



# Community Reinforcement Approach

Community Reinforcement Approach (CRA) is a comprehensive behavioral program for treating substance-abuse problems. It is based on the belief that environmental contingencies can play a powerful role in encouraging or discouraging drinking or drug use. Consequently, it utilizes social, recreational, familial, and vocational reinforcers to assist consumers in the recovery process. Its goal is to make a sober lifestyle more rewarding than the use of substances. CRA was originally developed for individuals with alcohol use disorders, has been successfully employed to treat a variety of substance use disorders for more than 35 years.

## TWO TRAININGS AVAILABLE

✚ **November 14-15, 2018, 8:30 AM – 4:00 PM, Ramada Hotel, Las Cruces, NM**

✚ **November 28-29, 2018, 8:30 AM – 4:00 PM, Santa Claran Hotel Casino, Espanola, NM**

*Spanish interpreter available for Las Cruces training.*

*A continental breakfast and lunch will be provided both days.*

TO REGISTER, PLEASE CLICK THE FOLLOWING LINK:

<https://kessjones.com/nm-opioid-str-initiative/>

## ABOUT THE TRAINER

Brian Serna, LPCC, LADAC is an international trainer and consultant in Evidence Based Practices (EBPs), ethics and cultural issues in behavioral healthcare. Mr. Serna excels at designing programs that implement EBPs with individuals who are resistant to change and have cultural barriers to accepting treatment. He has trained clinicians in the Adolescent-Community Reinforcement Approach (A-CRA) and Community Reinforcement Approach and Family Training (CRAFT) since 2001 having received his training and supervision directly from Dr. Robert J. Meyers. He has trained and consulted with programs in over twenty different states and five different countries. Brian is also on the faculty at Southwestern College in Santa Fe, NM and at the University of New Mexico's Substance Abuse Studies Program. He has been working with and for tribes since 2008. His company, Serna Solutions LLC provides consultation services and direct behavioral health services to adults, adolescents and families.

**CEU Statement:** Brian Serna is recognized by the New Mexico Counseling and Therapy Practice Board as a Continuing Education Provider.

Provider number is CCE0185731, effective date of 11/28/2016 and

expiration date of 9/30/2019. A total of **12 CEUs** will be earned for attending this training.

