

REDUCTION IN CRAVINGS

Overview

At Face It TOGETHER (FIT), we measure members' sense of cravings for whatever their substance of concern is using a Risk Assessment (RA). The RA is used to customize coaching support and to track progress in all areas, not just their use. We understand our members struggle in many different areas can impede addiction wellness progress. FIT members often demonstrate a reduction in their cravings alongside improvements in other areas of their lives (e.g., level of stress, quality of relationships, etc.).

Methodology

Using the RA, this analysis looked at the change in substance cravings over time. This metric is designed to understand if our members are so consumed with cravings that they have difficulty focusing on anything else. Of the members who met with a FIT peer coach between 1/1/16 and 12/30/19, 38% (339) of FIT members with the disease of addiction expressed concerns, at the start of their coaching, with cravings. Baseline and follow-up responses were on an ordinal scale from strongly agree to strongly disagree.

Results

After engagement with a coach, our members with the disease report reduction in all risk areas, including a reduction in their desire to use alcohol and other drugs to the point that they could think of nothing else. As early as 30 days of engagement with a peer coach, 48% of our members that were struggling with cravings at the onset of their engagement indicate a reduction in this area. This continues to improve the longer our members are engaged. After 60 days of coaching, 54% report improvement; after 90 days, 57% report improvement; after 120 days, 72% report improvement.

Figure 1:
Reduction in cravings over time

