



Web-based self-help programmes, consultation and treatment in the Jellinek

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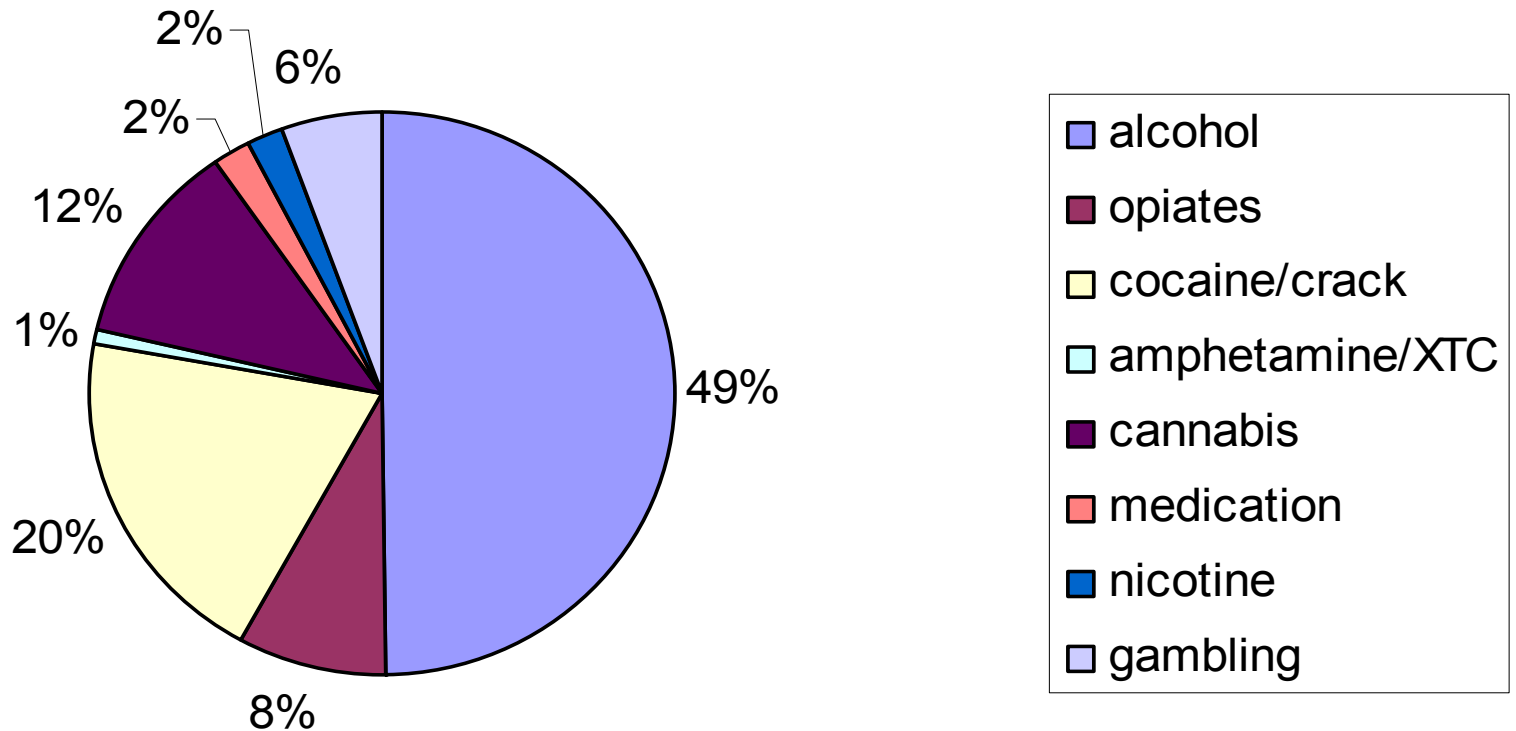


The Jellinek: a short introduction

- ❑ Amsterdam: 750.000 inhabitants
- ❑ Gooi & Vechtstreek: 200.000 inhabitants
- ❑ 400 FTE, 600 employees
- ❑ 150 beds and 40 chairs
- ❑ 3000 new patients annually
- ❑ 11 locations
- ❑ Euro 31 million annual turnover



The Jellinek: a short introduction





Main reasons to go interactive

- ❑ Make contact more accessible: only 5-10% of the population with alcohol problems visit the Jellinek
- ❑ Reach a new population/ target group
- ❑ Tailored feedback have probably more impact
- ❑ Motivate people for a face-to-face contact if necessary
- ❑ Fits with the 'stepped care' philosophy
- ❑ Jellinek site from the beginning very popular:
 - Total hits in 2003: 140.000
 - Questions via e-mail 2003: 1200



Jellinek interactive tools...

- Knowledge- and signaltests
- Question-Answer via e-mail
- Self-help programs
- E-consultation (e-mail and chat)
- Next year: e-treatment



Developing a self-help program(1)

- ❑ Who is the target group:
 - ❑ People who want to get some insight in their substance use habits
 - ❑ People who are ambivalent about changing their substance use
 - ❑ People who want to change their substance use
- ❑ Purpose: insight and/or changing substance (ab)use by brief interventions & tailored feedback



Developing a self-help program(2)

- ❑ Based on evidenced methods in the field of the addiction-research:
 - ❑ Motivational interviewing (MI)
 - ❑ Cognitive behavioral therapy (CGT)
- ❑ Developing by a multidisciplinary and innovative team: psychologist, technicians (ICT), managers etc.
- ❑ Pilot: evaluation of the content & technique



Content of the self-help program

Final content:

Step 1- Getting a password

Step 2- Determining 'normal' daily use

Step 3- Pros & cons of changing/not changing

Step 4- Setting targets

Step 5- Making appointment with oneself

Step 6- Register use & craving

Step 7- Results

Step 8- Prevention- & Emergency-plan



Evaluation after 1 year

- ❑ Alcohol: 2092 users, Cannabis: 1078 users, Cocaine: 399 users, Smoking: 291 users and Gambling: 65 users
- ❑ 12% of the people who started the alcohol program completed it
- ❑ Very popular was the diary: 44% filled it in on a regular basis
- ❑ Effectiveness on the substance use has yet to be evaluated



What is direct contact?

An one-on-one consultation on the internet to:

Give information and/or advice about substance use and treatment services

and/ or

Motivate to change substance use



Pilot

- ❑ 10 counselors of the outpatient service
- ❑ Restricted hours online: 2 hours day-time
- ❑ Test sessions between counselors
- ❑ If not online: possibility to leave a email
- ❑ Intervision counselors: tips & share experiences
- ❑ Overcoming technical problems
- ❑ Development of protocol/ guidelines



Development of functions

- ❑ Canned Responses
- ❑ Canned Commands:
 - Pictures
 - Internet pages
- ❑ Visitors Information:
 - Last visited site
 - Result Signal test

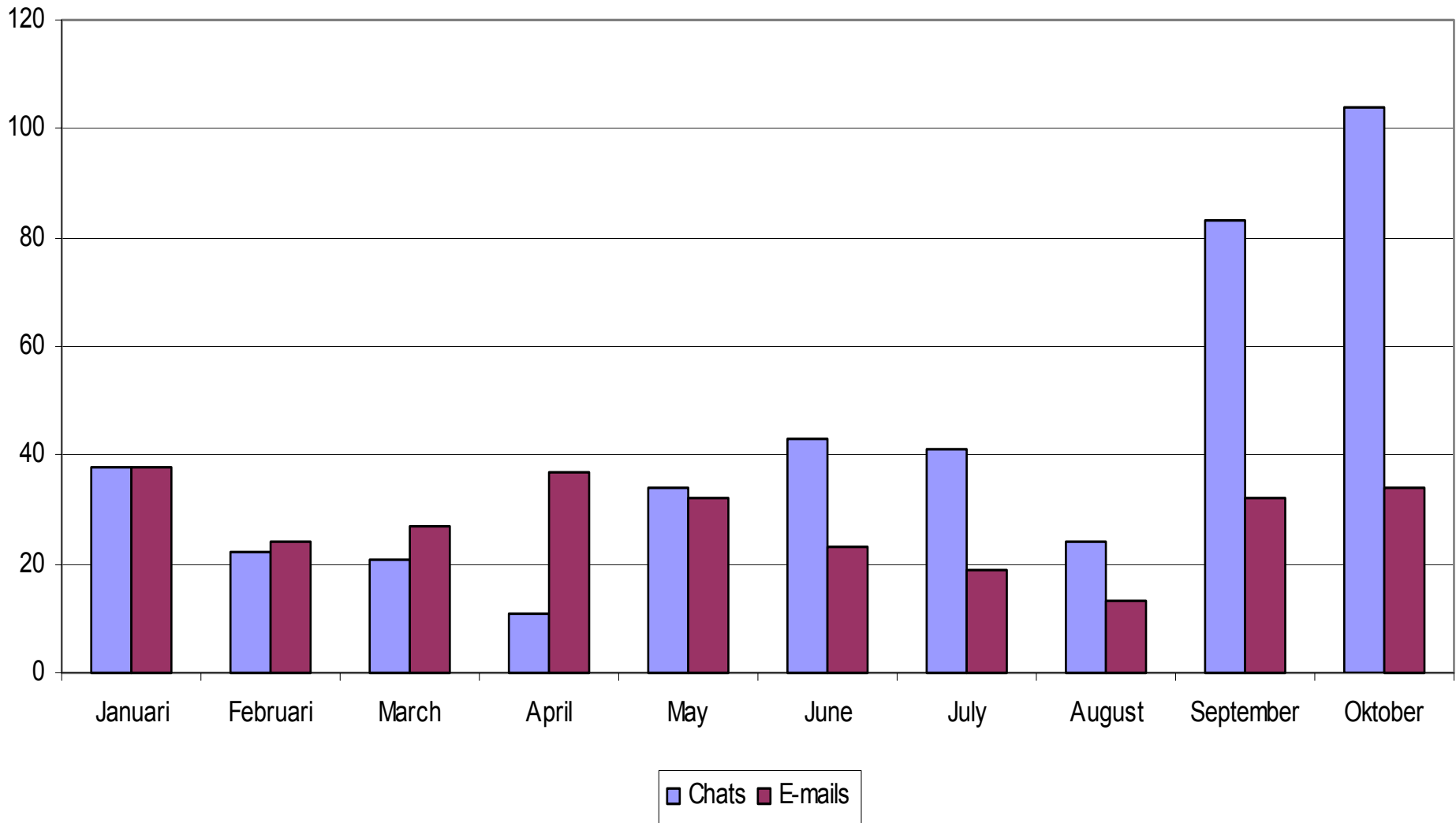


At this moment

- ❑ Promotion campaign: TV, posters, newspapers
- ❑ Consulting hours: 2 a day-time and twice a week at night
- ❑ Two counselors at the same time online
- ❑ Once a week a doctor online for medical advice
- ❑ Starting an exit poll about satisfaction

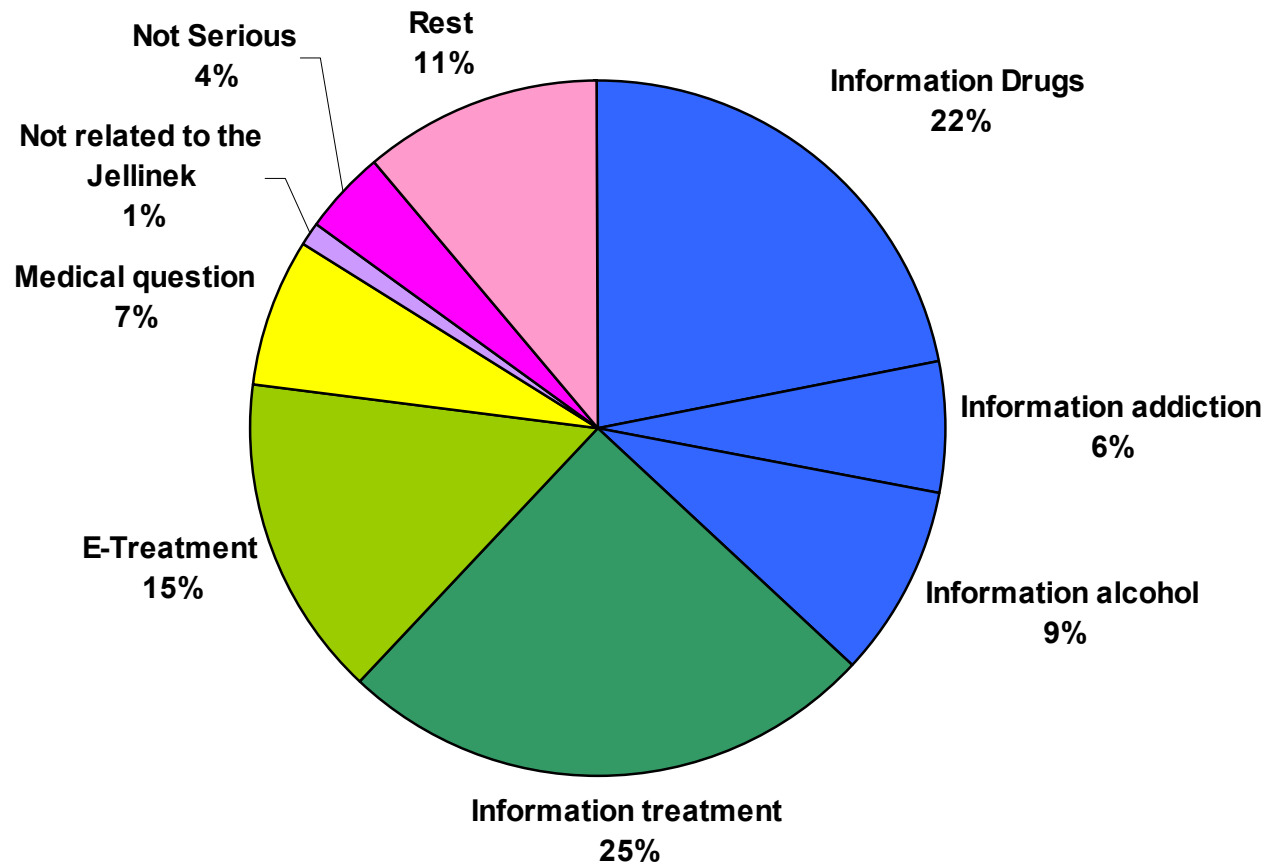


Chatsessions and e-mails per month



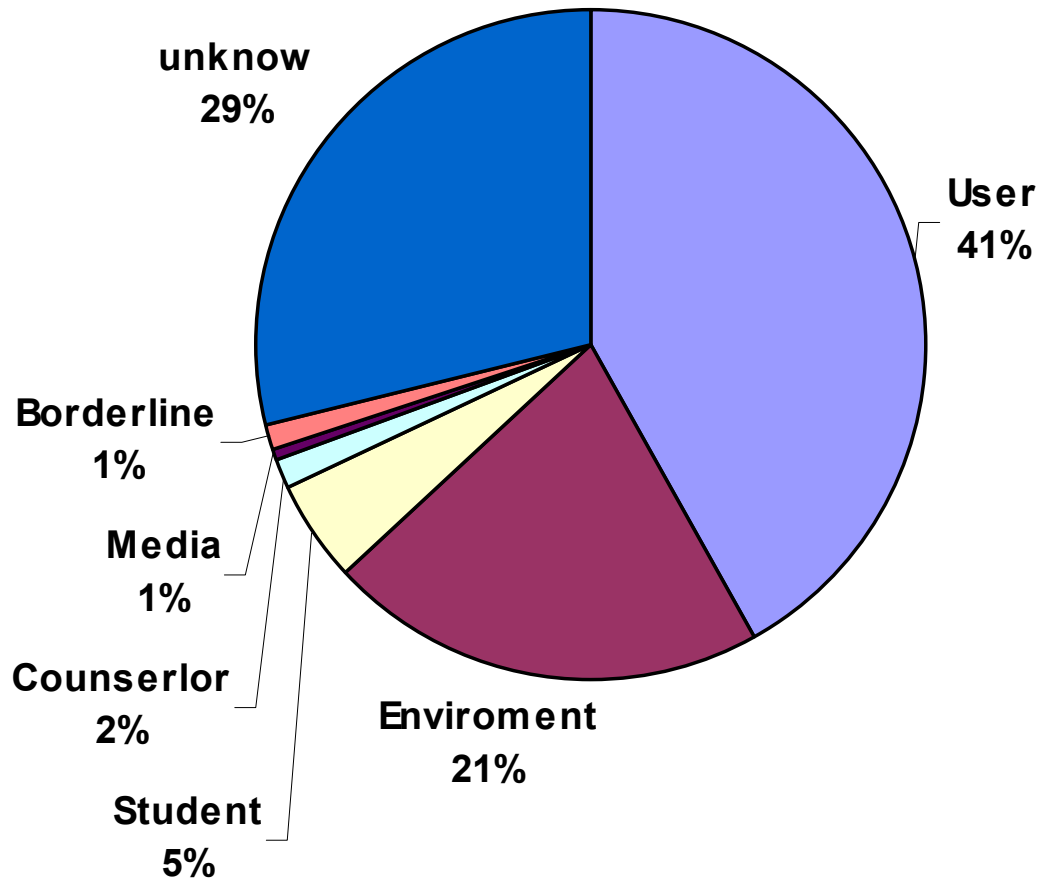


Content of chatsessions





Group of visitors





Points of improvement

- ❑ More publicity: posters, flyers, leaflets, internet
- ❑ More accessible: dissolve technical problems
- ❑ Translation of the self-help programs in English and Turkish and for different age-groups
- ❑ Quality of communication: more intervisions between counselors, technical solutions
- ❑ Combine the interactive tools: email, forum, self help and chat.



Next year: treatment online

- ❑ Aim: a pilot study of a web-based intervention to encourage excessive drinkers to control or quit drinking
- ❑ Questionnaires to assess alcohol dependence and mental and physical health
- ❑ A combination of chat and e-mail contact
- ❑ A manual-based 7-week program
- ❑ Elements of motivational approaches and cognitive behavioral therapy
- ❑ Each week 1 chat session of 20-30 minutes with homework assignments



You can find us at:

www.jellinek.nl

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