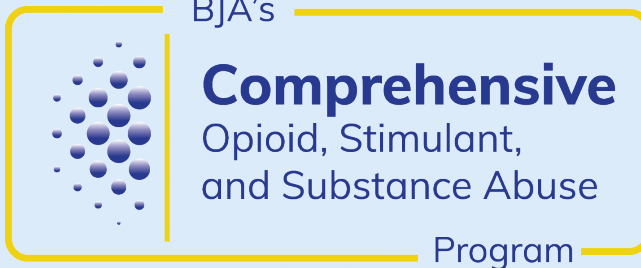


# Understanding and Addressing Substance Use Disorder Stigma Among Public Health and Public Safety Professionals

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# Session Objectives

- Learn the origins and types of stigmas that impact people suffering from substance use disorder (SUD)
- Understand the impact of SUD stigma in public health and public safety settings
- Learn strategies for public health and public safety professionals to reduce SUD stigma and improve the health and safety outcomes of people with SUD

# SUD and Opioid Use in the United States

## Results from the 2020 National Survey on Drug Use and Health

- Among the almost 38 million people aged 12 or older identified as having SUD:
  - 97.5 percent did not feel they needed SUD treatment
  - 1.9 percent felt they needed SUD treatment but did not seek it out
  - 0.5 percent felt they needed SUD treatment and did seek it out
- Among U.S. residents aged 12 or older:
  - 9.5 million people reported opioid misuse in the last year
  - 8.6 million people reported misusing pain relievers
  - 902,000 people reported heroin use

# Opioid Overdose in the United States

- More than 564,000 U.S. residents have died from an opioid-involved overdose since 1999
- An estimated 107,622 drug overdose deaths in the United States in 2021
  - 80,816 overdose deaths in 2021 involved an opioid
  - Increases in synthetic opioid, methamphetamine, and cocaine overdose deaths compared to 2020

# Defining SUD Stigma

“Stigma is defined as the relationship between an attribute—such as drug use—and a stereotype that assigns undesirable labels, qualities, and behaviors to a person exhibiting that attribute.”

—National Center on Substance Abuse and Child Welfare, 2022

# Origins of SUD Stigma

- Blame
  - Moral failing
- Stereotypes
  - Dangerousness
  - Unpredictability
- Knowledge about SUD
- Contact with people with SUD and people impacted by SUD
- Historical response to SUD
- Media portrayals of SUD

# Types of SUD Stigma

- Structural stigma
  - Public and private institutions
  - **Health care and treatment systems**
  - **Criminal justice systems**
- Public stigma
- Self-stigma

Source: National Academies of Sciences, Engineering, and Medicine, 2016, *Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change*, Washington, DC: The National Academies Press, retrieved October 17, 2022, from [Front Matter | Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change | The National Academies Press](#).

# Spotlight: SUD Stigma in Health Care

## Parenting, Medications for Opioid Use Disorder (MOUD), Neonatal Opioid Withdrawal Syndrome (NOWS), and Stigma

- Stigma toward parents, especially mothers, living with SUD
- Stigma toward parents, especially mothers, using MOUD to treat SUD
- Misunderstanding of Neonatal Abstinence Syndrome and NOWS



# Spotlight: SUD Stigma in Criminal Justice Systems

From *The Stigmatization of Justice-involved Individuals With Substance Use Disorders*,  
Legislative Analysis and Public Policy Association, 2021

## IN THEIR OWN WORDS

*For someone to successfully recover, they must possess some level of recovery capital. We can't expect someone to stay engaged with treatment unless they have a supportive network of people (family/social recovery capital). Nor can we expect them to pay court fines unless they have a source of income or job. They can't find and secure a job if they don't have reliable transportation (personal recovery capital). Often, the chaos of addiction creates a complex set of problems and barriers for individuals beyond legal implications that are often not acknowledged or addressed.*

*Although legal consequences such as probation and parole, court ordered treatment, and regular court dates (or check-ins) are a great accountability measure, these measures do not necessarily translate to building someone's recovery capital. Because everyone requires a different list of needs to secure recovery capital, we can increase an individual's chances of success when we offer tailored sentencing and consequences. Court ordering someone to obtain a state-issued identification, establish their own method of contact (e.g., cell phone) or secure reliable self-sustained transportation are three examples of court-ordered sentencing that would increase an individual's recovery capital. These measures increase the likelihood of sustained long-term recovery and reduce recidivism rates.*

– Jonathan Goyer

Image Source: Legislative Analysis and Public Policy Association, *The Stigmatization of Justice-involved Individuals With Substance Use Disorders*, 2021, Washington, DC, retrieved October 18, 2022, from [The Stigmatization of Justice-involved Individuals With Substance Use Disorders \(legislativeanalysis.org\)](https://www.legislativeanalysis.org/).

# Harmful Impacts of SUD Stigma

- Structural stigma
  - Discrimination within institutions, like housing and employment
  - Legal restrictions
  - Disparities in health care and SUD treatment access
- Public stigma
  - Negative stereotypes
  - Isolation from peers
  - Lack of public support
- Self-stigma
  - Low self-esteem
  - Shame
  - Reduced determination to access health care and SUD treatment

Source: National Academies of Sciences, Engineering, and Medicine, 2016, *Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change*, Washington, DC: The National Academies Press, retrieved October 17, 2022, from [Front Matter | Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change | The National Academies Press](#).

# Addressing SUD Stigma

- Education
- Health literacy campaigns
- Meaningful contact
- Peers
- Advocacy
- Policy

Source: National Academies of Sciences, Engineering, and Medicine, 2016, *Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change*, Washington, DC: The National Academies Press, retrieved October 17, 2022, from [Front Matter | Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change | The National Academies Press.](#)

# Spotlight: Language and Stigma

The language we use when discussing SUD matters!

Instead of...	Try...
Addict or drug abuser	Person or parent with a substance use disorder
Clean or dirty drug screen	Screen tested positive or negative for substances
Former addict	Person in recovery
Opioid replacement	Medication-assisted treatment or medication for opioid use disorder
Drug-addicted baby	Infant prenatally exposed to substances
Drug of choice	Drug of use
Relapse	Return to use

Image Source: National Center on Substance Abuse and Child Welfare, 2022, *Disrupting Stigma: How Understanding, Empathy, and Connection Can Improve Outcomes for Families Affected by Substance Use and Mental Disorders*, Washington, DC: U.S. Department of Health & Human Services, retrieved October 17, 2022, from [Disrupting Stigma \(hhs.gov\)](https://www.hhs.gov/ncsw/2022/08/22/disrupting-stigma/).

# Strategies to Reduce Structural SUD Stigma

- Recognize SUD as a chronic, preventable, and treatable disease and that recovery is possible
- Review and revise institutional policies and practices
  - Spotlight: National Family Drug Court Training and Technical Assistance (TTA) Program [Take Action Tool](#)
- Integrate people with lived experience of SUD into the organization
- Provide training on SUD and stigma to staff members

# Strategies to Reduce Public SUD Stigma

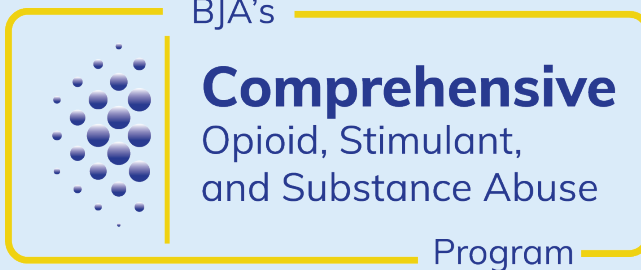
- Educational campaigns on SUD
- Language matters
- Uplift the voices of people impacted by SUD to the public
  - Personal stories of recovery reduce stigma
  - Promote stories to the media and public to increase understanding
- Spotlight: [Recovery Month 2022](#) – Champions of Recovery

# Strategies to Reduce Self SUD Stigma

- Use strength-based and trauma-informed approaches
  - Patience during the recovery process
  - Understand impacts of self SUD stigma and shame
- Peer services
  - Peer recovery specialists
- Spotlight: [Yellowhawk Tribal Health Center](#)

# Thank you!

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# Overdose Fatality Review (OFR) National Forum: Abstract Submission Opportunity!

The Comprehensive Opioid, Stimulant, and Substance Abuse Program (COSSAP), supported by the U.S. Department of Justice's Bureau of Justice Assistance, invites you to submit abstract proposals for the 2023 National Forum on Overdose Fatality Review. The theme of this forum is "OFR in Action: Recommendations for Change." All abstracts submitted should describe the steps taken within the OFR process to identify, refine, implement, and measure/evaluate the outcome of the recommendation, including the development of a subcommittee and/or work plan. For more guidance on submission expectations, visit [2023 National Forum on Overdose Fatality Review Submission Guidelines.docx](#).

## Dates and Location

The 2023 National Forum on Overdose Fatality Review will be held on January 19–20, 2023, in Washington, DC.

## Submission Deadline

All proposals must be received by 11:59 p.m., ET, on Friday, October 28, 2022, for consideration in the 2023 agenda.

## Abstract Submission Form

To submit an abstract for review, please visit <http://s.iir.com/MYA6ZQCD>. We anticipate that the abstract submission will not take more than 15 to 20 minutes to complete. The abstract will include a brief overview of the recommendation, learning objectives, and information about you and your OFR team.

# Bureau of Justice Assistance's Comprehensive Opioid, Stimulant, and Substance Abuse Program (COSSAP) Resource Center



[www.cossapresources.org](https://www.cossapresources.org)



# COSSAP Resources

**Tailored Assistance**—The COSSAP TTA program offers a variety of learning opportunities and assistance to support state, local, and tribal organizations, stakeholders, and projects in building and sustaining multidisciplinary responses to the nation’s substance abuse crisis. ***You do not need to be a COSSAP grantee to request support.*** TTAs are provided in a variety of formats, including virtual and in-person training events, workshop and meeting presentations, and online resources. Request TTA to support your activities at <https://cossapresources.org/Program/TTA/Request>.

**Funding Opportunities**—Current COSSAP and complementary funding opportunities are shared at <https://www.cossapresources.org/Program/Applying>.

**Join the COSSAP community!** Send a note to [COSSAP@iir.com](mailto:COSSAP@iir.com) with the subject line “Add Me” and include your contact information to receive the latest COSSAP opportunities, resources, and updates.