CE Planning Guide for Addressing Opioid and Substance Use Disorder Stigma

CE Planning Guide for Addressing OUD/SUD Stigma

Many online resources address stigma, opioid use disorder (OUD), and substance abuse disorder (SUD), but few offer a brief, cohesive collection specifically for CME/CPD developers. The following guide offers a single resource with highly accessible graphics that presents the latest education around stigma and OUD/SUD. With the goal of improving the health of those living with OUD or SUD, this resource will help education developers work with faculty and others to build sensitive and effective programs for medical professionals.

Advancing CE to Address the Substance Use Crisis: Opioid Use Disorder (OUD) & Stigma

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Addressing Stigma through Awareness and Education

(1) **Strategies for Educational Activities**

(2) **Fostering a Stigma-Reducing Culture**

(3) **Measuring Impact**

Remember

Stigma reduction is a continuous process across your program and institution.

Open communication and collaboration are essential.

Empowering individuals and communities is key to lasting change.

Let's work together to create a world free from stigma, where everyone has access to the care and support they need to thrive.

Curriculum Integration

- *Modules:* Incorporate stigma reduction modules within existing OUD education.
- *Stories:* Integrate real-life patient stories to humanize the lived experience of OUD.
- *Details:* Provide learners with definitions, statistics, and personal narratives to enhance understanding. Explore the impact of stigma on patients, families, and healthcare providers.
- *Words Matter:* Facilitate discussions on language sensitivity and destigmatizing communication.
- *Reflect:* Encourage self-reflection and critical thinking about personal biases.
- *Discuss:* Facilitate discussions about implicit bias and how it influences attitudes towards OUD.

Guest Speakers/Faculty:

- *Experts:* Include experts in stigma reduction and mental health.
- *Lived Experience:* Invite speakers with lived experience of OUD or experts in stigma reduction.

Finding Speakers with Lived Experience of OUD Near You

- Consult national organizations' speakers' bureaus.
  - While you may find experienced speakers to appear online or in your area through national organizations, you are more likely to find success with organizations in your state or area.
- Search online for local organizations using terms such as "opioid speakers California" or "oud patient voices Chicago" or "voices recovery Vermont" or "addiction speakers Minneapolis." While organizations you find may not have speakers' bureaus, they may be able to point you to helpful local resources.
- Inquire with local substance use disorder clinics or treatment centers.
- Inquire with local addiction support groups.
- Consult social media.
- Remember to search social media platforms. This is a great way to identify and immediately assess the quality of potential speakers

2 Fostering a Stigma-Reducing Culture

Leadership Commitment:

- *Commit:* Secure commitment from organizational leaders to prioritize stigma reduction and hold leaders accountable for fostering a culture of inclusivity.
- *Communicate:* Communicate the importance of destigmatizing language and attitudes.
- *Endorse:* Publicly endorse a zero-tolerance policy for stigmatizing language and behaviors.
- *Allocate:* Allocate resources to support stigma-reduction initiatives.

Educator Training:

- *Train:* Provide training for educators on recognizing and challenging stigma.
- *Role:* Emphasize the role of educators in shaping a stigma-free learning environment.

Policy Development:

- *Code of Conduct:* Integrate anti-stigma policies into the organization's code of conduct.
- *Patient Care:* Address stigma in patient care guidelines and protocols.

Promote Inclusivity:

- *Celebrate:* Celebrate diversity and promote inclusivity within the organization.
- *Reward:* Recognize and reward initiatives that contribute to stigma reduction.

③ Measuring Impact

Surveys and Feedback:

- *Survey:* Implement surveys to gauge changes in knowledge, attitudes, and perceptions.
- *Feedback:* Collect feedback on the effectiveness of stigma-reduction initiatives.

Assessment Tools:

- *Measure:* Develop assessment tools to measure the integration of stigma reduction in educational activities.
- *Test:* Use of pre- and post-tests can assess the impact of educational interventions on stigma reduction.
- *Survey:* Feedback surveys can provide valuable insights into learner experiences and needs.

Promote continuous learning and reflection:

- *Continue:* Offer ongoing resources and support for maintaining stigma-free practices.
- *Broaden:* Encourage participation in professional communities and networks.

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Words Matter

It's important to be intentional in our choice of words. Words can help or hurt. Person-first language reduces bias and stigma.

Terms to avoid	Terms to use (person-centered)	Rationale
• Addict • User • Substance or drug abuser • Junkie • Alcoholic • Drunk • Former Addict • Reformed Addict • Dirty/Clean	• Person with opioid/ substance use disorder (OUD/SUD) • Person in recovery or long-term recovery • Persons taking/ prescribed medications for alcohol or opioid or use disorders (MOUD) **For heavy alcohol use:** • Unhealthy or harmful alcohol use • Person with alcohol use disorder	• Use person-first language • Show that a person "has" a problem rather than "is" the problem • Reduces bias, shame and stigma

Adapted from https://bridgetotreatment.org/resource/words-matter/ and https://nida.nih.gov/sites/default/files/nidamed_wordsmatter3_508.pdf

Additional Resources

Lived Experience

Stories have the power to reduce stigma[1]*. By placing those who have experience with addiction at the forefront of OUD CME/CPD initiatives, we equip healthcare professionals with the empathy, cultural competence, and patient-centered concern necessary to bridge the understanding gap, combat stigma and deliver compassionate, person-centered care.

Videos
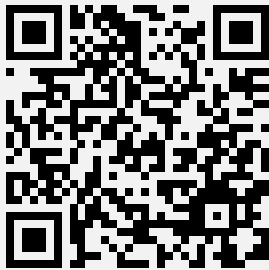
Beating Opioid Addiction: Joy's Story, Johns Hopkins Medicine

https://www.youtube.com/watch?v=PfwO4rrd5CM

Stigma Realized, Maryland Department of Health

https://youtu.be/5HZSlklYutw?si=g_zJZ7FFdaQ0cjGf

Wasted: Exposing the Family Effect of Addiction, TEDxFurmanU

https://www.youtube.com/watch?v=1qI-Qn7xass&t=32s

1. Zhuang, Jie & Guidry, Ashley. (2022). Does Storytelling Reduce Stigma? A Meta-Analytic View of Narrative Persuasion on Stigma Reduction. Basic and Applied Social Psychology. 44. 1-13. 10.1080/01973533.2022.2039657.

*Mayo Clinic, https://www.mayoclinic.org/diseases-conditions/mental-illness/in-depth/mental-health/art-20046477

Additional Resources

National Organizations

Shatterproof
https://www.shatterproof.org/

Has a national volunteer network of over 2,500 Ambassadors in all 50 states who promote Shatterproof's programs in their communities, share their stories, and use their experiences to make a difference.

National Harm Reduction Coalition
https://harmreduction.org/

A nationwide advocate and ally for people who use drugs. Creates spaces for dialogue and action that help heal the harms caused by racialized drug policies. Builds evidence-based strategies with and for people who use drugs. Connection with patient voices, speakers.

"Harm Reduction Saved My Life"
https://harmreduction.org/blog/morgan-godvin/

Faces and Voices of Recovery
https://facesandvoicesofrecovery.org/

Advocacy and patient-inclusive organization. Doesn't have an explicit patient voices speakers bureau but is very representative of OUD patients and can connect to appropriate resources nationwide. Provides guidance for individuals who want to share their recovery stories.

Make the Connection
https://www.maketheconnection.net/conditions/substance-use-disorder

Veterans and their loved ones talk about their experiences, challenges, and recovery. Many videos of veterans living with SUD.

Additional Resources

Useful Guidance and Examples

Guidelines for Partnering with People with Lived and Living Experience of Substance Use and Their Families and Friends, Canadian Centre on Substance Use and Addiction
https://www.ccsa.ca/guidelines-partnering-people-lived-and-living-experience-substance-use-and-their-families-and

HEAL Community Partner Committee: Patient and Community Engagement
https://heal.nih.gov/about/community-partner-committee/patient-engagement

The HEAL Community Partner Committee (HCPC), convened in 2021, aims to help the National Institutes of Health (NIH) HEAL Initiative identify, refine, and prioritize patient and community engagement activities. An excellent resource representing patient voices.

Using Patient Voice to Personalize the Opioid Epidemic: An Evaluation of 2 Educational Interventions
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7786768/

Schlaudecker J, Zamudio O, Goodnow K, Pallerla H, Regan S. Using Patient Voice to Personalize the Opioid Epidemic: An Evaluation of 2 Educational Interventions. J Patient Exp. 2020 Dec;7(6):964-968. doi: 10.1177/2374373520948401. Epub 2020 Aug 13. PMID: 33457529; PMCID: PMC7786768.

Hungry Heart documentary (trailer link)
https://vimeo.com/ondemand/thehungryheart/74739331

A 2015 documentary about opioid drug addiction through a pediatric suboxone clinic run by Dr. Fred Holmes in Vermont.

Additional Resources

Other Organizations and Resources

The American Society of Addiction Medicine (ASAM)
https://www.asam.org/

A medical society dedicated to improving the treatment of addiction and advancing the practice of addiction medicine. It focuses on research, education, and advocacy to address the complex medical and social issues associated with addiction.

Substance Abuse and Mental Health Services Administration (SAMHSA)
https://www.samhsa.gov/about-us

Branch of the U.S. Department of Health and Human Services, working to reduce the impact of substance abuse and mental illness on America's communities by providing resources, funding, and support for prevention, treatment, and recovery programs.

Bridge
https://bridgetotreatment.org/addiction-treatment/ca-bridge/

A program of the Public Health Institute. Focuses on bridging emergency care and community health to create an integrated system that improves health and equity. Supporting emergency providers and their community partners with funding, tools, and training to help them better serve people who have been traditionally excluded from the healthcare system.

National Institute on Drug Abuse (NIDA)
https://nida.nih.gov/

A research institute under the NIH. NIDA plays a crucial role in supporting and funding research initiatives aimed at improving our understanding of drug abuse and finding evidence-based solutions.

Additional Resources

National Academy of Medicine (NAM) and the Action Collaborative on Combatting Substance Use and Opioid Crises
https://nam.edu/programs/action-collaborative-on-countering-the-u-s-opioid-epidemic/

NAM is an independent organization that provides authoritative advice on health and medicine. NAM convened the Action Collaborative on Combatting Substance Use and Opioid Crises initiative, bringing together various stakeholders, including experts, organizations, and policymakers, to address the challenges posed by substance use and the opioid crisis. It aims to catalyze a coordinated and collective response to combat the ongoing substance use and opioid crises in the United States.

Opioid Response Network
https://opioidresponsenetwork.org/our-network/

A national training and technical assistance initiative focused on enhancing the capacity of the workforce and communities to respond effectively to the challenges posed by substance use disorder. It offers education, training, and technical assistance to healthcare providers, community organizations, and other stakeholders involved in combating the opioid epidemic.

Alcoholics Anonymous (AA) and Narcotics Anonymous (NA)
https://www.aa.org/ and https://na.org/

Global, community-based organizations that offer support based upon their 12-step program for individuals recovering from substance use disorders. Each provides a fellowship where members can share their experiences, strengths, and hope with each other to overcome their substance abuse disorder.

Al-Anon and Nar-Anon
https://al-anon.org/ and https://www.nar-anon.org/

Global, community-based support groups providing valuable resources for individuals seeking understanding, coping strategies, and support while dealing with the challenges associated with a loved one's struggle with substance abuse disorders.