

Spotlight on...Jackie Nitschke Center

The Jackie Nitschke Center, located in Green Bay and named for the wife of Packer Ray Nitschke, offers an affordable alcohol and other drug continuum to adult clients and their families. By providing the best possible care in a supportive home-like environment, the Jackie Nitschke Center improves their clients' quality of life.

The Jackie Nitschke Center treats over 250 clients per year in their residential and outpatient programs. Recently, the change team realized that they were not receiving nearly as many OWI referrals from the county as they had in the past. With so few OWI admissions, each counselor was only serving 3 or 4 clients. In order to increase their admissions, the change team decided to set up a meeting with the assessors at Brown County to give them information about the Huber Program. Since 2002, the Jackie Nitschke Center has offered a six-week intensive outpatient and 16 week aftercare program to Huber inmates with multiple drunk driving offenses. Huber inmates are able to participate for free while they are serving time, and for \$25 per session once they are released. Once the county staff understood how the Jackie Nitschke Center benefited Huber inmates, the number of referrals from the county increased immediately. Within a week of the presentation, every counselor had a full load of 9 clients.

Outreach to referral sources is a sure way to increase admissions. By providing information about their services to the county, The Jackie Nitschke Center was able to increase their admissions significantly. In the future they plan on maintaining a strong relationship with referral sources by keeping in touch with the assessors.