



Dufferin County Community Services Ontario Works and ASI presented by Christine Madden

What is ASI (Addiction Services Initiative)

- Intro in 2001 to assist Ontario Works participants whose addiction is a barrier to employment. The ASI is intended to be an employment program which helps clients to obtain appropriate addiction treatment in order to help move them toward employment
- Clients must be in the contemplation stage of change – willing to work towards employment goals.

How to receive ASI

- There are two primary ways that a participant is screened into the ASI program:
 - Self-disclosure: participants who come forward on their own to say that they have a substance use problem which is a barrier to employment or participation in employment assistance activities.
 - Identification by caseworker: participants who exhibit behaviours which indicate they might have a substance use problem that impairs their ability to participate in employment assistance activities or to get and keep employment.



ASI Case Manager

- Provides intensive case management
- Coordinating services and ensuring that services provided are appropriate for their clients.
- Linking participants to necessary services and informal support systems;
- Frequent and/or semi-frequent contact (with a suggested service standard of a phone call or a visit at least once a month).
- Ongoing monitoring of participant progress and needs through more intensive use of Individual Service Plans; and
- Client advocacy, client supports and interceding where necessary to ensure access and fairness.

RELAUNCH OF ASI FOR DUFFERIN OW

- Relaunch in January 2019 with an anti-stigma lens
- Mirrored “People who Use Drugs are real People” campaign which originated in BC.
- Public Health is currently running similar campaigns in Toronto and Simcoe County
- Used a “real person” instead of stock photo for our campaign
- Message to recipients is that there is no shame in asking for help
- Message to staff is this can happen to anyone – must not judge and be compassionate

PEOPLE WHO USE DRUGS
ARE REAL PEOPLE



DAUGHTER

SISTER

FRIEND

DRUG USER

STUDENT



NEED HELP? CONTACT ONE OF THE RESOURCES ON THE BACK OR
IF YOU ARE IN RECEIPT OF ONTARIO WORKS TALK TO YOUR WORKER



STATS and FEEDBACK

- July 2018 – 4 people in ASI
- February 2019 we have served a total of 33 people
- Banner is in our ERC
- Electronic Messaging Boards
- Poster in every caseworkers cubicle
- Post cards for those who aren't on OW or who want to get help on their own
- Social Media Posts Facebook 2612 views, Twitter 2068
- Greatest number of views on of any other post
- Complete intake for Hope Acres – Men's residential treatment facility
- We provide Hub services so we have several supports on site
- William Osler Addictions Counselling Services is currently providing addictions counselling on site two days per week. In negotiations with them to extend for OW



Comments from clients include

- This is very impactful
- Thank you for making this available
- Seeing those videos helped me make the decision to go on methadone