

Capital Card® Evaluation

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AIMS AND HYPOTHESIS

To conduct a retrospective evaluation in order to measure the impact of the Capital Card®, a novel form of contingency management, on substance use treatment outcomes.

BACKGROUND

WDP's Capital Card® is a sector first, award-winning digital innovation which acts as a form of Contingency Management (NICE CG51) and aims to significantly improve service user outcomes.

WDP is a substance misuse charity working across the UK and supports service users and their families affected by addiction. The Capital Card®, much like commercial loyalty cards, uses a simple earn-spend points system which incentivises and rewards service users for engaging with services e.g. by attending key work sessions, Blood Borne Virus appointments or group-work sessions. The Spend activities available to service users are designed to improve overall wellbeing and build social and recovery capital. Currently, WDP has **over 40 different Spend activities available** to service users; including the WDP Capital Card shop, local fitness classes, cinemas, education services, driving lessons and cooking classes.

WDP has therefore been working in collaboration with **London South Bank University (LSBU)** to complete an initial investigation into whether the Capital Card® increases the likelihood of service users successfully completing treatment within community-based substance misuse services.

METHODS

LSBU, using hierarchical logistic regression, compared successful completion rates of 1,545 service users accessing one of WDP's London-based community services over a two-year period; before and after the Capital Card® was introduced. LSBU ensured that client demographics (age, sex and primary substance) were controlled for during the analysis.

RESULTS

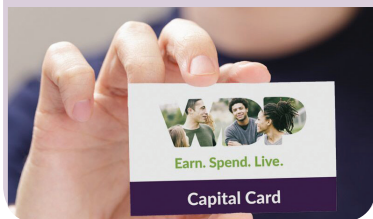
Once client demographics were controlled for, analysis showed that clients with a Capital Card® were **1.5 times more likely to successfully complete treatment** than those who had not had the Capital Card®.

CONCLUSIONS

The results of this initial evaluation are of particular interest to professionals within the addictions and mental health field, as it indicates that the Capital Card® can be effectively used as a form of contingency management to enhance recovery outcomes for service users. In addition, this initial evaluation justifies the need for a larger scale evaluation of the Capital Card® which is currently in the early planning stages.



Earn Spend Live



39,495
points earned,
equating to
7,834
interventions

429
service
users had a
Capital Card

“ Back up north where I'm from there's no set up like the Capital Card®. I don't think people in London realise how lucky they are to have this scheme, there are so many activities to do. It's the first time in years I've felt optimistic about my future. It's just brilliant. ”

(Male, 45yrs)