



Substance Use Disorder Stigma: Origin, Impact & Action

Tuesday, October 17, 2023



Speaker: Saskia VandeKamp, MPA

MAT ECHO™ Staff: Gloria Miele, PhD, Thomas E. Freese, PhD, Beth Rutkowski, MPH, Daniel Dickerson, DO, MPH, and Katie Bell, MSN, RN-BC



Indigenous Land Acknowledgement

- We respectfully acknowledge that we live and work in territories where Indigenous nations and Tribal groups are traditional stewards of the land.
- Please join us in supporting efforts to affirm Tribal sovereignty across what is now known as California and in displaying respect, honor and gratitude for all Indigenous people.

Whose land are you on?

Option 1: Text your zip code to 1-855-917-5263

Option 2: Enter your location at <https://native-land.ca>

Option 3: Access Native Land website via QR Code:



What we say and how we say it inspires the hope and belief that recovery is possible for everyone.

Affirming, respectful, and culturally-informed language promotes evidence-based care.

PEOPLE FIRST

Language Matters

in treatment, in conversation, in connection.



Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

It's Health Literacy Month!



HEALTH LITERACY MONTH

Building Awareness Through Action

How are you taking action to build awareness about health literacy?

Share the hashtag **#healthliteracymonth**

healthliteracymonth.org

October
Recognitions

EVERY1 KNOWS SOME1

Domestic Violence Awareness Month

In October, We Also Acknowledge:



**SUBSTANCE MISUSE PREVENTION MONTH AND
YOUTH SUBSTANCE USE PREVENTION MONTH**

Partners in Prevention!

SAMHSA
Substance Abuse and Mental Health
Services Administration



This presentation is being provided as part of the Tribal MAT ECHO® Clinic series through the Project ECHO® Institute.



Disclosures



There are no relevant financial relationships with ACCME-defined commercial interests for anyone who was in control of the content of this activity.

Substance Use Disorder Stigma: Origin, Impact, & Action

NATIONAL STIGMA INITIATIVE

SHATTERPROOF



Introduction

- SHATTERPROOF
- UNSHAME CALIFORNIA
- SASKIA VANDEKAMP



Overview



- **STIGMA DEFINED**
- **THE ORIGINS OF STIGMA**
- **STIGMA IN CALIFORNIA**
- **THE EFFECTS OF STIGMA**
- **TAKING ACTION**



Learning Objectives

- **Demonstrate an understanding of the multifaceted nature of substance use disorder stigma.**
- **Evaluate the real-world impact of stigma on individuals and communities.**
- **Identify practical steps and actions that can be taken to reduce and combat substance use disorder stigma.**



Stigma Defined

Stigma

"Although frequently termed a 'mark,' stigma is not actually a characteristic held by a person. It is a process - a socially and culturally constructed process - that reproduces inequalities and is perpetuated by the exercise of social, economic, and political power."



Elements of SUD Stigma



Addiction stigma can be broken down into 5 areas:

- Blame
- Social exclusion
- Prognostic optimism (likelihood of recovery)
- Continuing care
- Danger

Stigma can increase in one area while decreasing in another.

How Systems Impact Stigma

Healthcare: SUD treatment was originally developed to be completely separate from mental health treatment and general health care, i.e., MOUD/MAT clinics.

Language: Non-medical terminology is commonly used, e.g., dirty urine, drug abuser.

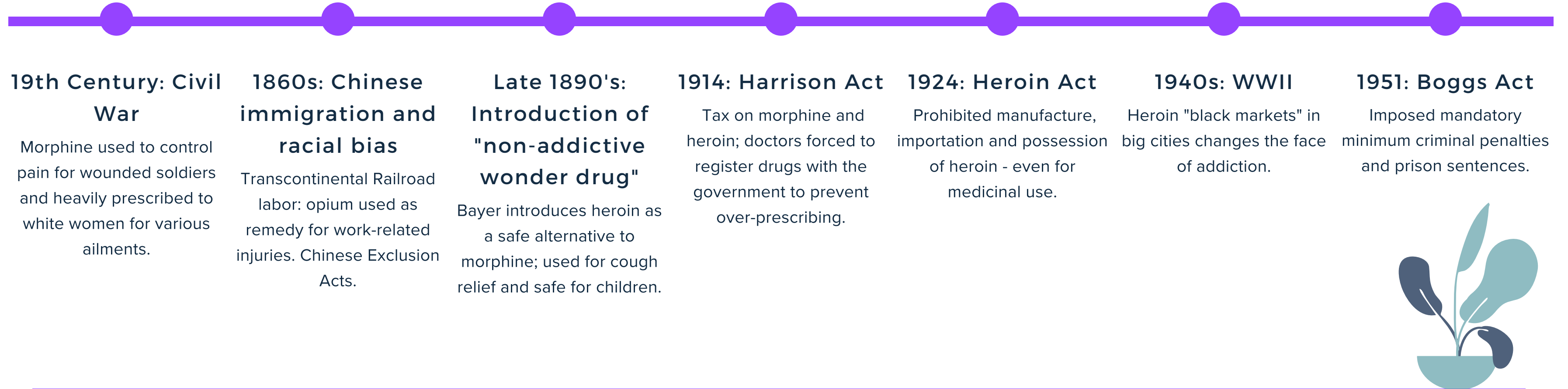
Media: Exaggeration, misinformation, distortion, and sensationalism are common in media portrayals of SUD, including in newspapers, movies, and tv.



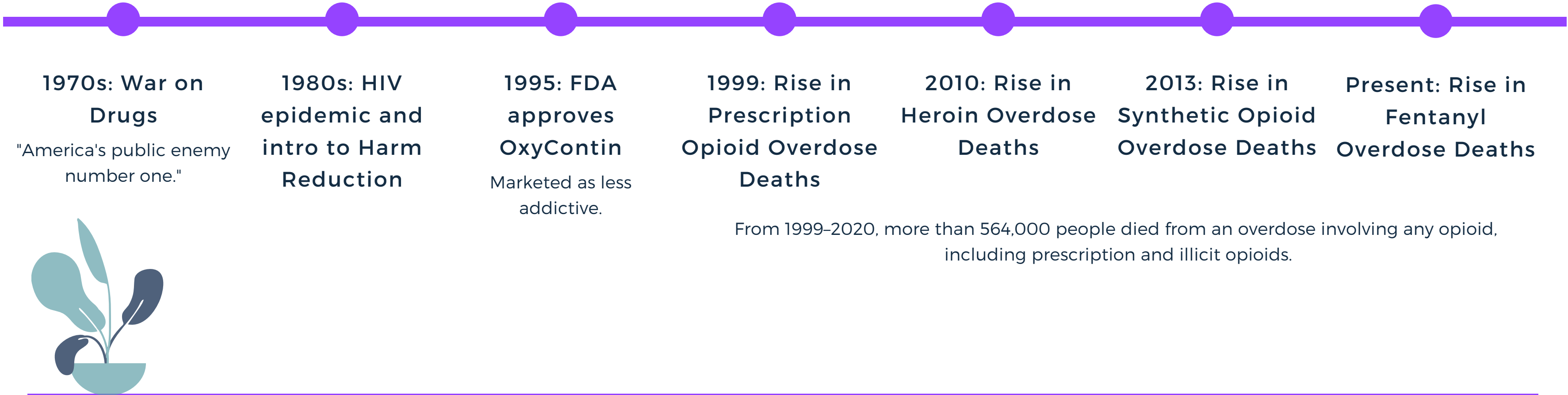


The Origins of Stigma

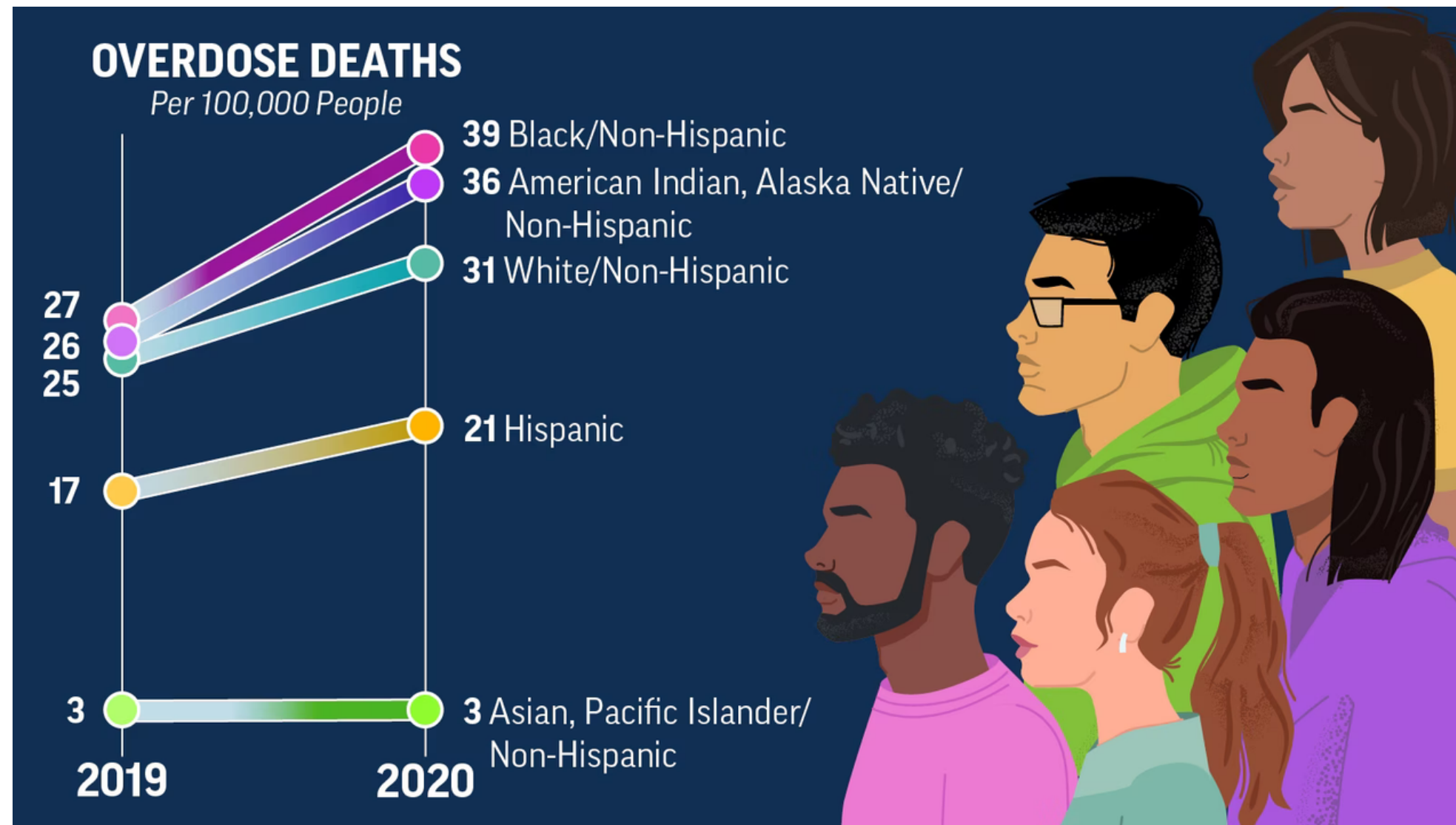
HISTORY, PART 1



HISTORY, PART 2



Race, Ethnicity, and SUD



The recent uptick in substance use disproportionately affects people of color. Between 2019 and 2020, drug overdose death rates increased across all racial and ethnic groups, but increases were larger for American Indian and Alaska Native, Black, and Hispanic people compared to their White counterparts.

Stigma is Rooted in Discrimination

Micro-Discrimination: Experiences that occur in social-interpersonal exchanges such as personal slights and insults (e.g., people assumed I would relapse).

Macro-Discrimination: Violations of personal rights that occur at the structural, organizational, or policy level.





Stigma in California

Quantitative Data

Unshame California ran a survey based on the Shatterproof Addiction Stigma Index to measure the public's substance use and addiction stigma and attitudes. The survey was conducted February of 2023 and included a comprehensive set of more than 50 validated stigma measures issued to a representative sample of 2,078 Californians.

How willing are you to live next door to someone with a substance use disorder?



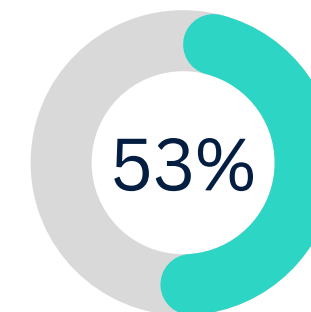
36% of Californians with a substance use disorder feel ashamed of themselves



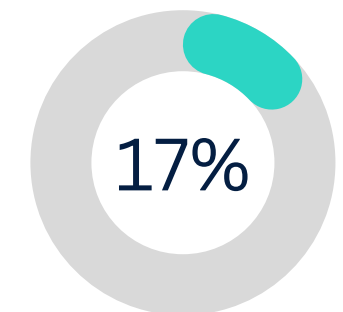
Only 50% of Californians would be willing to have a close personal friend with a substance use disorder.



Only 53% of Californians would be willing to work with someone who had a substance use disorder.



Only 17% of Californians know how to administer Naloxone in the event of an opioid overdose.



Data on Indigenous/ Native Populations

- Compared with youth from other American ethnic-racial populations, adolescents in the Native community use alcohol and drugs earlier and more heavily.
- Indigenous people are less likely to seek treatment for mental health issues than non-Indigenous people.
- U.S.-born AI/AN adults living on tribal land were less likely than those living off of tribal land to receive SUD treatment when needed.



SOURCES:

WINTERS & HARRIS. 2019. "THE IMPACT OF INDIGENOUS IDENTITY AND TREATMENT SEEKING INTENTION ON THE STIGMATIZATION OF SUBSTANCE USE"

MONCHER, HOLDEN, & TRIMBLE. 1990. "SUBSTANCE ABUSE AMONG NATIVE-AMERICAN YOUTH"

PARK-LEE, LIPARI, BOSE, & HUGHES. 2018. "SUBSTANCE USE AND MENTAL HEALTH ISSUES AMONG U.S.-BORN AMERICAN INDIANS OR ALASKA NATIVES RESIDING ON AND OFF TRIBAL LANDS"

Data on Indigenous/ Native Populations, Cont.

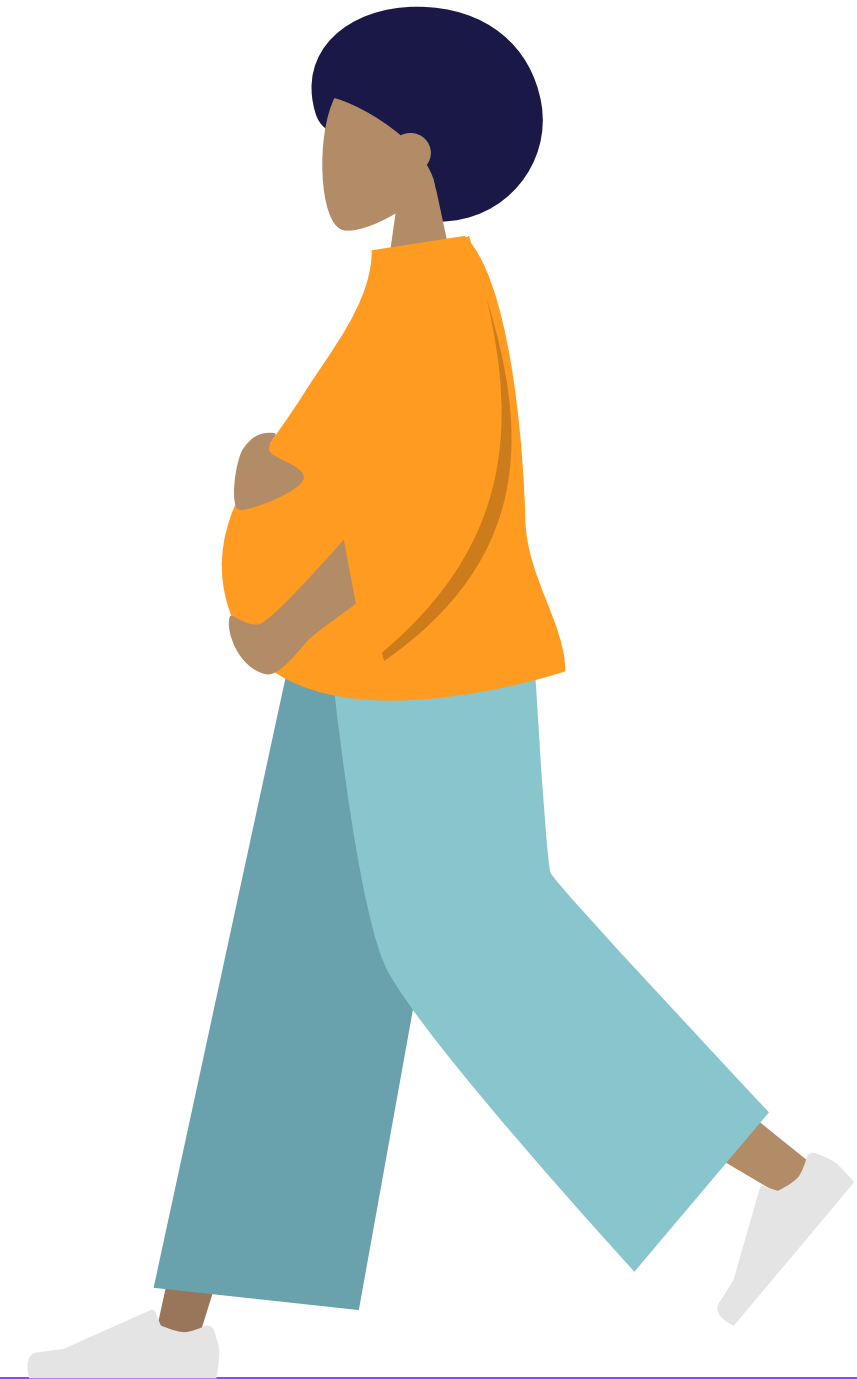
- Participants in a study conducted shared that the shame associated with being identified by others in their community as someone with SUD prevented their AI/AN clients from reaching out for help for mental health issues.
- Progress in research focused on AI/AN communities and SUD has been limited because of the stigma associated with SUD in these communities. There is an increased distrust of research and researchers by some AI/AN communities because of past stigmatizing findings.





Examples of Stigma

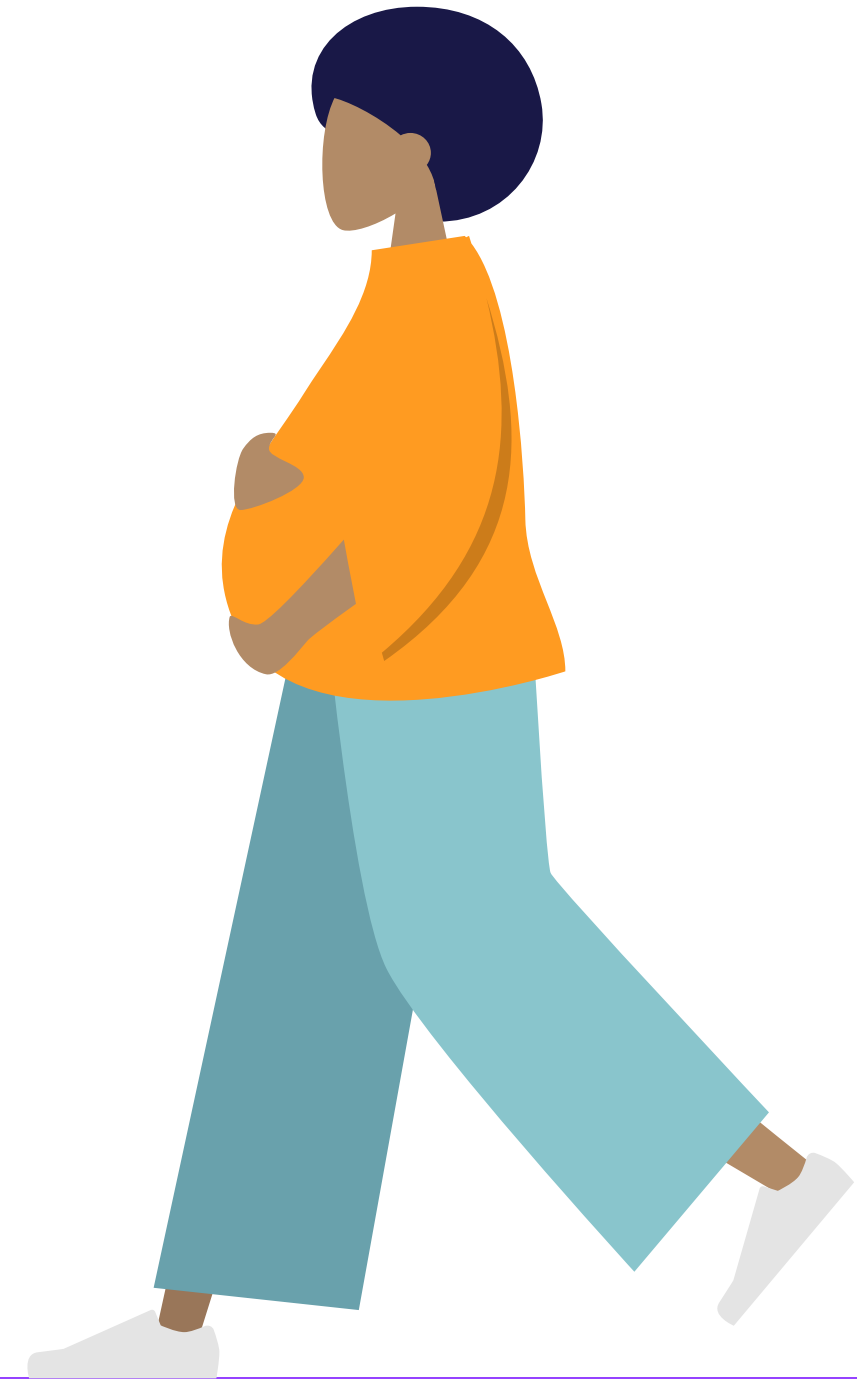
How have you seen addiction stigma show up in your professional experiences?



Examples of Stigma in Healthcare Settings

Consider:

- MAT for pregnant people
- Parents with SUD, especially women
- Pharmacists: access to medications, e.g., Naloxone
- Other healthcare setting employees, i.e. a security guard





Stigma Takes a Toll

The Effects of Language

The language that we use can impact people in many ways.

It can impact policy making, employment, quality of life, and self-confidence.



The Effects of Language - Policy

Himmelfarb Health Sciences Library, The George Washington University
Health Sciences Research Commons

Health Policy and Management Issue Briefs

Health Policy and Management

2-2004

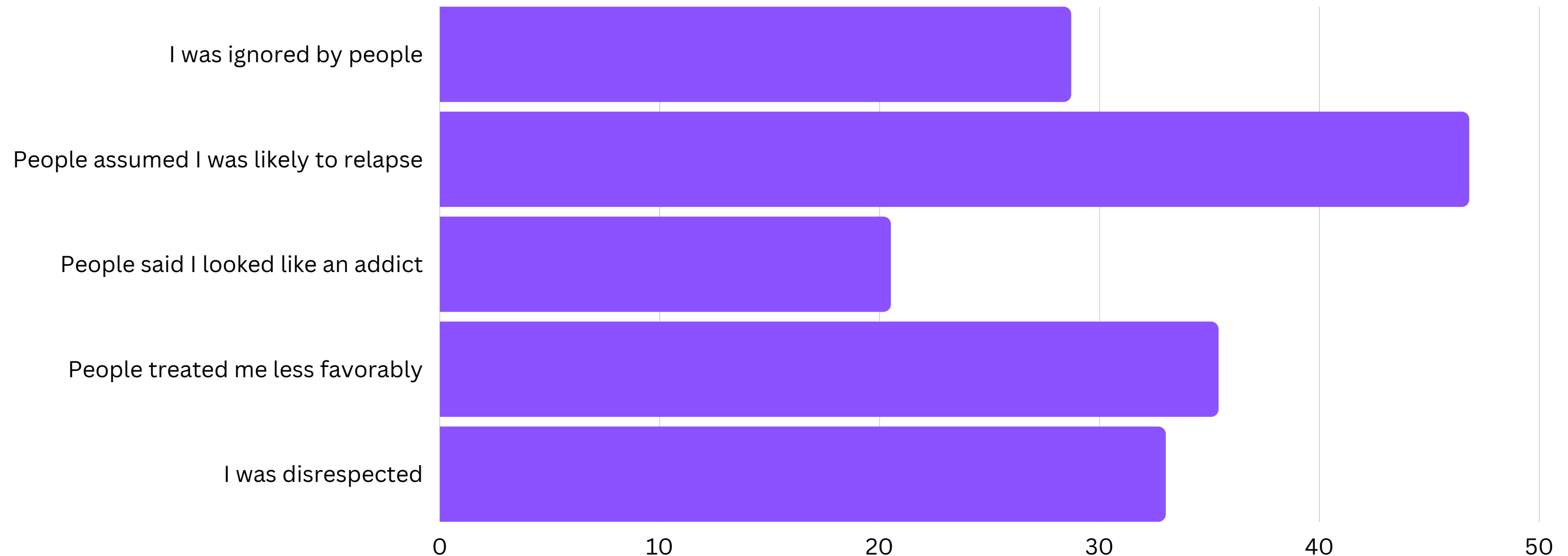
Analysis of State Laws Permitting Intoxication Exclusions in Insurance Contracts and Their Judicial Enforcement

As of 2022, 23 states have alcohol exclusion laws on the books. These laws permit health insurance companies to deny a claim if the insured had been drinking. Seventeen states prohibit the practice, and the rest don't have a specific law.



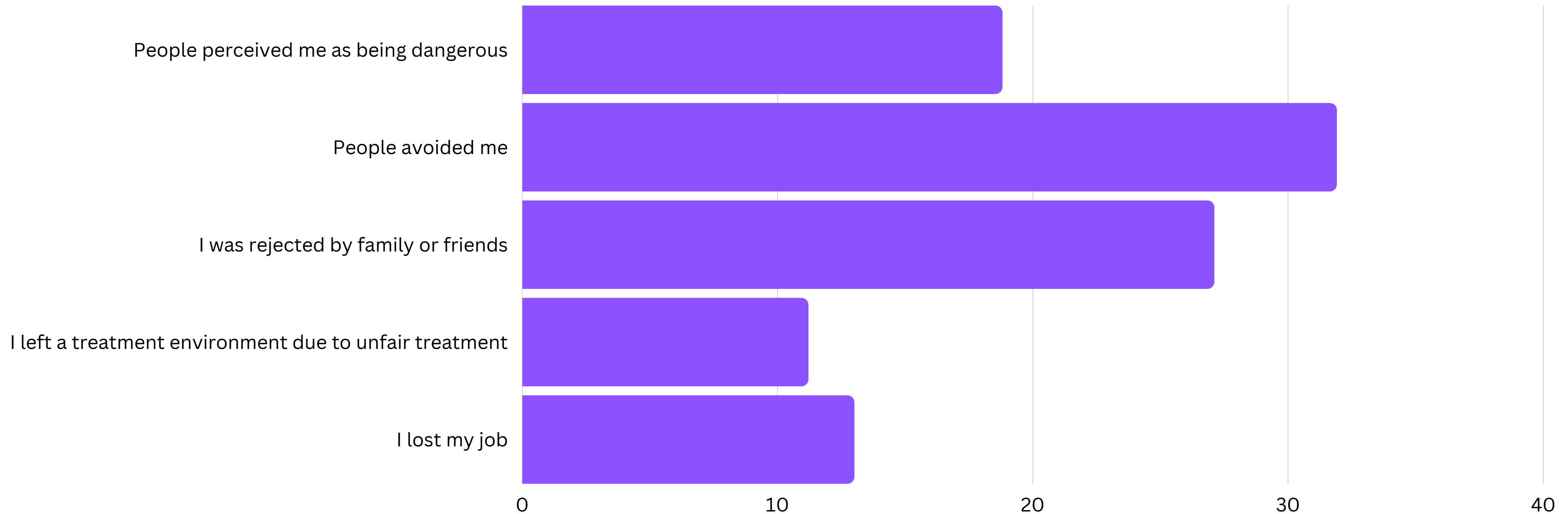
The Effects of Language - Personal

“How frequently have the following occurred because someone knew about your alcohol or drug history?”



The Effects of Language - Personal

“How frequently have the following occurred because someone knew about your alcohol or drug history?”





Taking Action

Language Change

What are ways that we can change our language?



Language Change, Cont.

Consider:

- Person-first language
- Honoring people's own language about themselves
- "Substance use" versus "substance abuse"
- Calling in coworkers



Advocacy

Can you share about a time you had a win in reducing stigma?



Advocacy, Cont.

Consider:

- Advocacy around access to medication
- Harm reduction
- Culturally humble care



What does it mean to do your part?

What is one thing you will do differently moving forward?





Thank you.





On-Demand Course Catalog

Our Full Course Catalog includes training on a variety of topics. *Courses that offer CE/CME are noted.*

SCAN FOR THE FULL COURSE CATALOG





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