

## Areas of Strength

CARF found that The Phoenix Center demonstrated the following strengths:

- The Phoenix Center enjoys a strong reputation within the Greenville community and is highly regarded as a premier provider of recovery-oriented services for clients with substance use disorders. The organization has been described as "one of the top treatment providers in our state."
- The Phoenix Center has adopted the informal tagline "Serve and Love Every Day," a signature phrase that has been adopted as a guiding principle for how the organization, at every level, views its responsibilities to its clients, the Greenville community, and each other. This philosophy conveys a culture of caring in which the possibility of recovery is celebrated for clients who are often marginalized and highly stigmatized.
- The organization is very thoughtful in its efforts to promote compassion and understanding among staff members for its clients. Staff members engage in empathy building exercises, practice healthy self-disclosure, and celebrate the personal journeys of people in recovery. Modeling acceptance among each other provides a context in which clients may learn to embrace empathy and forgiveness for themselves.
- Through The Family Effect, The Phoenix Center is capitalizing on community partnerships and generosity as a means to support its programs.
- The writings and artwork of Serenity Village clients have been compiled into a book titled *Beautiful Recovery*, which is sold in a local bookstore with proceeds returned to program. This is one example of how The Phoenix Center stresses the importance of clients' self-expression, learning to celebrate the complexities of their own recovery journeys, and raises community awareness and support.
- The Phoenix Center operates a food bank for clients' use and partners with local organizations to address needs for clients and families with food insecurity. This is an example of how The Phoenix Center considers the needs of the whole person and the impact that such needs have on clients' long-term success in recovery.
- The Phoenix Center is a valued member of the Greenville community and places a high priority on education, prevention, and outreach. For example, a staff member recently conducted a televised interview educating the public on the use of naloxone for opioid overdose reversal. The organization also engages in countless outreach activities as part of its prevention programming and is strategically looking for additional ways to further its reach.
- In order to better assist the clients, The Phoenix Center utilizes peer specialists throughout the organization to assist the persons served in their journey.
- During interviews with persons served, they stated that they were very pleased with the services that they received at The Phoenix Center. Clients felt that, if they needed additional services at any time, including after treatment, they could contact a peer specialist or other staff member for assistance.
- The Phoenix Center is much attuned to the needs of the community. In response to the opiate epidemic in the area The Phoenix Center has made efforts to educate the community about NARCAN® and medication-assisted treatment (MAT) services.
- The Phoenix Center prevention program has cultivated relationships with community partnerships throughout the area and at the state level. It is utilizing evidence-based campaigns to address alcohol use in adolescents and training businesses that sell alcohol.
- The facilities of The Phoenix Center are beautiful, inviting, and extremely well maintained. In the residential housing facilities, persons served were able to individualize their rooms to their liking and needs/abilities.
- The women's residential and Program for Infants & Children (PIC) programs are well-needed programs that address women who are pregnant and women with young children. These programs give the women an opportunity to begin living a sober life with their children.
- The Phoenix Center utilizes a variety of evidence-based treatment programs in order to improve the treatment of the persons served. The evidence-based programs included motivational interviewing, Trauma Recovery and Empowerment Model, Eye Movement Desensitization and Reprocessing (EMDR), MAT, and the Matrix Model.