

Changing the Culture Around Substance Use Disorders

Michigan Premier Public Health Conference 2023

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Michigan Premier PH Conference



Pre-Test

<https://forms.office.com/r/cGcChChTpf>

Substance Use Stigma Assessment and Response Project

Purpose:

Assess the prevalence of stigma regarding SUDs in specific subpopulations in the Northwest Community Health Innovation Region to inform effective and targeted interventions to reduce the impact of stigma and improve outcomes for people experiencing SUDs



Addressing substance use disorders in northwest Michigan is urgent.



Increasing access to SUD services was identified as a priority strategic issue in the 2021 MiThrive Community Health Needs Assessment (CHNA) conducted across the ten counties of the NWCHIR.



In 2022, there have been 70 overdose deaths within the 10 NWCHIR counties (MDHHS MOTA Dashboard, 2023).

NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health



The Challenge

Despite the reality that substance use disorders are associated with changes in brain circuitry, people with substance use disorders often face significant stigma for “choosing” to use. As a result, they are sometimes viewed as “bad”, “weak”, or “unfit for society”. These public biases against people with SUDs can deter those affected from seeking help.

Our Goals

- Evaluate the Prevalence of Stigma Against Substance Use Disorders in the public and in target populations in the Northwest CHIR
- Design a Campaign to Change Perceptions of people with Substance Use Disorders and Reduce Stigma

Our Partner Engagement

Since 2021, 33 stakeholders in the NWCHIR have been engaged in the work of this Action Team.

Implementation Steps



01

Funding

Received funding from NACCHO for a one year project to assess and address stigma against SUDs in NW MI.



02

Develop Surveys

Developed a public stigma assessment tool, healthcare provider tool, law enforcement/first responder tool, and self-stigma assessment tool with the support of CDC's Dr. Yang.



03

Distribute Survey 1

Distributed the public stigma assessment tool in September 2022. We also distributed the public assessment to four local health departments.



04

Distribute Additional Surveys

Distributed the self-stigma assessment tool in October 2022. Healthcare Provider Survey and Law Enforcement Survey in November and December 2022.

Data: Public Assessment



1,374 respondents across 10 counties (Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, Wexford). Respondents answered 38 questions (including background questions) virtually on the Alchemer platform. The assessment was distributed between Aug 15th to Sept. 19th 2022.

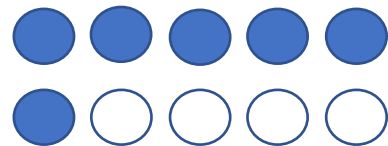


Demographics: 78% of the respondents were white. The average age is between 35-44 years old and the average income is \$50,000 to \$89,999. Additionally, 53% were females and 46% were males. 46% have a bachelors degree or higher.

Data: Public Assessment

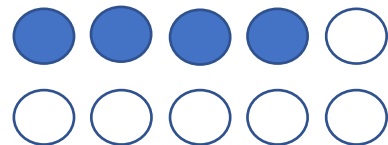
Have you ever had a family member or close friend who currently or had previously had a problem with SUD?

Yes



6 out of 10 respondents answered yes

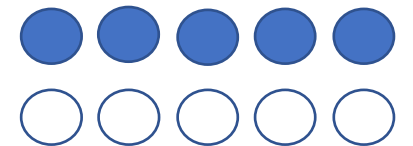
No



4 out of 10 respondents answered no

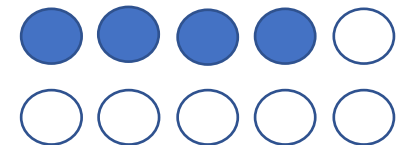
Have you ever had a family member or close friend who has faced stigma or discrimination due to a SUD?

Yes



5 out of 10 respondents answered yes

No



4 out of 10 respondents answered no

Data: Public Assessment

Most people would be willing to accept someone who has been treated for substance use disorder as a close friend.

34%
Agree

51%
Disagree

Most people would believe that someone who has been treated for substance use disorder are trustworthy.

28.1%
Agree

51.4%
Disagree

Most people would hire someone who has been treated for substance use disorder to take care of their children.

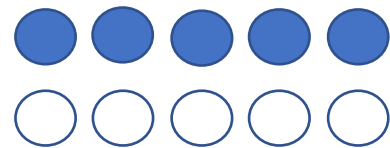
22.0%
Agree

47.9%
Disagree

Data: Public Assessment

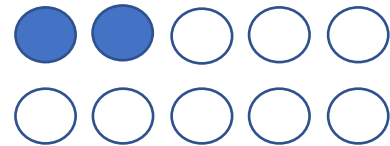
Substance use disorder is a chronic condition like diabetes mellitus

Yes



5 out of 10 respondents agreed or strongly agreed

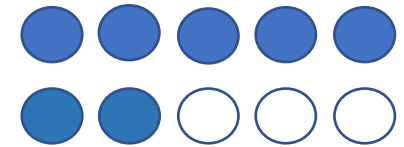
No



2 out of 10 respondents disagreed or strongly disagreed

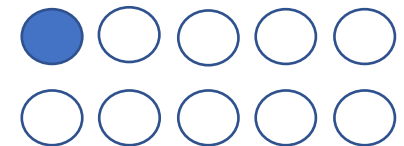
People with a substance use disorder can, with treatment, get well and return to productive lives.

Yes



7 out of 10 respondents agreed or strongly agreed

No



1 out of 10 respondents disagreed or strongly disagreed

Data: Public Assessment

Opioid Overdose Signs & Symptoms

False: Having Blood-shot Eyes

True: Slow or Shallow Breathing

True: Lips, hands, or feet turning blue

True: Loss of consciousness

True: Unresponsive

True: Deep snoring

True: Very small pupils

True: Agitated behavior

False: Rapid heartbeat

Public

66% Correct

54% Correct

51% Correct

63% Correct

63% Correct

27% Correct

26% Correct

40% Correct

63% Correct

Data: Public Assessment

A vignette, a short descriptive story, was used in the second half of this assessment to ask respondents thoughts and opinions about individuals who have experienced substance use disorder.



Rick, 30 year old male, has never used opioids.

Sally, 30 year old female, continues to use unprescribed opioids received from a friend.

John 30 year old male, currently taking medication treatment for opioid use disorder.

Data: Public Assessment

Sally and John likely used drugs because they were raised poorly.

- Individuals who know someone with SUD:
 - 23.1% agree or strongly agree
- Individuals who do not know someone with SUD.
 - 38.3% agree or strongly agree

Sally, who takes unprescribed opioids received from a friend, is likely violent towards others.

- Individuals who know someone with SUD:
 - 33.5% agree or strongly agree
- Individuals who do not know someone with SUD
 - 47.4% agree or strongly agree

Data: Public Assessment

I can be friends with Rick more easily than John.

- Individuals who know someone with SUD:
 - 41.4% agree or strongly agree
- Individuals who do not know someone with SUD.
 - 59.2% agree or strongly agree

If Sally were to seek treatment for her SUD, I would view her more positively.

- Individuals who know someone with SUD:
 - 61.8% agree or strongly agree
- Individuals who do not know someone with SUD
 - 56.5% agree or strongly agree

Data: Public Assessment

**Support
Everyone At-
Risk of
Witnessing an
Overdose
Should Carry
Naloxone**

62.2% of individuals
who know someone
with a SUD agree.

33.1% of individuals
who do not know
someone with a SUD
agree.

**Would Assist
Someone Who
is Having an
Overdose**

75.1% of individuals
who know someone
with a SUD agree.

53.5% of individuals
who do not know
someone with a SUD
agree.

Data: Public Assessment

Support Harm Reduction Strategies

- 66.3% Strongly Support or Somewhat Support

Support Safe Consumption Sites

- 51.0% Strongly Support or Somewhat Support

Support Syringe Service Programs

- 54.8% Strongly Support or Somewhat Support

Support Needle Distribution Programs

- 59.7% Strongly Support or Somewhat Support

Data: Individuals in Recovery (Self) Assessment

Age Impact on Stigma

- Older adults internalized stigma was less than younger adults.
- 29% of adults aged 18-34 feel as though I'm not as good as others because I have a substance use disorder compared to 6% of adults aged 45 and older.

Gender Impact on Stigma

- Females were less impacted by internalized stigma than males
- 22% of males have often thought that being around people who don't have a substance use disorder makes me feel out of place or inadequate compared to 5% of females.

Substance-Free Impact on Stigma

- Individuals who were substance-free were less impacted by internalized stigma than individuals who were still using substances related to their substance use disorder.
- 30% of individuals who are still using substances related to their SUD agreed that having a substance use disorder makes them feel unclean, compared to 16% of individuals who are substance-free.
 - Although, individuals who are substance-free may have reduced internalized stigma, enacted and anticipated public stigma stays the same.

Implementation of the Interventions



Implement Social Media Campaign

The Action Team developed the materials for a series of Facebook posts sharing information about stigma toward substance use disorders in the region. These posts are designed to educate the public about:

- What substance use disorders are and how substance use can change a person's brain chemistry
- The results of the public stigma assessment
- The resources in the region for people with substance use disorders
- What they can do to reduce stigma towards people with substance use disorders and, thereby, improve their quality of life
- How they can support the people with substance use disorders in their life and in their community

This social media campaign was launched in August on the District Health Department #10 Facebook Page!





Create Story-telling Videos

Highlight Hope



Sharing and celebrating recovery stories connects community members with one another and empowers those who are still struggling to know they are not alone. It also helps to eliminate the stigma people in recovery often face and educate the public that recovery is possible. (Source: Faces and Voices of Recovery)

Implementation of the Public Assessment: Example of a Social Media Post



DID YOU KNOW?

84% agree that "Most people in my community believe that a person who uses cocaine, methamphetamine, opioid, or heroin is to blame for their own problems."



8/4/2023

ADDICTION IS A DISEASE, NOT A DECISION

#DidYouKnow that 84% of participants in Northwest Michigan agree that "Most people in my community believe that a person who uses cocaine, methamphetamine, opioid, or heroin is to blame for their own problems"?

Help us #StopStigma! Please visit:

<https://beatthestigma.org/>

To see more information about the BHI's Substance Use Disorder (SUD) Stigma Action Team:

<https://northernmichiganchir.org/northwest-chir/behavioral-health-initiative/action-team-reduce-stigma-against-substance-use-disorders/>

Reduce Stigma Regarding SUDs Video

<https://youtu.be/qcnSR3yr82Q>



Reduce Stigma Video Discussion Questions

1. What message stood out to you from this video?
2. Has any part of your attitude towards people with substance use disorders changed after watching this video?

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Video Feedback

Implement Healthcare Provider & Law Enforcement/First Responder Educational Programs

We are planning a virtual presentation for Munson Healthcare Providers in October



We are developing a packet of educational materials that law enforcement can use on their own



Reducing the Stigma of Substance Use Disorders

A close-up shot of a hand reaching upwards, palm facing up, towards a bright sun. The background is a soft-focus landscape with a rainbow visible in the distance. The overall tone is warm and hopeful.

Saying goodbye to hurtful,
stigmatizing language.

The words we use communicate our attitudes, biases and stereotypes.

Reducing the Stigma Example Training

Words Matter!

What words come to mind that people use to describe someone with a SUD?

Reducing the Stigma Example Training

What is stigma?

Stigma is a strong feeling of disapproval about somebody, especially when it is unfair to feel this way. It can lead to:

- Stereotypes: Generalized belief; “People with mental illness are violent”
- Prejudice: Judgement based on that belief; “They’re violent, I’m scared and don’t want anything to do with them”
- Discrimination: Action based off those judgements and beliefs; “ I won’t hire or rent to a person with mental illness because I’m scared of them”



Reducing the Stigma Example Training

Different types of Stigma

Self-stigma

- Accepting and internalizing negative stereotypes about oneself.

Public Stigma

- Negative attitudes and fears that isolate those with addiction.

Stigma Against Medication

- Belief that medications “trade one addiction for another”.

Structural Stigma

- Excluding those with addiction from opportunities and resources.



Reducing the Stigma Example Training

How can we make change?



Change language use to change culture



Changing culture through education



Changing people and environments through advocacy



Reducing the Stigma Example Training

Making a Difference:

What are some specific actions you can take to make change to reduce stigma in your organization and/or communities?

**Small Group Discussion &
Action Steps Development**

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Making a Difference: Small Group

Conclusion

To see more information about the
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Stigma Action Team:

<https://northernmichiganchir.org/north-west-chir/behavioral-health-initiative/action-team-reduce-stigma-against-substance-use-disorders/>



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