

Welcome!

The Power of Media

Changing the Narrative on Substance Use



Hosted by the Connecticut
Alcohol and Drug Policy Council's
Prevention Subcommittee





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Changing the Narrative on Substance Use

Stephen Holt, MD, MA, FACP, FASAM
Yale School of Medicine

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Presentation prepared by Ladan Karim-Nejad, VCU School of Pharmacy

OBJECTIVES

- Describe the key aspects of substance use disorders
- Describe the adverse consequences of stigmatizing language
- Identify words and language that can be either stigmatizing, or destigmatizing.
- Identify resources to address substance use stigma

Media consumption has increased

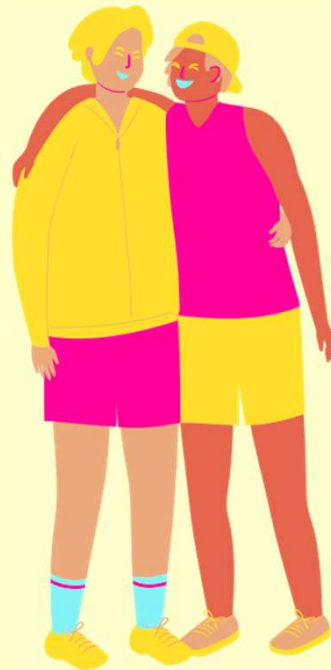


Stigma negatively impacts addiction treatment

Challenging the stigma, encouraging positive action, and making a conscious effort to help people with substance use disorders is an important part of protecting the public

STIGMA and ADDICTION

Stigma is an attribute, behavior, or reputation that depersonalizes people.



WHO Study: Drug addiction was the most stigmatized condition in 14 countries

Substance Use Disorder



Unhealthy use of alcohol, prescription drugs, or other substances.

Addiction

A treatable disorder that alters the inhibition and reward centers of the brain

The Four C's of addiction:

- **Craving**
- **Control**
- **Compulsion**
- **Continued**

Trauma occurs as a result of abuse, neglect, loss, disaster, war and other emotionally harmful experiences.

SAMHSA, 2014

Trauma and Substance Use



Research demonstrates a strong link between exposure to trauma and substance use.

Approaches to Treatment

Harm reduction:

Any effort toward decreasing harms of substance use.

- Naloxone training/distribution
- Needle exchange programs

Barriers to treatment include:

- judgment/stigma
- internalized guilt and shame
- not knowing about services
- financial burdens
- services only available in English

- Medications
- Counseling
- Intensive Outpatient Programs
- Detoxification?
- Residential Treatment



Multiple Pathways of Recovery

- 12-step (AA, NA, CA, ACA, DRA, Women in Sobriety)
- Spiritual (Celebrate Recovery, Alcoholics for Christ, Refuge Recovery, White Bison)
- Secular (Life Ring, SMART)
- Wellness based (Yoga, Meditation, Qigong, Tai-Chi, etc.)
- Active Sober Community (Phoenix Multi-Sport, ROCovery Fitness, Fit2Recover, etc.)
- Online Recovery Supports (In the Rooms, Apps, Daily Affirmations, etc.)

Medications for Opioid Use Disorder

- Rationale
 - Cross-tolerance
 - Narcotic blockade



“These medications coupled with psychosocial support are the current standard of care for reducing illicit opioid use, relapse risk, and overdoses, while improving social function. However, limited access to providers and programs can create barriers to treatment.”

Medication-based Treatment vs. Untreated Addiction

“If we're just substituting one opioid for another, we're not moving the dial much.”*

Parameters	Buprenorphine or methadone	Heroin, fentanyl, or prescription opioids
Route	Oral, sublingual	Intravenous, intranasal
Time to take effect	30 minutes	Immediate
Duration of action	24 – 36 hours	3 – 6 hours
Euphoria	Absent	Marked

*Tom Price, M.D., Director, Health and Human Services for 231 days...

Benefits of buprenorphine and methadone for opioid use disorder

Increased:

- Retention in treatment
- Social functioning

Decreased:

- Drug use
- Overdose death
- HIV transmission
- HCV transmission
- Criminal behavior

Endorsed by:

World Health Organization, White House Office of National Drug Control Policy, President's Commission on Combatting Drug Addiction and the Opioid Crisis, Surgeon General, NIH, Substance Abuse and Mental Health Administration, National Governor's Association, many others



The screenshot shows the NPR 'shots' health news section. At the top, there are navigation links for 'set station', 'news', 'arts & life', 'music', 'programs', and a 'shop' icon. Below the navigation is the 'shots' logo with the tagline 'HEALTH NEWS FROM NPR'. The main content area features a video player with a play button icon and a duration of 5:45. The video title is 'Treating Opioid Addiction With A Drug Raises Hope And Controversy'. Below the title, it says 'May 17, 2016 · 3:52 PM ET' and 'Heard on All Things Considered'. There is also a '+ Queue' button.

From: Comparative Effectiveness of Different Treatment Pathways for Opioid Use Disorder

JAMA Netw Open. 2020;3(2):e1920622. doi:10.1001/jamanetworkopen.2019.20622

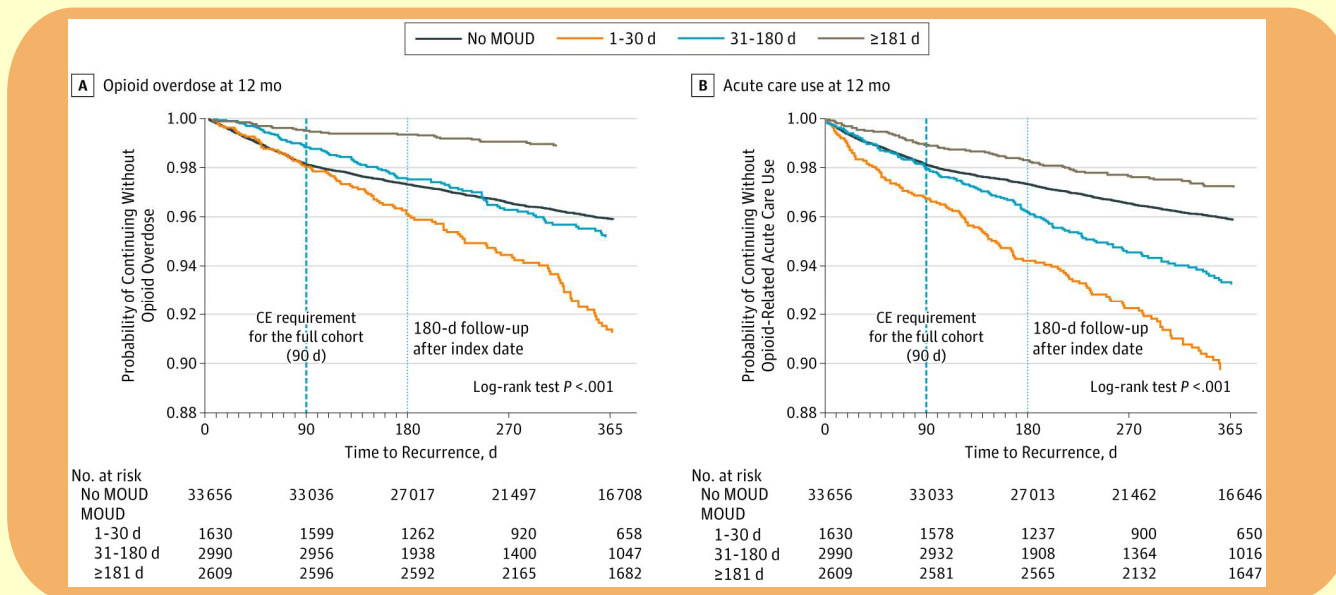


Figure Legend:

Probability of Opioid Overdose and Acute Care Use During the 12-Month Follow-up Period CE indicates continuing education; MOUD, medication for opioid use disorder.

Do words matter to professionals?

- 516 mental health professionals read one of two vignettes and were asked to complete a questionnaire.
- substance abuser versus individual with a substance use disorder.

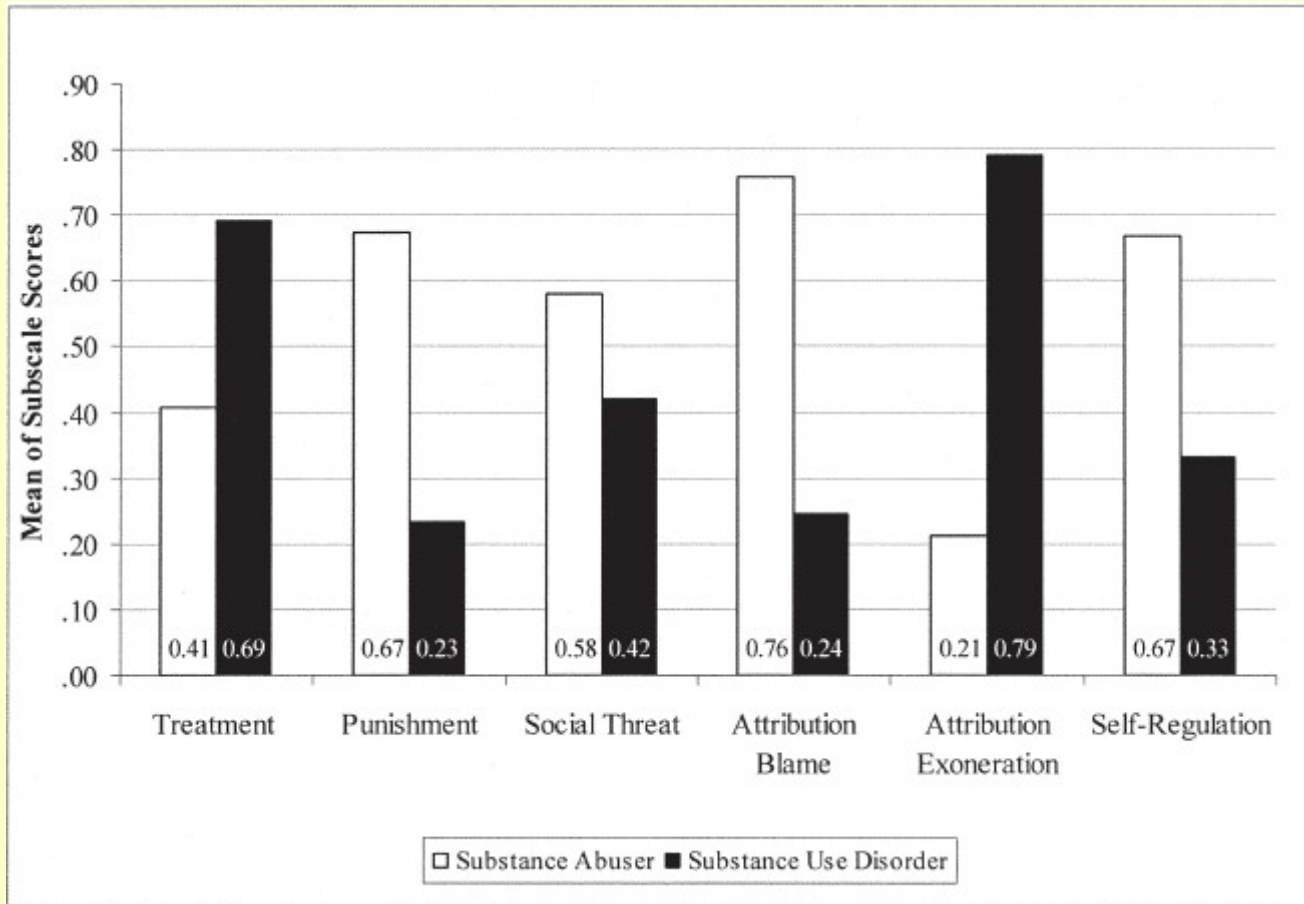
Yes, words matter to professionals!

- **“Substance abuser”** group was more likely to agree that:
 - The person was culpable
 - Punitive measures should be taken

Do words matter to the public?

- 314 lay persons were asked to provide recommendations for two individuals.
- substance abuser versus substance use disorder.

Yes, words matter to the public!

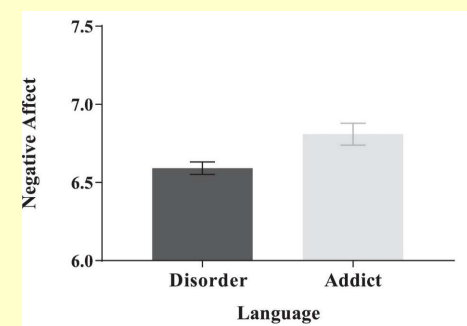
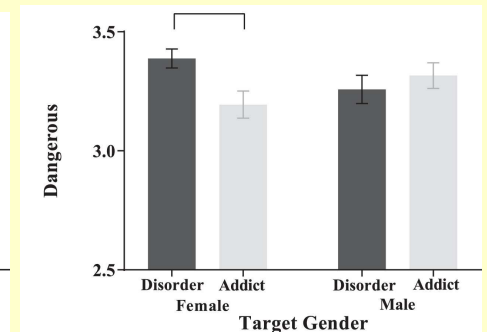
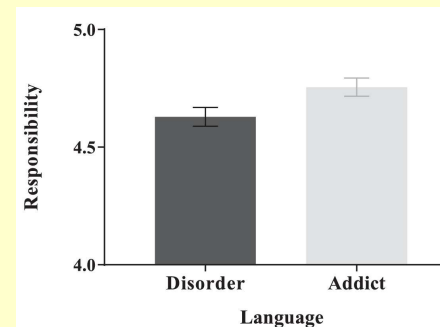


Do words matter to the public?

- 2,065 participants were presented with vignettes of individuals with an opioid addiction that differed on gender (male/female) and language (“drug addict” or “opioid use disorder”)
- Participants graded the individuals on responsibility, dangerousness, and negative emotions

Yes, words matter to the public!

- “**Addicts**” were more responsible for their condition
- “**Addicts**” were rated with more negative emotions of anger
- Male “**addicts**” were more dangerous than males with “opioid use disorders”
 - Male “**addicts**” were rated with the most negative emotion



44%

agreed that people with drug dependence are a burden to society

26%

would not want their kids playing with kids of someone with a history of drug dependence

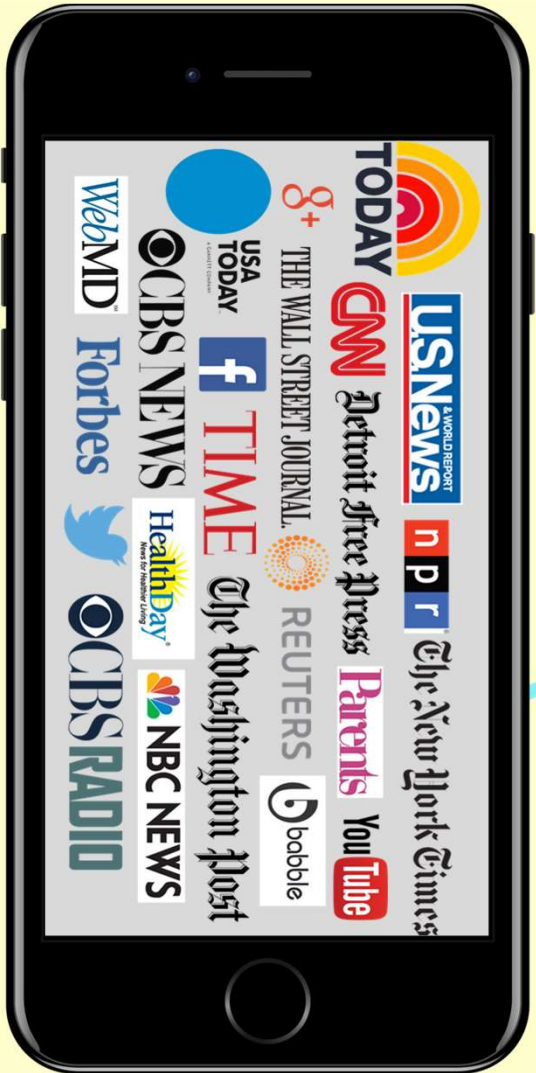
74%

Thought that medication is not a solution

A study from 2016 surveying 1,089 people on public attitudes toward addiction and recovery

55%

Agreed that people with addiction are demonized in media



Language affects how the public thinks about addiction and how people with addiction think about themselves.

Even when content may be using stigma-reducing terminology, titles may contain language to drive attention

New Haven police to distribute 'crack' pipes, syringes, in hope of keeping addicts alive

By Ben Lambert Updated 5:49 pm EST, Thursday, February 6, 2020



SHARE

FEBRUARY 7, 2020

Connecticut city to give 'harm reduction kits' to addicts

Torrington area sober houses lack oversight, homeowners make rules for recovering drug addicts

Area sober houses lack oversight, homeowners left to determine rules

Published 6:53 pm EST, Saturday, February 1, 2014



Use of non-medical terms perpetuate stigma



ROCHESTER DRUGGIE BUSTED AGAIN



Terms can trigger responses that call upon

IMPLICIT BIASES

and perpetuate stigma



Rochester druggie busted again x Review druggie.pdf x Junkie junkyard: Bloody heroin x Overdose Deaths On The Rise. B x Junkie junkyard: Bloody heroin x

https://www.radio.com/1010wins/articles/junkie-junkyard-bloody-heroin-needles-pile-181st-street-subway-station

1010 WINS
ALL NEWS. ALL THE TIME.

LOCAL/REGIONAL NEWS MORE NEWS WEATHER & TRAFFIC SHOWS PODCASTS CONNECT LISTEN

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Twitter CEO says it was wrong to block links to Biden story

NEWS
Grisly beheading of teacher in terror attack rattles France

NEWS
LI man requested 2 absentee ballots for mom who died in...

1010 WINS / NEWS / LOCAL

Junkie junkyard: Bloody heroin needles pile up at Manhattan subway station



Perpetuates Stigma

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1010 WINS / NEWS / LOCAL

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Perpetuates Stigma

Promotes Recovery

https://www.nbcconnecticut.com/news/local/overdose-deaths-on-the-rise-but-recovery-help-is-available/2343732/?fbclid=IwAR0sv6i1KfBkFEK-Mv0w...

LOCAL WEATHER INVESTIGATIONS VIDEO ENTERTAINMENT TRAFFIC 50° LIVE

OVERDOSE DEATHS

Overdose Deaths On The Rise, But Recovery Help Is Available

By Christine Stuart • Published October 8, 2020 • Updated on October 8, 2020 at 8:36 pm



NBC News

LILICLOTH



Type here to search

PEOPLE-FIRST LANGUAGE

Through advocacy and outreach, other stigmatizing conditions have normalized terms like "person with schizophrenia" over "schizophrenic" or having an "eating disorder" than being a "food abuser"

RECOVERY-ORIENTED LANGUAGE





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LANGUAGE IS CHANGING

AP

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addiction (pages 5-6)

- Addiction is a treatable disease that affects a person's brain and behavior
- *Addiction* is the preferred term
- *Substance Use Disorder* is preferred by some health professionals
- *Alcoholism* is acceptable for addiction to alcohol
- Avoid words like *abuse* or *problem* in favor of *use* or *misuse*
- Avoid words like alcoholic, addict, user, abuser, junkie, drunk or crackhead

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addiction (pages 5-6)

- Stigmatizing or punitive language can be a barrier to seeking treatment
- Avoid describing patients as “*clean*”
- The term *misuse* can be helpful instead of *abuse*

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addiction (pages 5-6)

AP STYLEBOOK 2020 EXAMPLES

USE: *Keene had trouble keeping his job because of alcoholism.*

NOT: *Keene had trouble keeping his job because he was an alcoholic.*

USE: *Yang joined other people with heroin addictions at the conference.*

NOT: *Yang joined other heroin addicts at the conference.*

RATHER THAN...	RATIONALE	USE...
Addict, abuser, junkie, alcoholic	Dehumanizes and ignores the person with the condition	Person with (addiction, use disorder, alcoholism)
Substance abuse	Associated with intentional and controllable improper use that elicits anger and blame toward the person with the condition	(drug, substance, alcohol) use disorder, substance misuse
Clean, dirty	Implies a previous state of dirtiness with the condition	(positive/negative) sample, in remission, in recovery
Detox	Promotes the misconception that addiction can be treated by abrupt abstinence and ignores the long-term nature of the condition	In (remission, recovery, treatment)

Addictionary by Recovery Research Institute

A comprehensive list of addiction terminology from A-Z. It offers a definition, resource for more information, stigma association, and alternative language.

ADDICT

(Stigma Alert) A person who exhibits impaired control over engaging in substance use (or other reward-seeking behavior, such as gambling) despite suffering severe harms caused by such activity. While this language is commonly used, in order to help decrease stigma associated with these conditions, it has been recommended to use "person first" language; instead of describing someone as an "addict," describe them as "a person with, or suffering from, addiction or substance use disorder."

(Kelly, Saitz, & Wakeman, 2016; Kelly & Westerhoff, 2010; Kelly et al., 2010; Sholten et al., 2017)



Final Notes to Think About

Use medically accurate terms for this medical condition

Language about a particular group should be determined by the group itself

Small steps can be taken to improve the existing practices and facilitate ongoing discussion



ASK:

- Have I used language that promotes or reduces stigma?

REMEMBER:

- Addiction is a medical, not a moral issue.

ALWAYS:

- Include a treatment and recovery resource, this encourages community and societal support.

THANK YOU

We appreciate the media for helping to spread accurate, balanced, and sensitive information regarding substance use disorders!

Recognizing implicit biases and continuously working to produce a better environment to discuss addiction is a multi-disciplinary effort.



Citations:

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