

# Provincial Scale Virtual Solution for Substance Use Disorder

Ontario Health & Breaking Free Online

APRIL 16, 2021



# Land Acknowledgement / La reconnaissance de Terre

# Ontario Health Mental Health and Addictions Centre of Excellence

<https://www.ontariohealth.ca/mental-health-and-addictions-centre-excellence>

# Housekeeping Items /Articles d'entretien

- All participants will be muted for the presentation
- Simultaneous French translation is available
- If you wish to listen to the session in French, select the language option (Interpretation) at the bottom of the screen
- Please do not post questions into the chat. Only questions posted in the Q&A box will be addressed during the Q&A segment
- This webinar will be recorded and archived
- Following the webinar an email will be sent to participants with a short survey, the recording link as well as some additional resource documents

- Tous les participants seront mis en sourdine pendant la présentation
- Une traduction simultanée en français est disponible
- Si vous souhaitez écouter la session en français, sélectionnez l'option d'interprétation en bas de l'écran
- Veuillez ne pas poster les questions dans le chat. Seulement les questions posées dans la boîte de Q&A recevront une réponse pendant le segment de Q&A
- Ce webinaire sera enregistré et archive
- Après le webinaire, un courriel sera envoyé aux participants avec un court sondage, le lien vers l'enregistrement en anglais et en français ainsi que les documents de références supplémentaires.



# Agenda / Ordre du jour

Time	Agenda
0930	<b>Welcome and Introductions</b> Steve Mathew, <a href="#">Ontario Health</a> Adrienne Spafford, <a href="#">AMHO</a>
0935	<b>Breaking Free Online demonstration</b> Dr. Jonathan Ward, <a href="#">Breaking Free Group</a> Glyn Davies, <a href="#">Breaking Free Group</a> Dr. Sarah Elison-Davies, <a href="#">Breaking Free Group</a>
1025	<b>Testimonial: Community Addiction Service Provider</b> Karen Waddell, <a href="#">House of Sophrosyne</a>
1030	<b>Testimonial: Regional Implementation and Research</b> Patrick Kolowicz and Rachel Gough, <a href="#">Hôtel-Dieu Grace Healthcare</a> ; Sarah Sousa, <a href="#">Homewood Research Institute</a>
1035	<b>Testimonial: User with Lived Experience</b> Gord Garner, <a href="#">CAPSA</a>
1040	<b>Live Q &amp; A</b> Steve Mathew with Breaking Free Team
1055	<b>Wrap Up and Next Steps</b> Steve Mathew, <a href="#">Ontario Health</a>
1100	<b>Finish</b>

Time	Ordre du jour
0930	<b>Bienvenue et introductions</b> Steve Mathew, <a href="#">Santé Ontario</a> Adrienne Spafford, <a href="#">AMHO</a>
0935	<b>Breaking Free Online demonstration</b> Dr. Jonathan Ward, <a href="#">Groupe Breaking Free</a> Glyn Davies, <a href="#">Groupe Breaking Free</a> Dr. Sarah Elison-Davies, <a href="#">Groupe Breaking Free</a>
1025	<b>Témoignage:</b> <b>Fournisseur Communautaire de services de toxicomanie</b> Karen Waddell, <a href="#">Maison de Sophrosyne</a>
1030	<b>Témoignage: Mise en oeuvre et recherches régionales</b> Patrick Kolowicz and Rachel Gough, <a href="#">Hôtel-Dieu Grace Healthcare</a> ; Sarah Sousa, <a href="#">Homewood Research Institute</a>
1035	<b>Témoignage: Utilisateur ayant une expérience vécue</b> Gord Garner, <a href="#">ACEPA</a>
1040	<b>Questions et réponse en direct</b> Steve Mathew avec équipe Breaking Free
1055	<b>Conclusion et prochaines étapes</b> Steve Mathew, <a href="#">Santé Ontario</a>
1100	<b>Fin</b>





# Adrienne Spafford, Addictions & Mental Health Ontario



Addictions &  
Mental Health  
Ontario

Dépendances &  
santé mentale  
d'Ontario

# Overview of the Provincial Scale Project /Aperçu du projet à l'échelle provinciale

- The Ministry of Health has provided funding to Ontario Health to procure Breaking Free Online digital self-management solution for SUD for provincial scale
- Breaking Free Online will be available for one year with potential for additional years added
- There is no limit to the number of Breaking Free licenses used per HSP.
- Breaking Free will be made available to Ontarians in two ways:
  1. Through health service providers  
*(launch April 23, 2021)*
  2. Through a Direct-to-consumer campaign  
*(launch in early May)*

- Le ministère de la santé a accordé un financement à Santé Ontario pour l'acquisition de la solution numérique d'autogestion Breaking Free Online comme solution provinciale
- Breaking Free Online sera disponible pendant un an, avec la possibilité d'ajouter des années supplémentaires
- Il n'y a pas de limite au nombre de licences de Breaking Free utilisées par les fournisseurs de soins
- Breaking Free sera mis à la disposition des Ontariens de deux façons:
  1. À travers des fournisseurs de soins de santé ( 23 Avril 2021)
  2. À travers une campagne directe aux consommateurs (Mai 2021)





# Solution Demonstration

## Breaking Free Online



**BREAKING FREE™**  
*Online*





## BREAKING FREE:

Supporting Ontarians with SUD by providing  
Cognitive Behavioural Therapy at scale

# Introductions



**Dr Jonathan Ward**  
Founder &  
Managing Director



**Dr Sarah Elison-Davies**  
Research  
Director



**Glyn Davies**  
Service  
Development Director



**Nicholette Smith**  
Operations & Client  
Services Director

# Structure



- I. Overview of solution, evidence base and utilization by services
- II. Breaking Free Online and Companion App
- III. Breaking Free Outcomes Dashboard
- IV. Breaking Free Operational Toolkit

## Introducing... Breaking Free Group



- UK-based digital health and behavioural science company **founded in 2010**
- **Specialize** in developing digital behaviour change programs for addictions
- **Team** includes Clinical Psychologists, Health Psychologists, Behavioural Scientists
- **Mission:** to increase the access of people, including under-served communities, to effective behaviour change interventions for addictions
- Breaking Free Online is **utilized widely by the NHS and addiction treatment providers** in the UK, and has been fully localized for Canada
- Digital innovations **grounded in evidence and robust behavioural science**
- Strong commitment to **research and evaluation**

# Clinical effectiveness evidenced by research



Program has supported the recovery of over **75,000** people in the UK, Canada and US

**36** research studies published  
in UK, Canadian and US  
peer-reviewed journals



Using Breaking Free shown consistently to lead to very significant clinical improvements:

- ✓ Reduced drug and alcohol use
- ✓ Reduced substance dependence
- ✓ Improved mental health
- ✓ Improved quality of life
- ✓ Improved social functioning
- ✓ Improved recovery progression

Awarded grant funding by CIHR for a study with University of Toronto, CAMH and CAPSA

## Introducing... Breaking Free Online



- **Clinically-robust digital behaviour change intervention** for Substance Use Disorder that has been proven to be effective in multiple treatment settings
- **Interactive, engaging and highly personalized program** with full voiceover (in English and French) for clients with low levels of literacy and/or impaired concentration
- **Delivers Cognitive Behavioural Therapy** and integrates proven approaches such as mindfulness, relapse prevention, motivational enhancement and harm reduction
- **Facilitates recovery from substance dependence** and addresses associated mental health difficulties and substance-involved lifestyle
- **Complements MAT programs and delivers continuous behavioural support** to help clients overcome addiction to drugs for which no medication is available
- As **EVERY CLIENT** can potentially benefit from the behaviour change techniques and coping skills in the program, it can be offered as standard treatment

# Utilization of Breaking Free Online by organizations

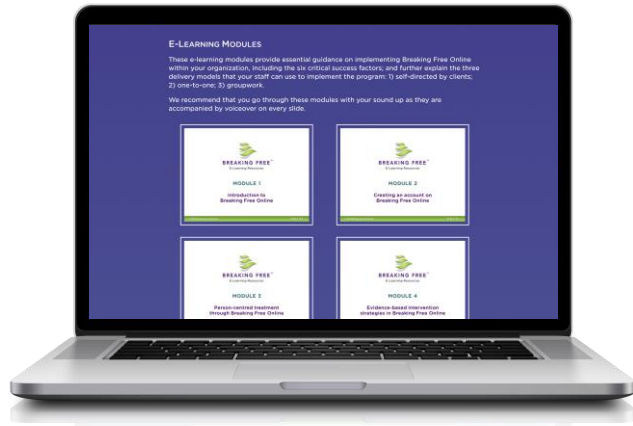


- **Manage waiting lists** - engagement tool that keeps clients motivated from the point of referral to the start of structured treatment
- **Reinforce Medication-Assisted Treatment** - helps clients stabilize or detox from methadone/buprenorphine, manage cravings and regulate their emotions
- **Augment telehealth/virtual care provision** - overcomes treatment barriers such as stigma, distance, rurality, work or childcare commitments etc.
- **Facilitate Computer-Assisted Therapy (CAT)** - delivered by practitioners and clinicians as a one-to-one intervention or a structured groupwork program
- **Tailor intervention programs** - used to target specific cohorts of clients, including hard-to-reach populations - e.g. women, opioid users, stimulant users etc.
- **Support peer mentoring initiatives** - enables peers with lived experience to deliver structured interventions, and strengthens their own resilience
- **Strengthen continuing care approaches** - aftercare tool that helps clients transition from residential treatment to community, or between services/treatment modalities

# Delivery models for Breaking Free Online



- Breaking Free from Substance Abuse can be self-directed OR delivered as Computer-Assisted Therapy by clinicians and practitioners
- E-learning resources and manuals facilitate the potential delivery models:  
1) Self-directed; 2) One-to-one; 3) Group intervention

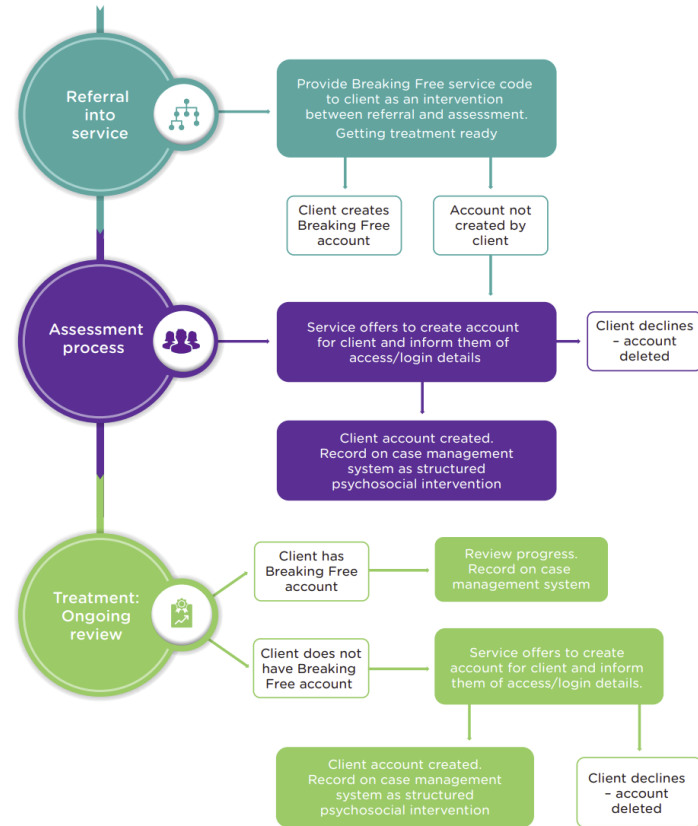




# Recommended 'opt-out' model



- **Recommended approach:** introduce an 'opt-out' model in which **EVERY NEW CLIENT** is offered Breaking Free Online at the point of referral
- Clients should also routinely be offered the program **during treatment or care plan reviews** as their circumstances and motivation will change
- **Clinicians and practitioners do not have to prejudge** which of their clients will most benefit from the program



# Components of the solution (all in both official languages)



## Breaking Free Online Program



## Breaking Free Companion App



## Breaking Free Outcomes Dashboard



## Breaking Free Operational Toolkit





## **BREAKING FREE ONLINE**

Delivering CBT for SUD at scale



Breaking Free Outcomes Dashboard  
Breaking Free Operational Toolkit

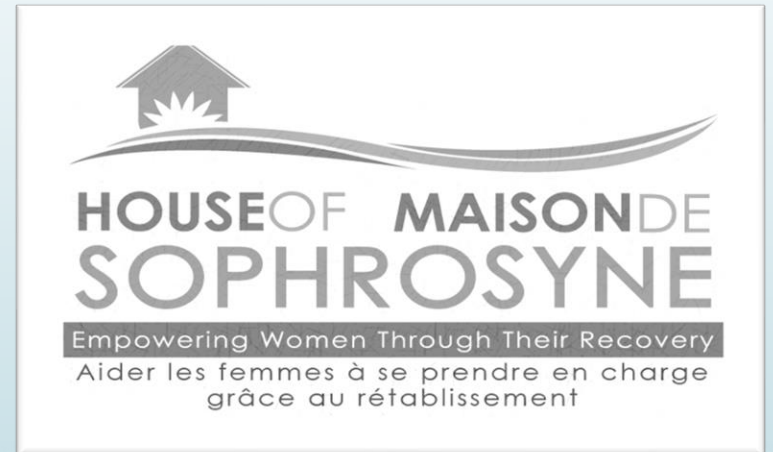


# Testimonial: Community Addiction Service Provider

Karen Waddell, House of Sophrosyne



# BREAKING FREE ONLINE PROVINCIAL LAUNCH April 2021





# Introduction to Our Services



- ▶ The House of Sophrosyne is a leader when it comes to the provision of addiction treatment and is backed by over 42 years of knowledge and experience.
- ▶ We offer a continuum of programs and services available to individuals from across Ontario that include both residential (women focused) and non-residential (women, men and families).
- ▶ Our programs vary in intensity depending on where the individual is at in their recovery journey (options include pre-treatment, day treatment and continuing care)



# Overview

- Windsor has been greatly affected by Substance Use Disorder for many years and with the onset of COVID, numbers continue to rise.
- In W/E alone, during the week of March 9-15, there were a total of 27 reported overdoses.

## **WHY Breaking Free Ontario?**

- In March 2019, the House of Sophrosyne, embarked on a partnership licensing agreement with Breaking Free Online and OTN.
- This license agreement enabled our clients to have 24/7 access to a program that offers support helps them to self-manage their recovery through a virtual evidence-based tool.
- Staff were trained on the use of Breaking Free Online in addition to several alumnae who acted as peer support for any new program users.
- We have broadened the use of BFO to graduates of our other programs.





# Summary of the Data



- ▶ We launched BFO in 2019.
- ▶ 197 clients have accessed BFO through the House of Sophrosyne with the greatest number of client enrollment in April 2020 – the onset of the COVID 19 pandemic.
- ▶ A total of 37% of those enrolled reported using both drugs and alcohol, with Methamphetamine as the most used substance.
- ▶ Of the 197 clients who graduated our program and introduced to BFO, 88% reported that Breaking Free Online helped them maintain their sobriety.



# Testimonials



- From our Caseworker, Rachel Blok, “One feature that clients seem to find especially useful is the “manage high risk situations” map, in which they can indicate problematic locations in their community (e.g. the LCBO or a dealer’s house) and identify a coping strategy that they can use in that situation (e.g. take a different route, call a sponsor). Clients also find the BFO app helpful to be able to access tools like meditation videos to help with cravings”.
- From our client, Kara Chapman, “BFO is great with the suggestions it gives you and pathways you can follow. It’s a good tool for newcomers, people fresh in recovery – gives them a chance to learn how to deal with real-life situations, and being able to track your progress and show your growth. When you first come into recovery, you don’t really recognize how you’ve grown – so to be able to see it is major, it gives you that confidence to continue to go on. Every little baby step, it does work, and it will continue to work if you’re open and honest – that’s another good thing about the app – don’t be afraid to be honest with it – if you’re not honest, it’s not gonna be useful.”



# Regional Implementation & Research

Patrick Kolowicz, Rachel Gough,  
Hôtel-Dieu Grace Healthcare



HÔTEL-DIEU GRACE  
ESTD HEALTHCARE 1888

Sarah Sousa,  
Homewood Research Institute





HÔTEL-DIEU GRACE

ESTD HEALTHCARE 1888

# Breaking Free Online

Implementation in Windsor Essex



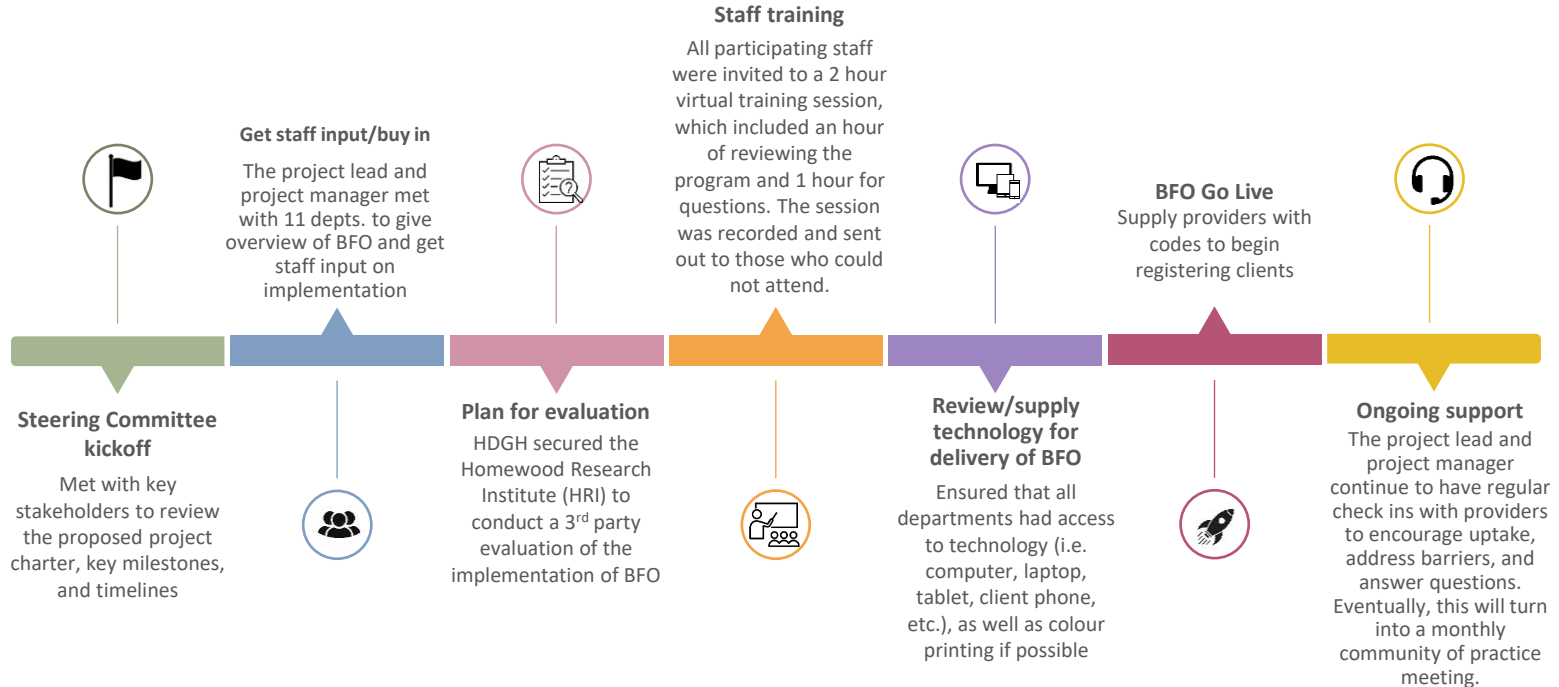
# Thank you to the Solcz Family Foundation



In November of 2019, the Hôtel-Dieu Grace Healthcare Foundation was gifted a transformational donation of \$350,000 from local Solcz Family Foundation to support the implementation and access of Breaking Free Online in Windsor-Essex. The Solcz Family Foundation have made it part of their focus to fund organizations, like Hôtel-Dieu Grace Healthcare, who are leading in initiatives and programs to support those affected by substance misuse recognizing its impact locally.



# Implementation Milestones at HDGH



# Facilitators and Barriers to Implementation

## Facilitators

- Training code for staff to trial BFO
- Printing materials for clients without access to a personal device (i.e. smartphone) to take with them
- Suggestion to include a “hands on” component in training session i.e. give staff 30 mins to trial
- Identifying the optimal technology for delivery i.e., tablet, computer, etc.
- Allocate an hour for set up of BFO with client
- Orientation format useful for short-term clients

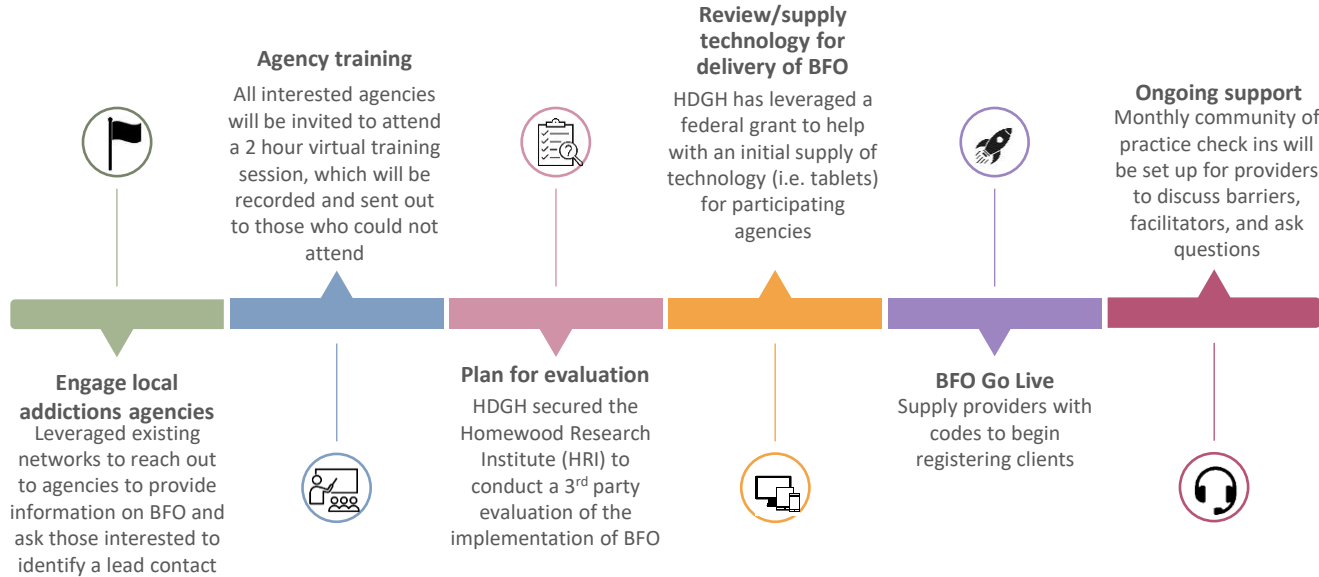
## Barriers

- Lack of client motivation
- Clients dealing with psychosis
- Difficult to incorporate into programs that are very regimented (may need a dedicated session/individual in these instances)





# Plans for Community Rollout



# Evaluation

## BFO Implementation and Use within HDGH

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>• Barriers/facilitators to the implementation and delivery</li><li>• Experience delivering BFO</li></ul> | <ul style="list-style-type: none"><li>• BFO Implementation Team</li><li>• HDGH Program Leaders</li><li>• HDGH Clinicians</li></ul> | Interviews Spring or Summer 2021 and again 6-months later |
|--|--|---|

## BFO Uptake and Use with HDGH Clients

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>• Extent BFO is reaching target population</li><li>• Extent clients are accessing and engaging in BFO</li><li>• Client experience with BFO</li></ul> | <ul style="list-style-type: none"><li>• BFO Engagement Data</li><li>• HDGH Clients (BFO adopters/non-adopters)</li></ul> | Method (TBD):<br>Fall 2021 & Winter 2021/22 |
|--|--|---|

## BFO Implementation within Windsor-Essex

- |   |   |                                |
|---|---|--------------------------------|
| <ul style="list-style-type: none"><li>• Extent of uptake of BFO at community level</li><li>• How BFO is delivered</li><li>• Barriers/facilitators to adoption</li></ul> | <ul style="list-style-type: none"><li>• Partnering Community Agencies</li></ul> | Survey Winter 2021/Spring 2022 |
|---|---|--------------------------------|





**REHABILITATIVE  
CARE**



**MENTAL HEALTH  
& ADDICTIONS**



**HDGH**  
ESTD 1888



**COMPLEX MEDICAL  
& PALLIATIVE CARE**



**CHILDREN & YOUTH  
MENTAL HEALTH**



# Testimonial: User with Lived Experience

Gord Garner, CAPSA





**Q & A**

**Steve Mathew, Ontario Health**

**Breaking Free Team**

# Next Steps/ Prochaines étapes

- Breaking Free Online will be made available to health service providers on **April 23, 2021**
  - To acquire a service code for your organization, please contact Nicholette Smith at: [nsmith@breakingfreegroup.com](mailto:nsmith@breakingfreegroup.com)
  - Implementation Support Sites (Hubs) will be developed in the 5 Ontario Health Regions to provide additional support to health service providers (more information to come)
- Breaking Free Online sera mis à la disposition des fournisseurs de soins de santé le 23 avril 2021
  - Pour obtenir un code de service pour votre organisation, veuillez contacter Nicholette Smith à [nsmith@breakingfreegroup.com](mailto:nsmith@breakingfreegroup.com)
  - Des sites de soutiens seront créés dans les 5 régions de Santé Ontario afin de fournir un soutien supplémentaire aux fournisseurs de soins de santé (plus d'information à venir)

# Special Thanks/Remerciements particuliers

- Breaking Free Group
- Ontario Health Project Team, Executive Sponsors and External Consultants and Evaluators
- Substance Use Disorder Advisory Group
  - Ontario Ministry of Health Mental Health and Addictions Branch
  - Ontario Ministry of Health Digital Health Branch
  - Ontario Health Mental Health and Addictions Centre of Excellence
  - Ontario Health Regions Mental Health and Addiction Leads
  - Addictions and Mental Health Ontario
- Webinar Panelists
  - House of Sophrosyne
  - Hôtel-Dieu Grace Healthcare
  - Homewood Research Institute
  - Community Addictions Peer Support Association
- Groupe Breaking Free
- Équipe de projet Santé Ontario ,responsable exécutif, consultants et experts externes
- Groupe consultative sur les troubles liés à l’usage d’une substance
  - Ministère de la santé de l’Ontario – division Santé Mentale et des toxicomanie
  - Ministère de la santé de l’Ontario – division de santé numérique
  - Santé Ontario- Centre d’excellence pour la santé mentale et la lutte contre les dépendances
  - Régions de Santé Ontario, Responsables pour le santé mentale et toxicomanie
  - Dépendances et santé mentale d’Ontario
- Panélistes du webinaire
  - Maison de Sophrosyne
  - Hôtel-Dieu Grace Healthcare
  - Homewood Research Institute
  - Association communautaire d’entraide par les pairs contre les addictions

