



<https://youtu.be/q1ISmWWwM40>



<https://youtu.be/Eaptdcvb9aI>

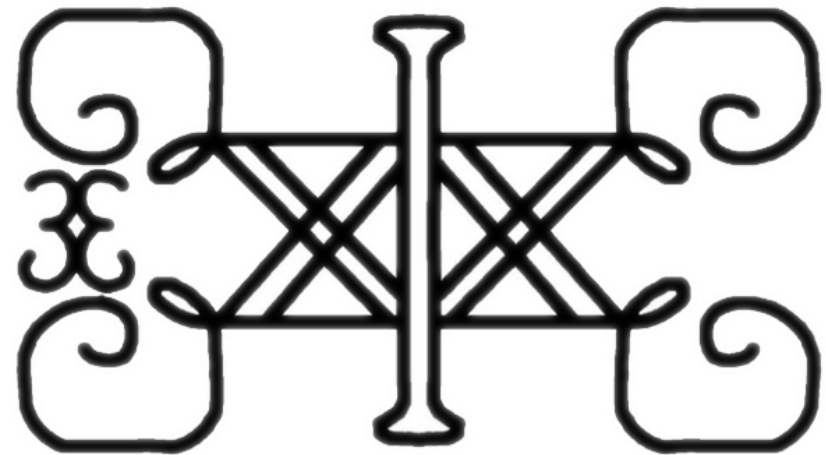
Stigma, Substance Use and the House of Medicine

MAINE MEDICAL ASSOCIATION, BAR HARBOR, MAINE
ELISABETH FOWLIE MOCK, MD, MPH, FAAFP
SEPTEMBER 2022

Land Acknowledgment

We are on the island of Pesamkuk and the ancestral and unceded homeland of the Wabanaki, the People of the Dawn:

- the Abenaki,
- Maliseet,
- Mi'kmaq,
- Passamaquoddy, and
- Penobscot Nations



Wabanki Coat of Arms, unknown author, wikipedia

Disclosure

- I do not accept any money from pharmaceutical companies/ commercial interests and have no significant or relevant financial relationships to disclose.
- Mockdoc, LLC, has engaged directly with the MMA and this talk is not affiliated with any of my other contracts.
- Funding for earlier versions of this talk were provided by the California Residency Program Collaborative (SAMHSA grant) and the PCHC Low Barrier ECHO (State of Maine grant to MPCA). See the “Words Matter” handout for its funding statement.

Objectives

- Review aspects of stigma toward people with substance use disorders (SUDs)
- Practice evolving language and terms to use when discussing SUDs
- Describe actions healthcare providers can take to reduce stigma

Addiction is a disease,
not a decision.



Pixabay free image

a set of negative and often unfair beliefs that a society or group of people have about something

Merriam-Webster

Genesis of Stigma & Addiction

Stigma evolves from continued resistance to the idea that addiction is a disease

Addiction involves altered self-regulation & reward processing in the brain

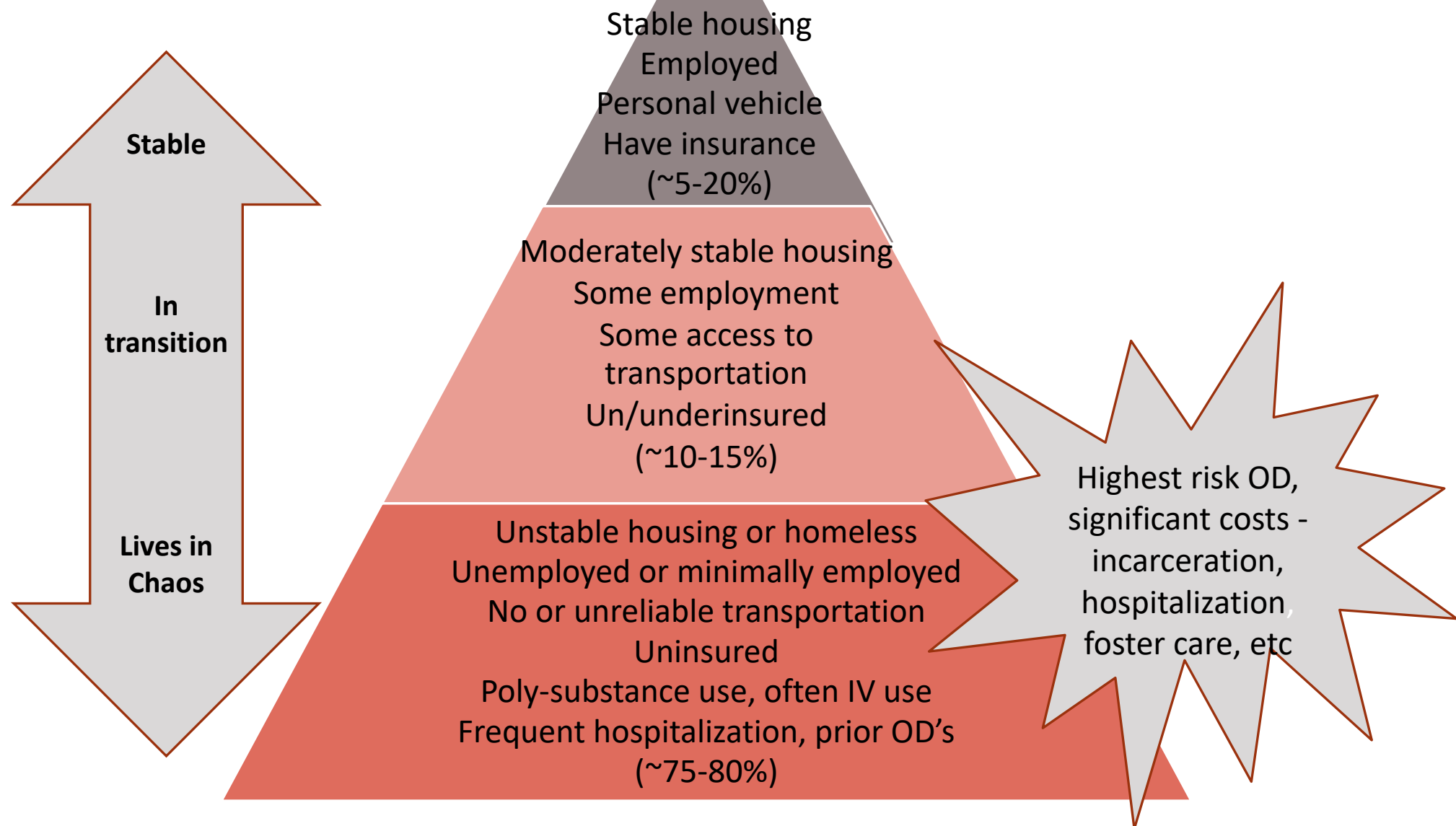
Drug use becomes a means of diminishing excruciating distress & satisfying powerful cravings-
despite often devastating consequences

Genetic predisposition, social-environmental exposures, psychological trauma all play a role

WORDS ARE IMPORTANT. IF YOU WANT
TO CARE FOR SOMETHING, YOU CALL IT A
'FLOWER'; IF YOU WANT TO KILL
SOMETHING, YOU CALL IT A 'WEED'.

DON COYHIS, NATIVE AMERICAN RECOVERY COACH

Diverse Population with SUD



Adapted with permission from Preble St. Resource Center, Portland, Maine by Lisa Letourneau,

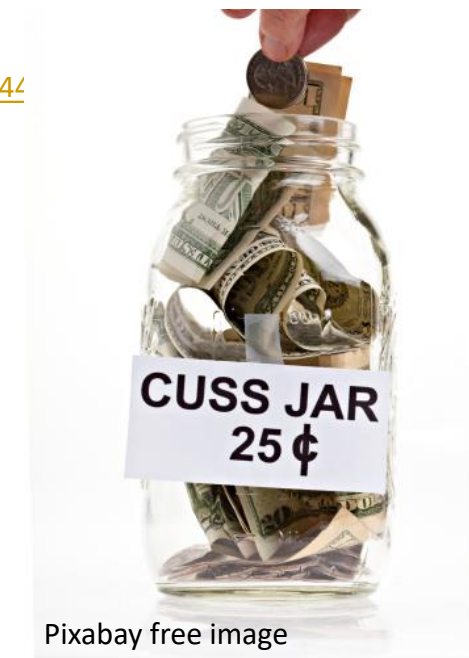
MD, MPH

Attention to Language

Stigma sign-agree within your group/practice to give this nonverbal communication whenever someone uses a stigmatizing term (related to SUDs or otherwise)

Or start a “Cuss jar!”

<https://www.handspeak.com/word/search/index.php?id=8744>



Pixabay free image

Project Increases MOUD in California

“Treating Addiction in Primary Care Safety Net” program launched 2016

Encouraged safety net clinics to

- Increase number of waived physicians
- Reduce stigmatization
- Increase compassion for OUD patients

657% increase in rate of individuals treated with buprenorphine in Medicaid program from 2012-2018

There are several studies that demonstrate the negative impact of using demeaning, pejorative, or stigmatizing language — such language doesn't just hurt feelings — the research shows that when such language is used people are less likely to get the medical care they so desperately need.

Omar Manejwala, MD, Addiction Specialist

Maine Perceptions of MOUD Effectiveness

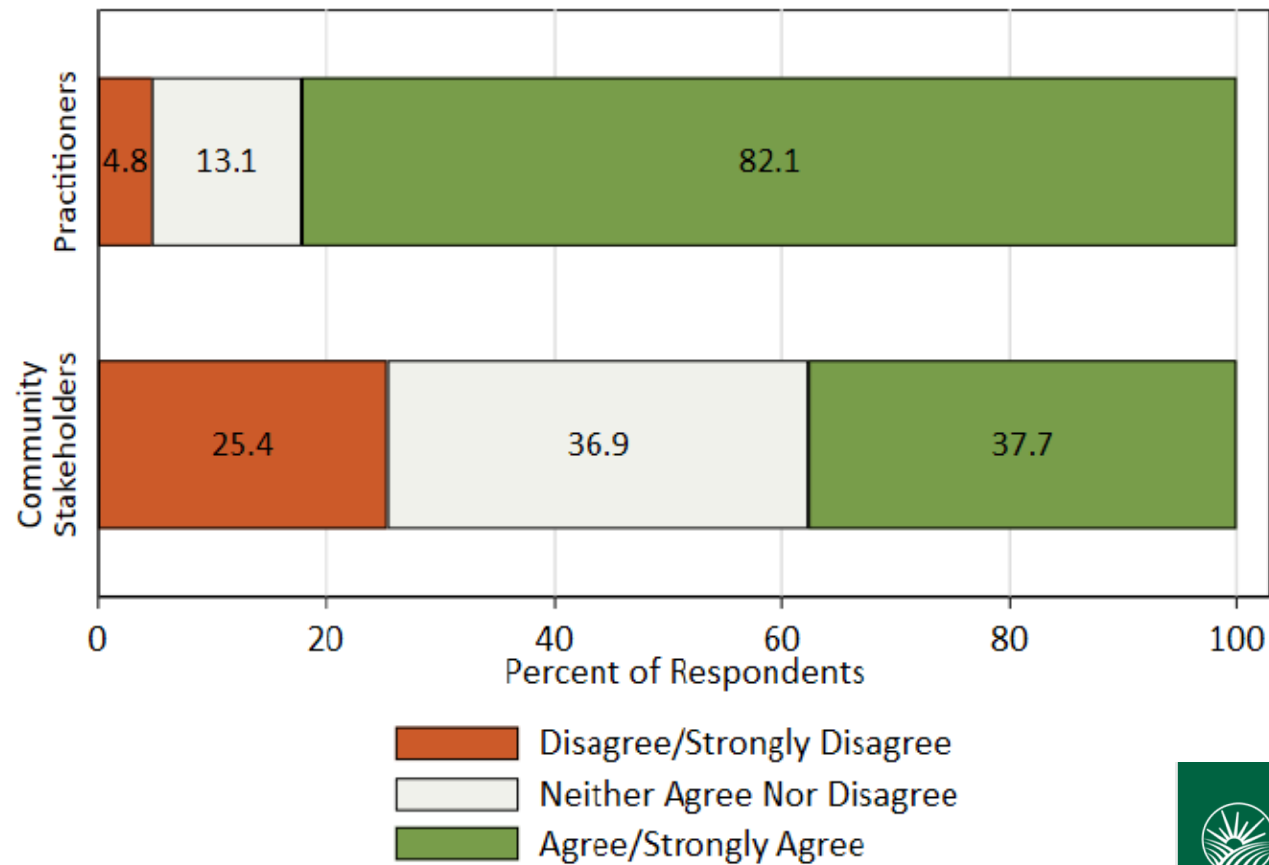


Figure 3. Rural practitioner and community stakeholder agreement with the statement, “Medications (like methadone and buprenorphine) are the most effective way to treat people with opioid use disorder.”

Ending the stigma of addiction

With COVID-19 making the opioid epidemic worse, ending the stigma surrounding addiction is more important than ever.

Learn about stigma



See how stigma affects the opioid epidemic



Learn how you can help



Shatterproof Addiction Stigma Index (SASI)

Results published at Shatterproof website October 2021

Survey administered to representative sample of ~8000

>50 validated measures of stigma

Changes in attitudes to be tracked over time

SASI Key Findings

46% of respondents w/ OUD expressed feeling ashamed of themselves

75% of public does not believe that people w/ SUDs are experiencing a chronic medical illness

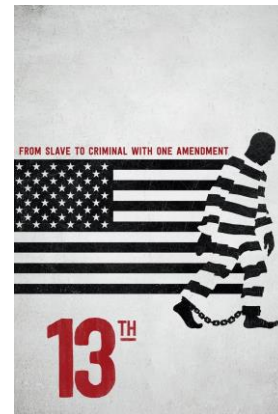
45% of healthcare professionals agreed that medications for OUD substitute one drug addiction for another

Structural Racism, Drugs and SUDs

Nearly 80% (federal) and 60% (state) persons incarcerated for drug offenses are BIPOC (black, indigenous & people of color)

Discrepancies in sentencing can depend on type of substance used (i.e. crack vs powder cocaine)

Documentary recommendation:

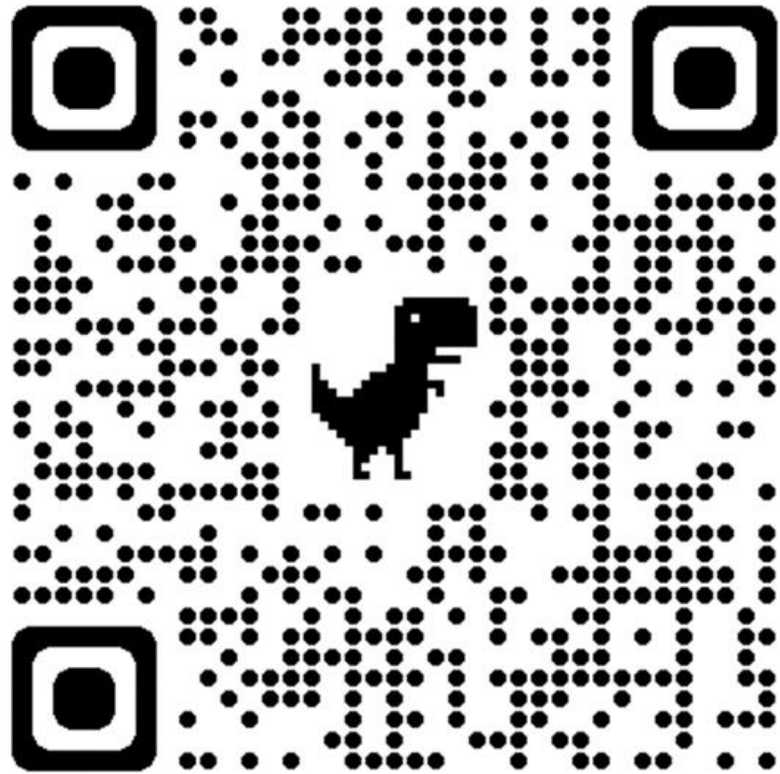


Graphic source: wikipedia

A quick engagement quiz

Aim the camera on your phone at the QR code and open the webpage that comes up. You have 60 seconds to play.

A quick engagement quiz



Aim the camera on your phone at the QR code and open the webpage that comes up. You have 60 seconds to play.

Stigma PSA from Ohio



[HTTPS://YOUTU.BE/APURI_0388](https://youtu.be/APURI_0388)

Ways we can effect change

Use language and terminology that is inclusive and consistent

Use language that promotes self-esteem and self-efficacy

Use motivational interviewing 'spirit' to engage patients

Use scripting to support better conversations

Ways we can effect change

Use personal stories/highlight persons in recovery (give a face and voice to SUDs)

Educate others about the nature of the chronic diseases of addiction

Share the evidence of the effectiveness of addiction treatments

Attempt to coordinate the treatment team

Recommended Videos (all <4 min)

www.youtube.com/watch?v=q1ISmWWwM40 (Recovery in ME)

<https://youtu.be/Eaptdcvb9aI> (ME State Police Officers-lost both sons to OD)

<https://youtu.be/xHiUvStxIbg> (Rx Awareness)

https://www.youtube.com/watch?v=apURi_O388 (Beat the Stigma gameshow, OH)

<https://youtu.be/ZEMe2LbViS4?list=PLk9-Nj2hBiYqBCK8PI3rYTDMRwX6UVd1I> (End Stigma VT)

<https://youtu.be/PzRkabTaa1U> (Indiana University)

https://www.youtube.com/watch?v=0yeBg_DwuiE (State of OH 4:34)

<https://cabridge.org/> (Jenna's story, scroll to bottom of page)

Resources

- “Words Matter: A substance use conversation guide” by the Maine Medical Association’s Center for Quality Improvement (funded by CMS)
- “Addictionary”
 - <https://www.recoveryanswers.org/addiction-ary/>
- Shatterproof
 - <https://www.shatterproof.org/>