

**A national campaign to help behavioral health care providers:**

■ **Improve services** ■ **Reduce costs** ■ **Increase revenue**

## Frequently Asked Questions

### 1. What is the ACTION Campaign II?

ACTION Campaign II is a NIATx initiative that provides quick and effective solutions to your business problems, keeping the focus on your customers.

### 2. What do I get for signing up for ACTION Campaign II?

You'll join a national community of your peers committed to improving services. In the months ahead, you'll learn strategies to address financial challenges and improve customer access and engagement—using existing resources. Through the Campaign's online toolkits, tutorial calls, peer networking, monthly electronic newsletter, and dynamic web site, you'll gain access to a range of tools that can help you achieve organizational efficiencies that build financial strength.

### 3. Do I have to pay to participate?

No, all Campaign materials and services are free to participants. **Funders include the Substance Abuse and Mental Health Services Administration, the Robert Wood Johnson Foundation, Magellan Health, Dominion Diagnostics, and the California Endowment.**

### 4. Do I have to sign up for ACTION II if I participated in the first ACTION Campaign?

You are automatically enrolled in ACTION II if you participated in the first ACTION Campaign.

### 5. Who should participate in the campaign?

You should! Any organization, whether new to NIATx or experienced in making the changes NIATx promotes, should join the ACTION Campaign II. The ACTION online tools, tutorial calls, and peer-to-peer sharing offer information and insights for beginning and advanced participants alike.

### 6. Can I participate if I am already a NIATx participant?

Yes. We strongly encourage NIATx participants to enroll in the Campaign to share your experiences and serve as role models. The Campaign offers ongoing support as you make changes and share your successes with the Campaign community.

### 7. How do I sign up?

**Go to [www.niatx.net](http://www.niatx.net) to sign up today!**

### 8. How long will the Campaign run?

The ACTION Campaign II will begin August 11, 2009 and run through December 2010.

### ACTION Campaign II Tutorial Call Schedule

Beginner calls for those new to the ACTION Campaign: second Tuesday of every month, 11:00 a.m. CST

First call: August 11, 2009

Advanced calls: Third Thursday of every month, 11:00 a.m. CST

First call: August 20, 2009

Call-in information: Dial: 1-866-642-1665 Pass code: 821938

### What is NIATx?

**To learn more about NIATx, visit [www.niatx.net](http://www.niatx.net)**

### The growing list of ACTION Campaign II partners include:

**American Association for the Treatment of Opioid Dependence, Inc. (AATOD) ■ Faces & Voices of Recovery ■ Legal Action Center**

**■ NAADAC, The Association for Addiction Professionals ■ National Association of State Alcohol and Drug Abuse Directors (NASADAD)**

**■ National Center on Addiction and Substance Abuse at Columbia University ■ State Associations of Addictions Services (SAAS) ■ Substance Abuse and Mental Health Services Administration (SAMHSA)/Center for Substance Abuse Treatment (CSAT)**