatment Profession”.

This focus group will be conducted online with the use of IdeaScale software. Within IdeaScale we will have two portals; the first will be open to national “Thought Leaders” in the field of addiction treatment. In this portal we will be collecting qualitative data in order to identify what are the projected “mega trends” that will impact the workforce in the next five years? The second portal is where we need your participation in providing insight into what are the knowledge, skills, and attitudes that need to be addressed and shifted above and beyond the core competencies that we have already defined, given these mega-trends? The information gathered from this focus group will be used by the ATTC Network and the field, to guide future efforts in supporting the addiction treatment workforce. Included below is a link to the IdeaScale portal where you can sign up and have your opinion heard.

www. IdeaScale.com

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Script 6: Email Contact w/ Thought Leader- IdeaScale

Hi *[TL's Name]*,

This is *—[name]—* from *—[ATTC NO]—*. We are contacting you in order to invite you to participate in the ATTC Network Virtual Focus Group with the use of IdeaScale software. This virtual focus group is part of a larger national report on the Addictions Treatment Workforce entitled “VITAL SIGNS- taking the pulse of the Addiction Treatment Profession”. You have been selected along with other national “Thought Leaders” for your innovation and insight into the field of substance use disorders and recovery services. Within IdeaScale we will have a portal where we need your participation in identifying what are the projected “mega trends” that will impact the workforce in the next five years? The information gathered from this focus group will be used by the ATTC Network and the field to guide future efforts in supporting the addiction treatment workforce. Included below is a link to the IdeaScale portal where you can sign up and help us in moving our data collection forward.

www. IdeaScale.com

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Script 7: Phone Interview w/ Key Informant

“Hello, this is —[name]— from —[ATTC NO]— I am calling you to follow up on some key insights that you provided while participating in our Virtual Focus Group through IdeaScale. I would like to conduct a brief interview with you in order to better understand the information that you provided. The interview will take between 10 & 15 minutes and all the information that you provide will be kept confidential and used solely for this purpose of this study. The information that you provide will be used in further guiding our future efforts in supporting the addiction treatment workforce. Would you like to participate?

YES- Conduct interview

NO- Skip to finish

Q1. Recently, you posted an idea or innovation on IdeaScale.com that we would like to know more about. Can you please tell us how you first heard about this idea or innovation?

Q2. Is this an idea or innovation that you currently use at your job setting? If so, how long have you been using this idea? If not, what were some of the reasons for not using it at your setting?

Q3. Please describe for me your experience in implementing this idea or innovation at your work setting.

Q3a. What sorts of barriers did you experience when implementing this innovation or idea?

Q3b. When you implemented this idea or innovation, what kind of adaptations or changes was required at your organization?

Q3c. What kinds of changes did you make to the innovation or the idea itself in order to successfully implement it?

Q3d. What sorts of positive changes did you (or your organization) experience when you implemented this innovation or idea?

Q8. Is this an idea or innovation that you feel has applicability to other organizations? If so, what kinds of resources would another organization need in order to successfully implement this idea or innovation?

Q9. Do you have any other tips or advice you would offer to others in the field who are considering implementing this idea or innovation?

Q10. Is there anything else you would like to add?

Finish

Thank you for your contribution to the study. Your input will help us in understanding the projected growth and needs of the addiction treatment profession. Have a nice day!

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Script 8: Thought Leader Participation Reminder

1. PHONE

“Hello [*TL’s name*], this is —[*your name*]— from —[*ATTC NO*]—. I am calling to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you recently signed up to on IdeaScale. Your participation is vital to the success of our study, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national report on the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your response, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to project future trends relative to the addictions workforce.

“Do you need me to resend the link to IdeaScale?”

Do you have any questions and/or concerns about your participation in IdeaScale that I can help answer?”

“Thank you again for your time and I’ll look forward to your participation in our focus group”

END CALL

VOICEMAIL

“Hello *[CD's name]*, this is *—[your name]—* from *—[ATTC NO]—*. I am calling to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you recently signed up to on IdeaScale. Your participation is vital to the success of our study, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national report on the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your response, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to project future trends relative to the addictions workforce.

“Should you need the link to IdeaScale resent, please call me back at *[phone number]*. Otherwise, I'll look forward to your participation.”

“Thank you for taking the time to participate in this important study.”

___END CALL___

2. MESSAGE W/ ADMINISTRATOR/RECEPTIONIST

“Hello, this is **—[name]—** from **—[ATTC NO]—**. I am calling to remind **[TL’s name]**, to participate in the Addiction Treatment Workforce Virtual Focus Group s/he signed up for on **(DATE)**. Please ask **[TL’s name]**, to call me back at **[phone number]**. Thank you.”

3. EMAIL

Hello **[TL’s name]**,

“This is **—[name]—** from **—[ATTC NO]—**. We are contacting you in order to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you recently signed up to on IdeaScale. Your participation is vital to the success of our study, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national report on the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your response, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to project future trends relative to the addictions workforce.

Here again is the link to the IdeaScale.

[LINK]

If you have any questions, please email me or give me a call at **[phone number]**. I’ll look forward to your participation.

Thank You,

[Name & Contact Info]

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Script 9: Clinical Director TIER 1 Participation Reminder

4. PHONE

“Hello *[CD's name]*, this is —*[your name]*— from —*[ATTC RC]*—. I am calling to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you recently signed up for. The study is entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national survey of the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your insight, along with the insight of your colleagues at the selected facilities, is critical in giving both the ATTC Network and the field the information needed to improve the current state of addiction treatment.

“Do you need me to resend the link to IdeaScale?”

Do you have any questions and/or concerns about your participation in IdeaScale that I can help answer?”

“Thank you again for your time and I’ll look forward to your participation in our focus group”

END CALL

VOICEMAIL

“Hello [*CD’s name*], this is —[*your name*]— from —[*ATTC RC*]—. I am calling to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you recently signed up for. The study is entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national survey of the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your insight, along with the insight of your colleagues at the selected facilities, is critical in giving both the ATTC Network and the field the information needed to improve the current state of addiction treatment.

“Should you need the link to IdeaScale resent, please call me back at [*phone number*]. Otherwise, I’ll look forward to your participation.”

“Thank you for taking the time to participate in this important study.”

END CALL

5. MESSAGE W/ ADMINISTRATOR/RECEPTIONIST

“Hello, this is *—[name]—* from *—[ATTC RC]—*. I am calling to remind *[CD’s name]*, to participate in the Addiction Treatment Workforce Virtual Focus Group s/he signed up for on *(DATE)*. Please ask *[CD’s name]*, to call me back at *[phone number]*. Thank you.”

6. EMAIL

Hello *[CD’s name]*,

“This is *—[name]—* from *—[ATTC NO]—*. We are contacting you in order to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you recently signed up to on IdeaScale. Your participation is vital to the success of our study, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national report on the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your insight, along with the insight of your colleagues at the selected facilities, is critical in giving both the ATTC Network and the field the information needed to improve the current state of addiction treatment.

Here again is the link to the IdeaScale.

[LINK]

If you have any questions, please email me or give me a call at **[phone number]**. I'll look forward to your participation.

Thank You,

[Name & Contact Info]

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Script 10: Key Informant Follow up Email

This is **—[name]—** from **—[ATTC NO]—**. We are contacting you in order to thank you for your participation in our Virtual Focus Group through IdeaScale. Your insight has proven valuable to our understanding of the steps we need to take in preparing the addictions workforce for the future “mega-trends” identified in our study. While the number of participants in IdeaScale was large we recognized your input as particularly beneficial. We understand that you were unwilling to participate in our Key Informant Interview but if you do reconsider please do not hesitate to give me a call at **[phone number]**.

Thank You,

[Name & Contact Info]

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Script 11: Qualitative TIER 1- EMAIL to “Thought Leader” from CSAT

Hello *[TL’s name]*,

“This is —*[name]*— from the Center for Substance Abuse Treatment (CSAT). I am contacting you in order to remind you to participate in the ATTC Network Workforce Virtual Focus Group which you were recently invited to join on IdeaScale. Your participation is vital to the success of this study being undertaken by the ATTC Network, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark study in that it is the first national report on the addiction treatment workforce. I hope that you can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your response, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to project future trends relative to the addictions workforce.

Here again is the link to the IdeaScale.

[LINK]

Thank You,

[Name & Contact Info]

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Script 12: Clinical Director TIER 2 Participation Reminder- Contact with ED

Hello, this is *—[name]—* from *—[ATTC RC]—*. I am contacting you in regards to The ATTC Network national report on the addiction treatment workforce. As you know we have been in touch with the Clinical Director (s) at your facility in order to have them participate in our study. As of yet they have not participated *—[IN THE SURVEY/VIRTUAL FOCUS GROUP]-* and we would greatly appreciate your support in encouraging them to take part as their input is vital to the success of our study. As a reminder, this is a landmark study in that it is the first national survey of the addiction treatment workforce. We hope that they can participate as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Their insight, along with the insight of their colleagues at the selected facilities, is critical in giving both the ATTC Network and the field the information needed to improve the current state of addiction treatment. We would greatly appreciate it if you would contact them immediately in order to have them *— [COMPLETE THE SURVEY/ PARTICIPATE IN THE VIRTUAL FOCUS GROUP]-*. Please do not hesitate to contact me with any questions/concerns that you may have.

Thank You,

[Name & Contact Info]