

Addressing the Shadows and Transforming Perceptions

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MAT ECHO
October 28, 2024

Indigenous Land Acknowledgement

We live and work on unceded ancestral lands of Indigenous people who were removed unjustly and that we, in our non-Native communities across the nation, are the beneficiaries of that removal. UCLA is a land grant institution on Tongva and Gabrielino land.

We offer respect for all Indigenous people and their sovereignty.


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

October Recognitions

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

Heal, Hold & Center

DOMESTIC VIOLENCE
AWARENESS MONTH

2024



National Resource Center
on Domestic Violence

In October, we
also recognize

My Mental Health at Work

**MENTAL ILLNESS
AWARENESS WEEK**

OCTOBER 6-12

**WORLD MENTAL
HEALTH DAY**

OCTOBER 10



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

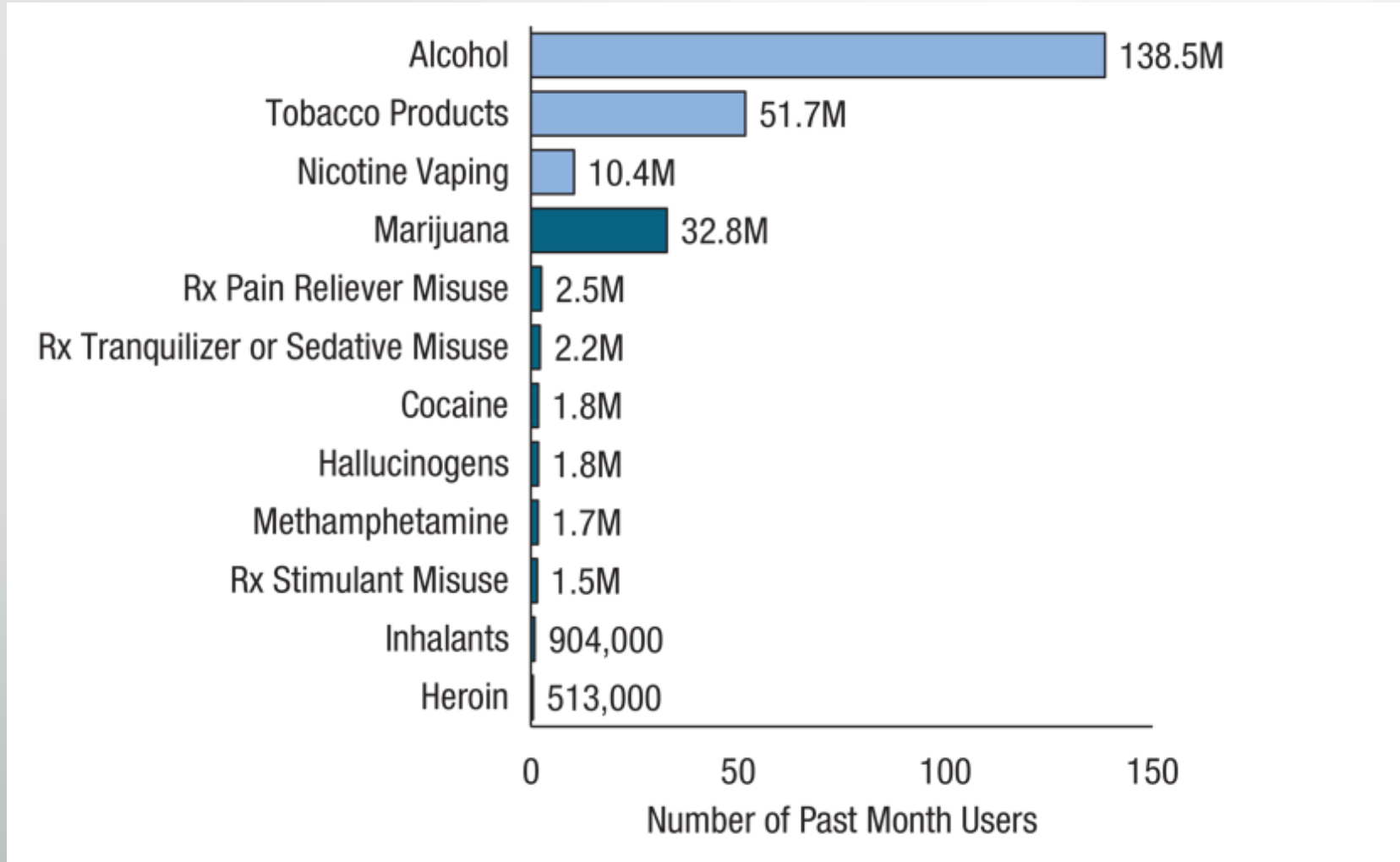
Partners in Prevention!

SAMHSA
Substance Abuse and Mental Health
Services Administration

Disclosures

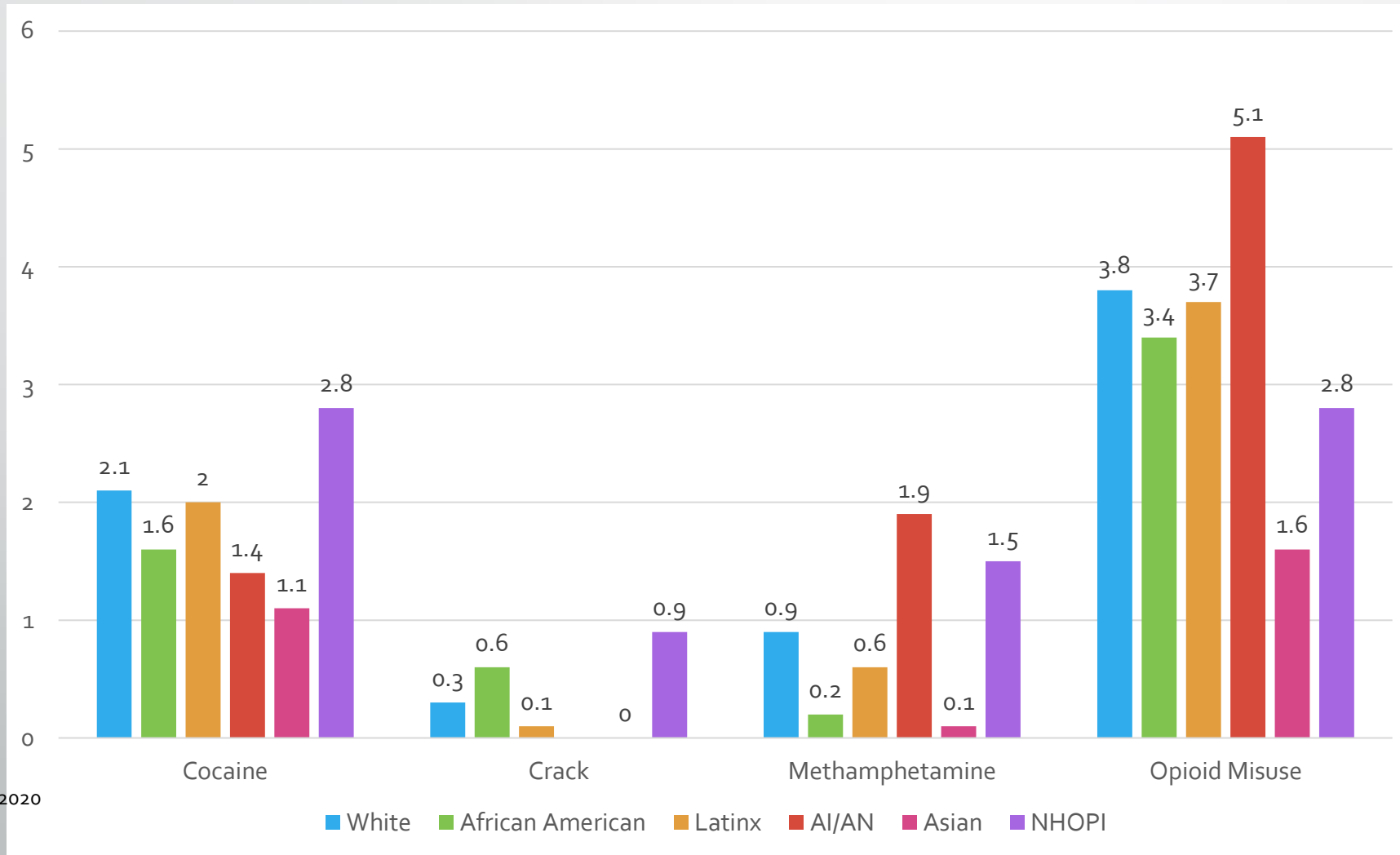
None of the presenters, planners, or others in control of content for this educational activity have relevant financial relationships to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Numbers of People Reporting Past Month Substance Use among those Aged 12 or Older: 2020



SOURCE: SAMHSA, 2021

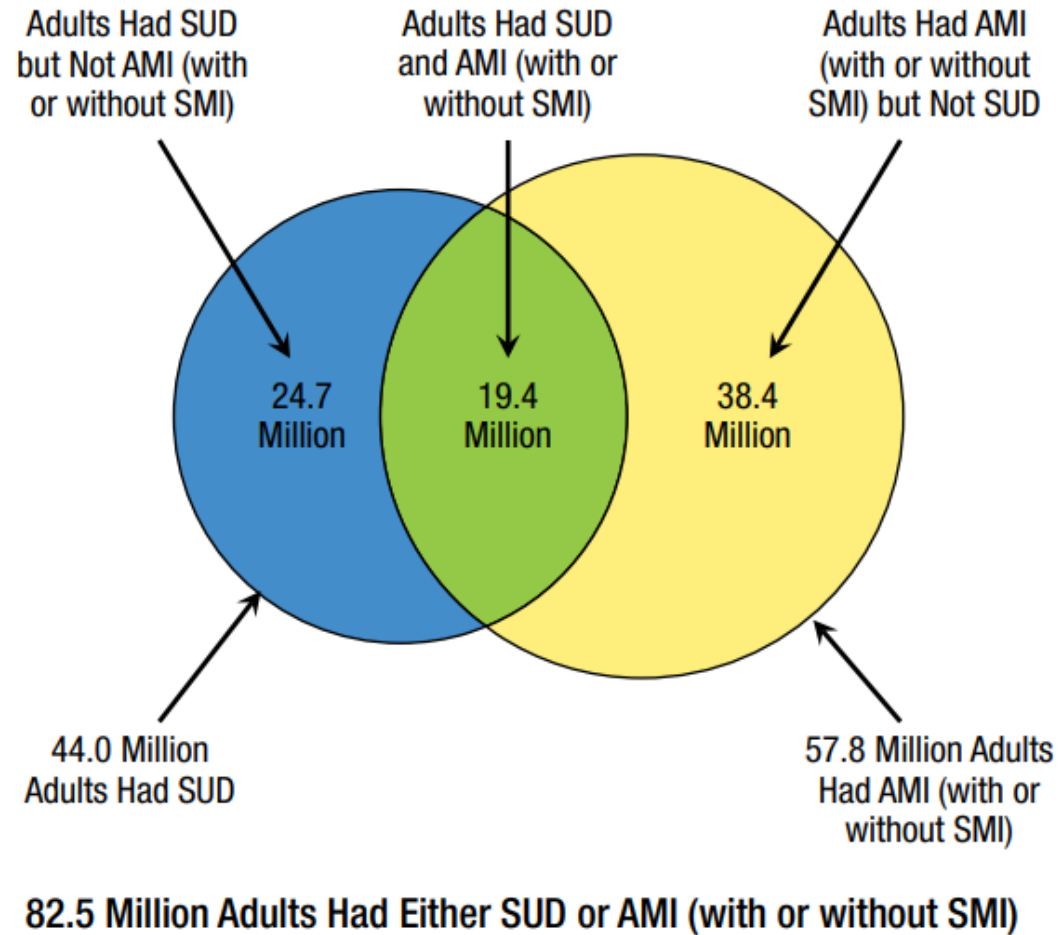
Past Year Misuse of Opioids and Stimulants (as Percentages)? (2019)



SOURCE: SAMHSA, 2020

It's a big problem,
but is it our job to treat it?

Past-Year Substance Use Disorder (SUD) and Any Mental Illness (AMI) among Adults Aged 18 or Older: 2021



Stigma Related to Substance Use

**How does it show up
in your programs?**

(enter responses in the chat)

Addiction may be the most stigmatized condition in the US and around the world:
Cross-cultural views on stigma

Across 14 countries and 18 of the most stigmatized conditions...

Illicit drug addiction ranked 1st

Alcohol addiction ranked 4th

Stigma, social inequality and alcohol and drug use

ROBIN ROOM

Centre for Social Research on Alcohol and Drugs, Stockholm University, Stockholm, Sweden

- **Sample:** Informants from 14 countries
- **Design:** Cross-sectional survey
- **Outcome:** Reaction to people with different health conditions



50 years....

1971-2021



War on Drugs

Top public
health problem

Public Enemy

No. 1

What is stigma?

Originally from a Greek work meaning tattoo or brand. First English use in 16th century.

It was a mark made on the skin by pricking or branding, as punishment for a criminal

“It was viewed as a sign that criminals were unsafe, unclean, and unwanted”

The Real Stigma of Substance Use Disorders

In a study by the Recovery Research Institute, participants were asked how they felt about two people
“actively using drugs and alcohol.”

One person was referred to as a
“substance abuser”



The other person as
“having a substance use disorder”

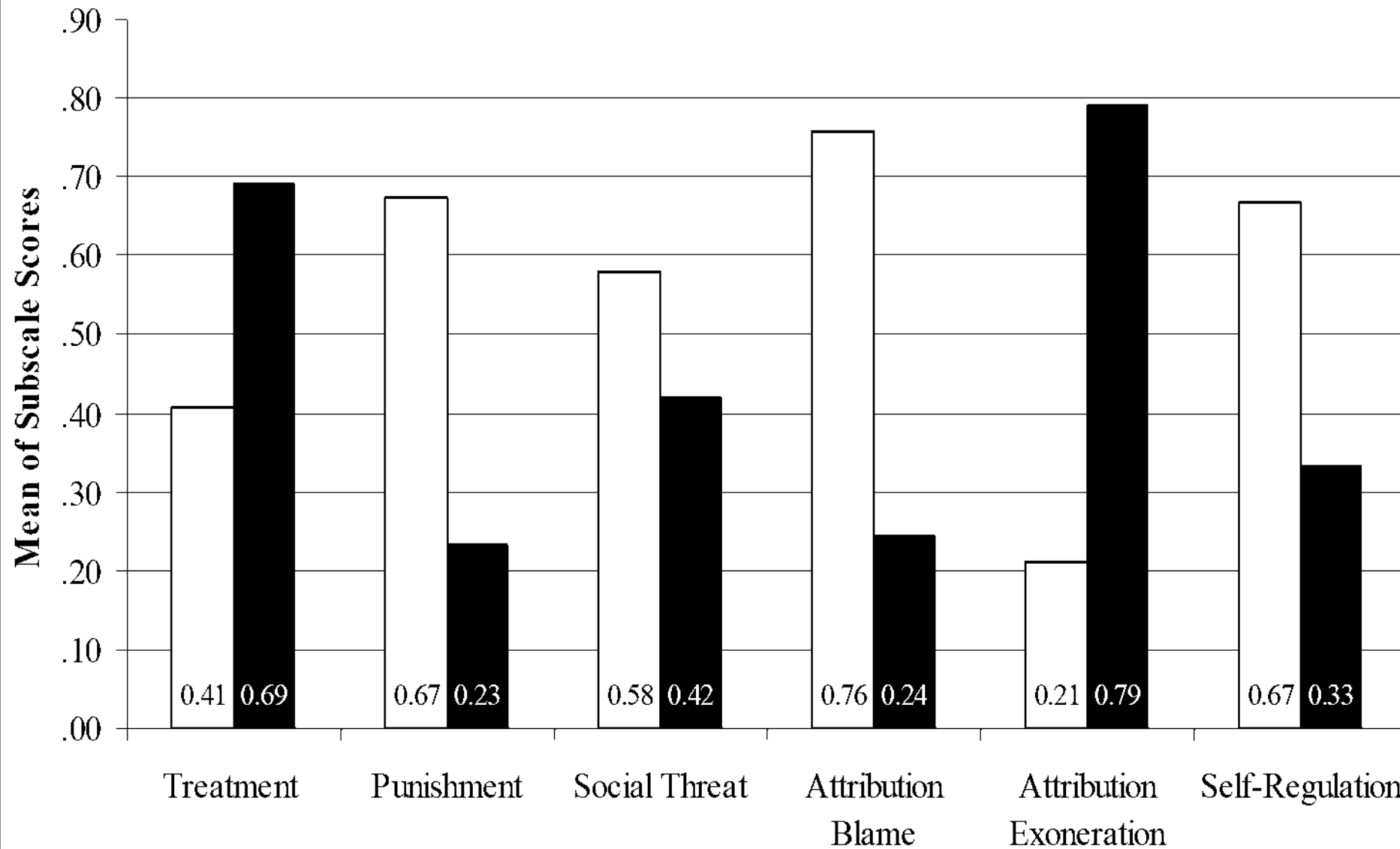


“Substance Abuser”

Mr. Williams is a substance abuser and is attending a treatment program through the court. As part of the program Mr. Williams is required to remain abstinent from alcohol and other drugs...

“Substance Use Disorder”

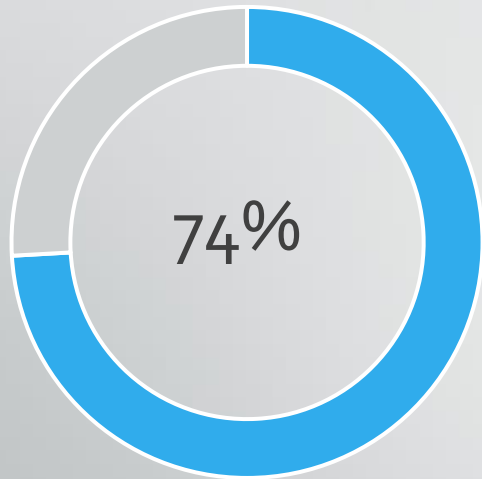
Mr. Williams has a substance use disorder and is attending a treatment program through the court. As part of the program Mr. Williams is required to remain abstinent from alcohol and other drugs...



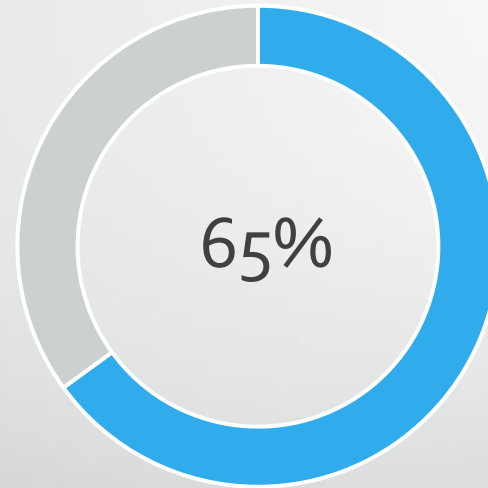
□ Substance Abuser ■ Substance Use Disorder

Stigmatizing Beliefs

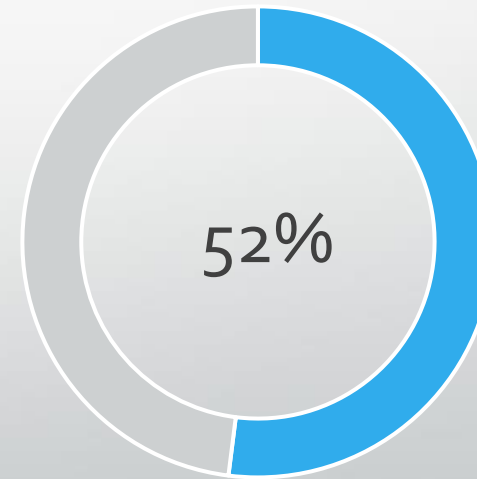
Believe it's **not** a chronic illness



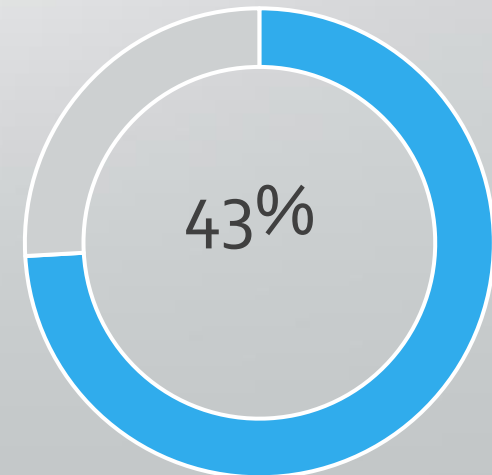
Would **not** want someone with SUD to marry into family



Believe it's **caused** by bad character



Believe MOUD is substituting one drug for another



Does stigma harm patients?

	HHS Public Access Author manuscript Peer-reviewed and accepted for publication
About author manuscripts	Submit a manuscript

[Soc Sci Med](#). Author manuscript; available in PMC 2015 Feb 1.

PMCID: PMC3818511

Published in final edited form as:

NIHMSID: NIHMS495159

[Soc Sci Med](#). 2014 Feb; 103: 33–41.

PMID: [23830012](#)

Published online 2013 Jun 18.

doi: [10.1016/j.socscimed.2013.06.005](https://doi.org/10.1016/j.socscimed.2013.06.005)

Structural Stigma and All-Cause Mortality in Sexual Minority Populations

[Mark L. Hatzenbuehler](#),¹ [Anna Bellatorre](#),² [Yeonjin Lee](#),³ [Brian Finch](#),⁴ [Peter Muennig](#),⁵ and [Kevin Fiscella](#)⁶

Does stigma harm patients?

- One more stigma definition
- **Structural stigma** = “societal-level conditions, cultural norms, and institutional practices that constrain the opportunities, resources, and wellbeing for stigmatized populations”

Does stigma harm patients?

- “These results indicate that sexual minorities living in communities with higher levels of structural stigma **die sooner** than sexual minorities living in low-stigma communities, and that these effects are independent of established risk factors for mortality”
- Being a sexual minority in a community with high structural stigma vs community with low structural stigma = reduced lifespan by 12 years (all causes)

How do patients respond to stigma?

- Educating others about the condition
- Challenging others about stigmatizing attitudes
- Avoiding healthcare
- Secrecy (concealing the stigmatized condition)



Why choose secrecy?

- This leads to a vicious cycle related to stigma
- Get diagnosed with a stigmatizing condition
- Feel stigma (it's not pleasant)
- Hide your condition
- Have your healthcare provider find out you hid a stigmatized condition
- Feel stigma even more since you now both have a stigmatizing condition AND tried to hide it (it's still not pleasant)
- Repeat

How do people who inject drugs respond to stigma?

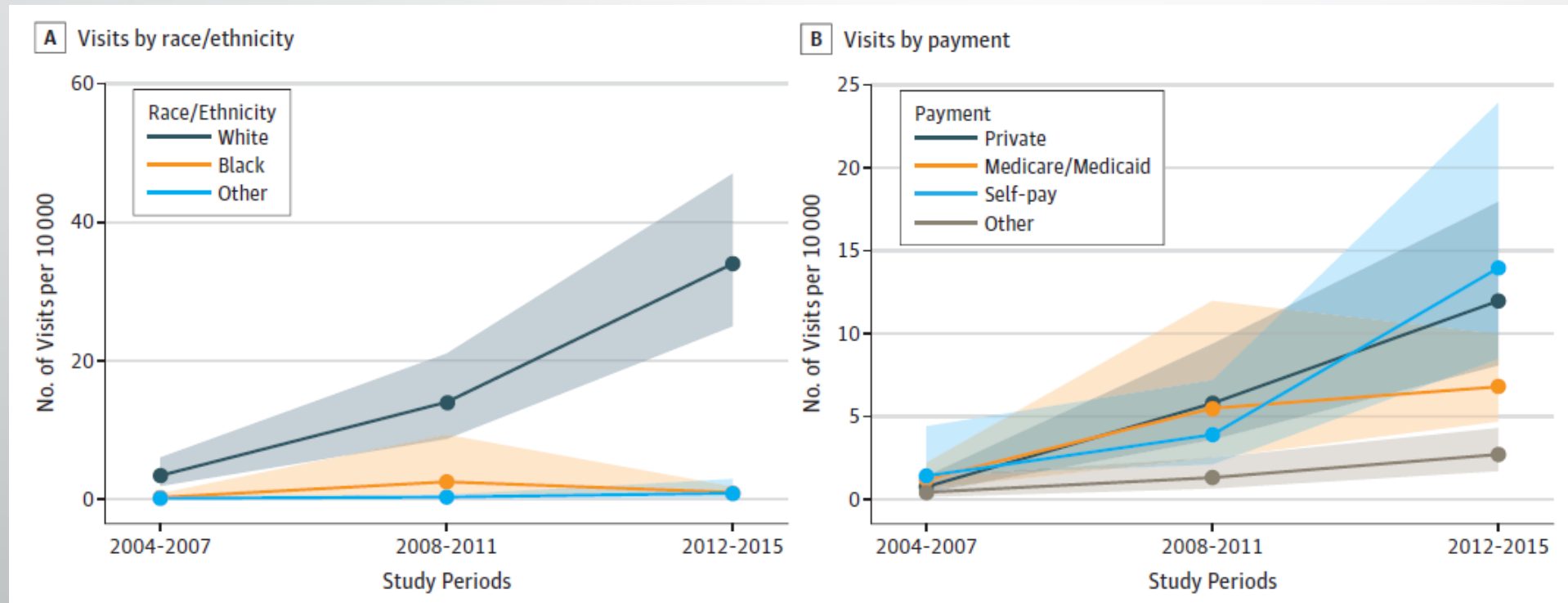
- “When it comes down to it, a lot of the times that I need to get medical attention, **I put it off and put it off and put it off**, because I don’t want to face the embarrassment that they make me feel, and that’s not fair. It’s not.”
- Instead of accessing needed healthcare services, Stacey and others decided to delay care as long as possible, often until they required emergency services.

Stigma hurts the population

- Rates of treatment for chronic diseases in the U.S.:
 - Hypertension 77%
 - Diabetes 73%
 - Major Depression 71%
 - Addiction to illicit drugs or alcohol: 18%



Buprenorphine by Race and Payment Method



Lagisetty, P.A., et al. (2019). JAMA

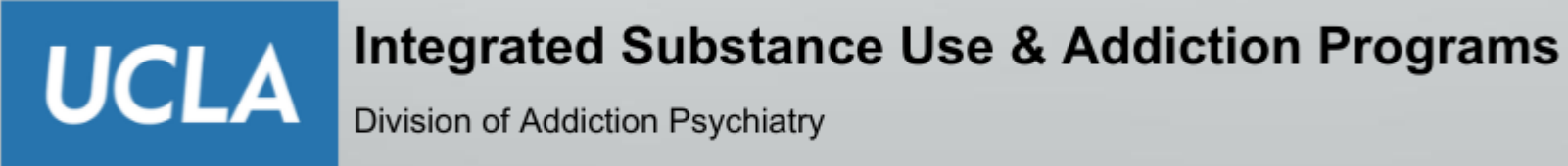
...that old joke



Take home point

Stigma hurts patients in multiple ways, including changing their behavior, avoiding healthcare, receiving poorer healthcare, and increasing their risk of dying

Our national institutes on addiction have “abuse” embedded in their names... This needs to change



What do we do to reduce stigma in interactions with patients?

Language choice can reduce stigma

“If you want to care for something, you call it a flower, if you want to kill something call it a weed”

- Don Coyhis

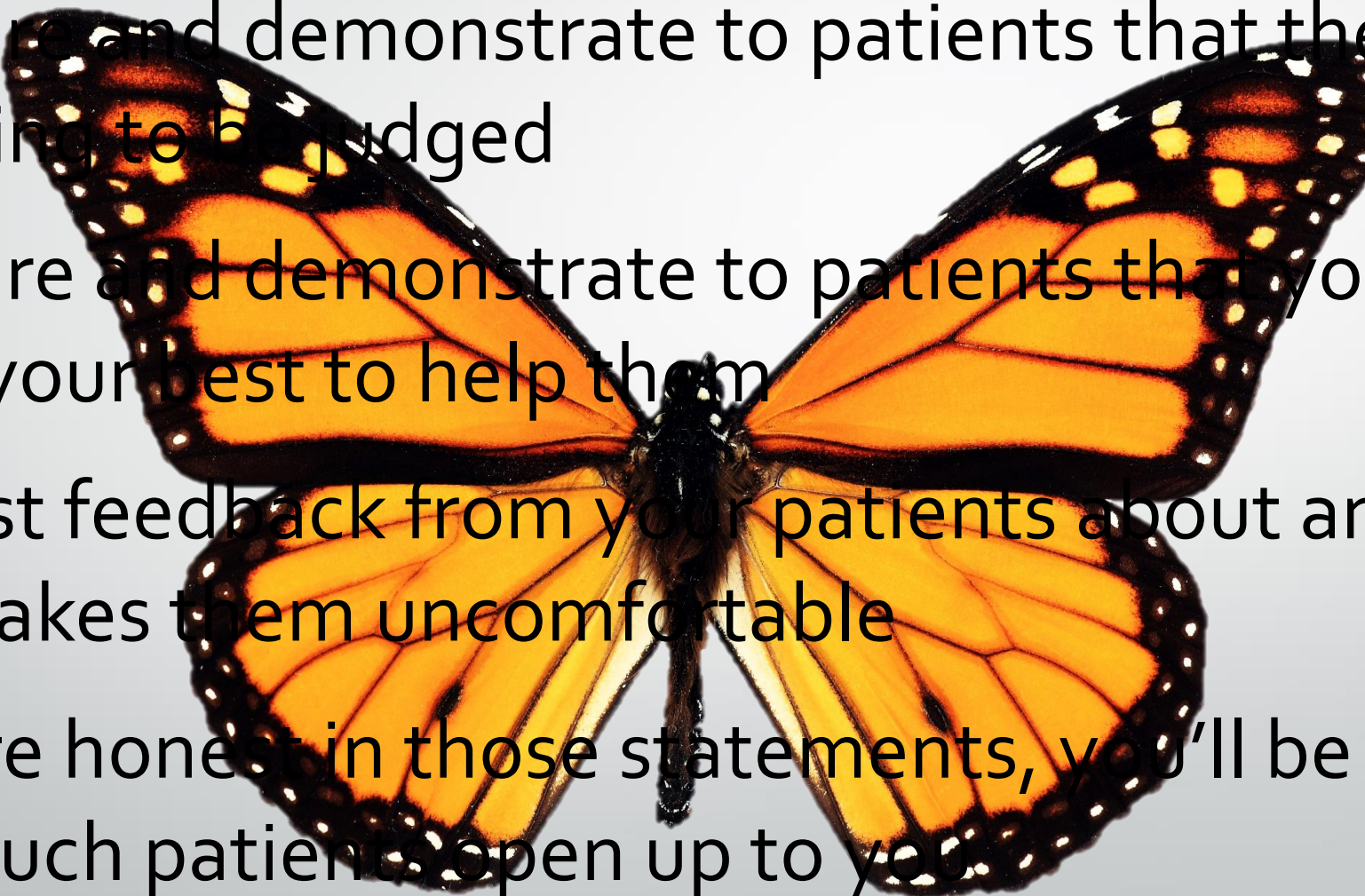
Additionalary: <https://www.recoveryanswers.org/addiction-ary/>



If we want addiction destigmatized,
we need a language that's unified.

The words we use matter. Caution needs to be taken,
especially when the disorders concerned are heavily
stigmatized as substance use disorders are.

Anti stigma tips

- 
- Reassure and demonstrate to patients that they are not going to be judged
 - Reassure and demonstrate to patients that you are doing your best to help them
 - Request feedback from your patients about anything that makes them uncomfortable
 - If you're honest in those statements, you'll be amazed how much patients open up to you

Discussion

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Self-Paced Learning Opportunities

Stigma

Courses for clinicians interested in addressing stigma related to addiction
Claim up to four (4.0) credit hours of CE/CME

- **Dismantling Stigma: Addiction, Treatment, and Policy** (1.0 credit hour)
- **Stigma in Healthcare** (1.0 credit hour)
- **Social Determinants of Health and Cultural Competency in Substance Use Treatment** (1.0 credit hour)
- **Understanding the Impact of Structural Racism on Clinical Care: Lessons from HIV and COVID-19** (1.0 credit hour)



Scan the code
or visit
<https://bit.ly/StigmaSUD>

<https://psattcelearn.org/>



Accredited
Courses



Individualized
Learning Plan



Qualifies for
MATE Act DEA
Requirement

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