



# Beneficiary Engagement as a Continuous Quality Improvement Strategy for Improving Services to African Americans

**Date:**

Thursday, November 29, 2018

**Time:**

Training 9:00 am - 4:00 pm

**Where:**

1900 Embarcadero Cove, Suite 100  
Brooklyn/Basin/Tilden  
Oakland, CA 94606

**FACILITATOR**



**Roland Williams, MA, ICADC,  
NCAC II,  
CADCII, ACRPS, SAP**

Roland Williams is an interventionist, author, trainer, counselor and consultant specializing in addiction related issues. His professional certifications include: Internationally Certified Addictions Counselor; Licensed Advanced Addictions Counselor; Nationally Certified Addiction Counselor Level II; Advanced Certified Relapse Prevention Specialist; and Nationally Certified Substance Abuse Professional. He is a motivational speaker who conducts seminars, workshops, keynote presentations, staff training, skills building and program development worldwide. Mr. Williams is the Founder and President of Free Life Enterprises, Counseling and Consulting Services. For more information, visit:

[www.rolandwilliamsconsulting.com](http://www.rolandwilliamsconsulting.com).

**Training Opportunity – Alameda County**

**Training Description:**

This interactive and experiential training is designed to assist behavioral healthcare providers with developing and providing culturally sophisticated treatment to their African American clients through using beneficiary engagement as a continuous quality improvement (CQI) process. We will discuss and demonstrate how to engage beneficiaries in ways that create feedback loops for improved treatment outcomes with African Americans experiencing SUDs. This training is intended for administrators, counselors, program managers, program staff, and therapists.

**Upon Completion of this training learners will be able to:**

**By the end of the training, participants will be able to:**

1. Participants will analyze why cultural humility is critical to program improvement.
2. Participants will be able to critique and explain at least three of the most common mistakes treatment providers make when working with African American clients.
3. Participants will be able to design and apply a beneficiary engagement plan that measurably improves clinical outcomes and client retention rates for their African American clients.

**CEU Information:**

This course meets the qualifications for 5.5 hours of continuing education credit for RNs by the California Board of Registered Nurses, BRN Provider No. 12040; for California Foundation for Advancement of Addiction Professionals (CFAAP), Provider No. 4C-04-604-0618; and for LMFTs, LCSWs, LPCCs, and/or LEPs as required by the California Board of Behavioral Sciences. Alameda County Behavioral Health Care Services (ACBHCS) is approved by the California Association of Marriage and Family Therapists to sponsor continuing education for the target audience of this training, CAMFT Provider No. 65749. ACBHCS maintains responsibility for this program/course and its content. The course does not qualify to give CE credit to psychologists. *Continuing Education Certificates will be emailed to qualifying training participants within 30 days of the training.*

**For more information please contact:**

ONTRACK Program Resources  
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Do you have a reasonable accommodation request or grievance regarding a BHCS training? Go to: <http://www.acbhcs.org/training>

Training presented by ONTRACK Program Resources, with funding from DHCS & hosted by Alameda County BHCS, Office of Ethnic Services.

