

Addressing Stigma Through the Health Stigma and Discrimination Framework: Experiences of Ashtabula, Fairfield, Sandusky, and Seneca Counties



COP - R C O R P

Communities of Practice for Rural Communities Opioid Response Program

Scan Me!



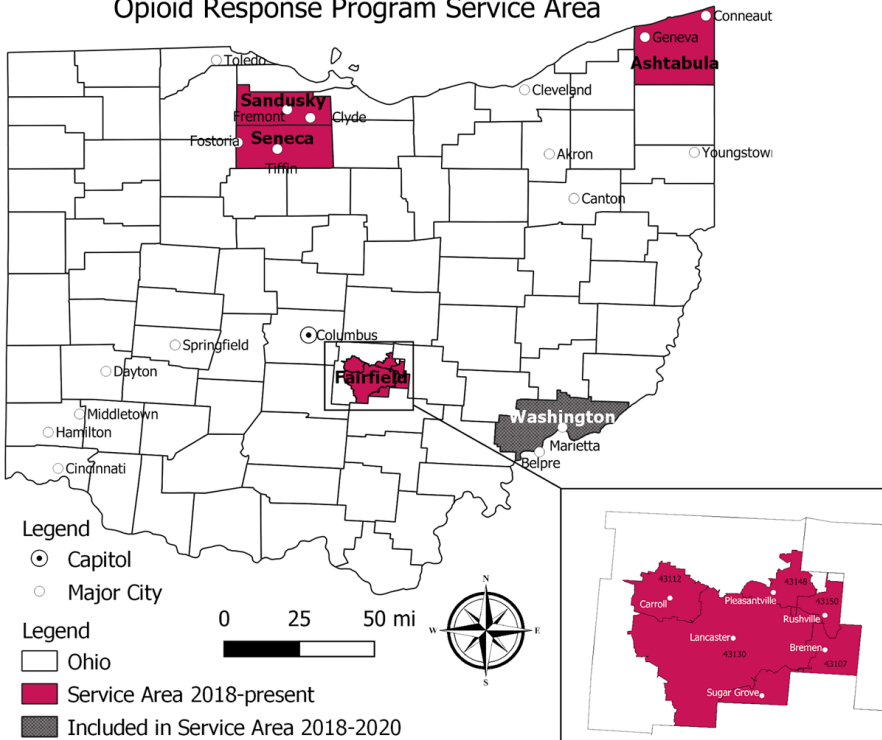
All presentation information can be found on the COP-RCORP website.

Please scan here to access the presentation content.

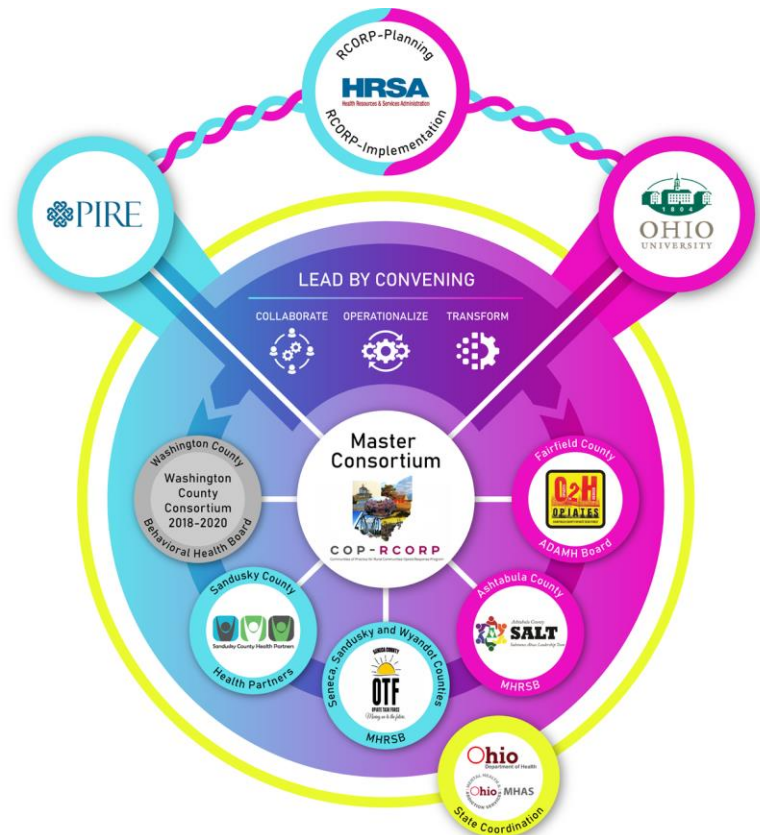
We hope that you will stay awhile and visit other pages on the website as well.

About COP-RCORP

Community of Practice Rural Community
Opioid Response Program Service Area



Schweinart, A. (November 2020). Sourced from: census.gov and simplemaps.com
Made possible by grants GA1RH335320102 and GA1RH335290102 from the Health Resources and Services Administration (HRSA), an operating division of the U.S. Department of Health and Human Services. Contents are solely the responsibility of the authors and do not necessarily represent the official views of HRSA or the U.S. Department of Health and Human Services.



Schweinart, A., Raffle, H., & Dacanay, J. (2020). COP-RCORP Organizational Chart.
Pacific Institute for Research and Evaluation; Calverton, MD and Ohio University's Voinovich School of Leadership and Public Affairs; Athens, OH.
This project was made possible by grants #G259R32461, #GA1RH33532, #G259R32459, and #GA1RH33529 from the Health Resources and Services Administration (HRSA), an operating division of the U.S. Department of Health and Human Services. This figure is solely the responsibility of the authors and does not necessarily represent the official views of HRSA or the U.S. Department of Health and Human Services.

Presentation Roadmap

Objective #1: Explore relationships between stigma and opioid use disorder and engagement in treatment and recovery services.

Objective #2: Learn about the Health Stigma and Discrimination Framework.

Objective #3: Learn about levels of stigma related to OUD in four Ohio communities.

Objective #4: Learn how community-level planning and implementation work related to stigma reduction intersects with harm reduction approaches to opioid use disorder.

HRSA RCORP-I Grant 15 Core Activities

Prevention Core Activity #2: Operationalized through the creation and engagement of the COP-RCORP Stigma Prevention Workgroup



Provide and assess the impact of culturally and linguistically appropriate education to improve understanding of evidence-based treatments and prevention strategies for SUD/OD



Eliminate Stigma
Associated with the
disease (SUD/OD)

COP-RCORP Stigma Workgroup: Building a Diverse Team



- Included representation from all COP-RCORP partnering entities
- Committed to weekly meetings
- Divided by strengths into two sub-workgroups: Survey Development and Community Engagement

Learning About Stigma: The Health Stigma Discrimination Framework

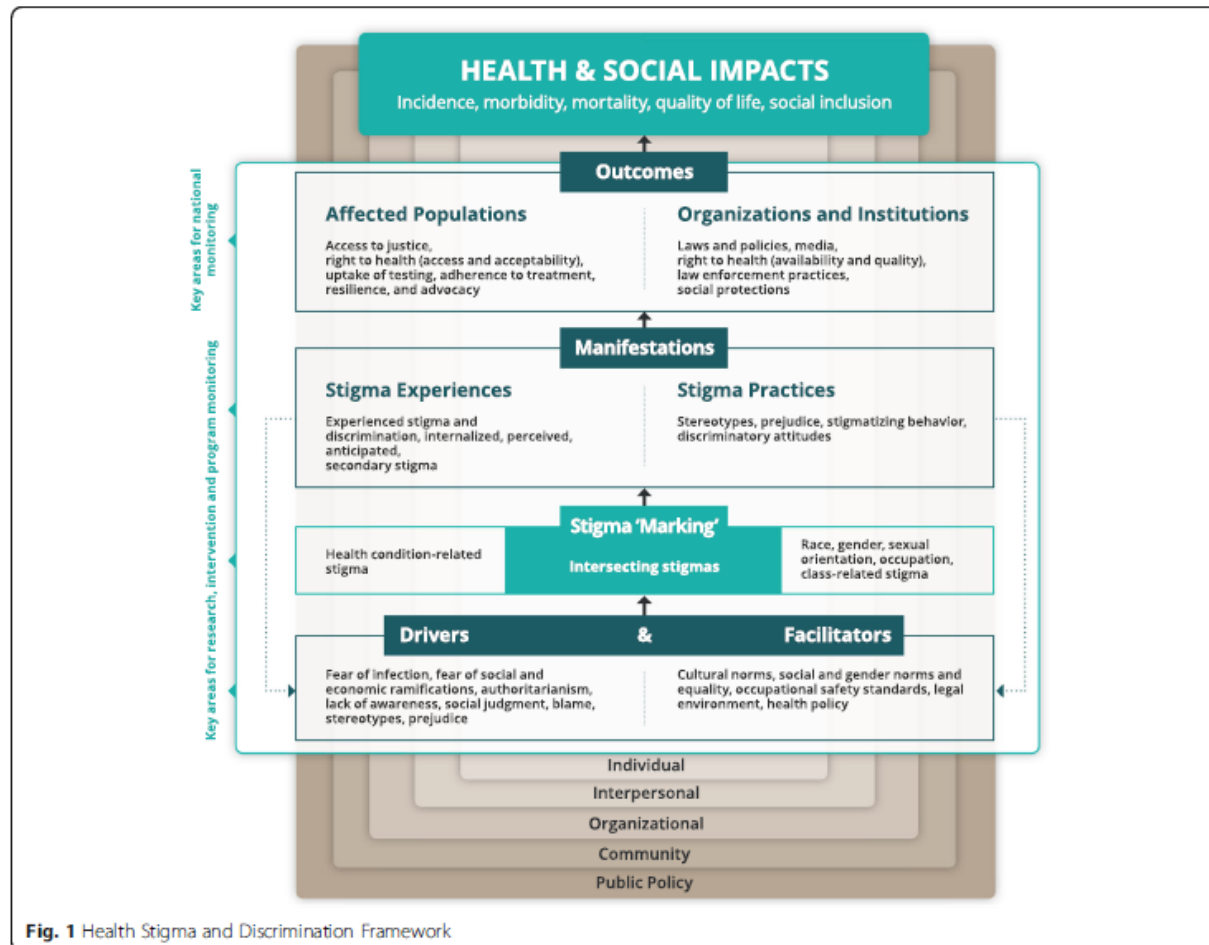


Fig. 1 Health Stigma and Discrimination Framework

Goals of Survey Development

1

Collect data that would be useful at the local level as well as the master consortium level

2

Field two surveys:
(1) OUD/SUD
Stigma
(2) MI/Suicide
Stigma

3

Focus on existing, validated scales and instrumentation when possible

Community Engagement



LOCAL BEHAVIORAL HEALTH RESOURCES

WWW.MHR SBSSW.ORG
419-448-0640

24/7 CRISIS HOTLINE
1-800-826-1306



SANDUSKY COUNTY
PUBLIC HEALTH

Phone: 419-334-6377
www.scpublichealth.com

Crisis Hotline Text
4HOPE to 741-741

Treatment & Counseling Services

Contact the Mental Health & Recovery Services Board of Seneca, Sandusky and Wyandot County.

419-448-0640



For Service Information:

www.fairfieldadamh.org

24-hour Crisis Hotline:
740.687.8255 (TALK)
Text: 4hope to 741741



Ashtabula County

SALT

Substance Abuse Leadership Team

YOU ARE NOT ALONE
WE ARE HERE TO HELP

AshtabulaMHRs.org



24/7 Mental Health and Substance Use
Hopeline: **(800) 577-7849**

Survey Instrument

Key Constructs:

- Perceived Stigma of Substance Abuse Scale (Luoma, et al., 2007)
- Recognizing stigma in the community
- Types of stigma/Stigma Experiences
- Where stigma is experienced
- Stigma practices/discrimination
- Stigma solutions
- Support for key OUD rescue and treatment supports
 - Naloxone, MAT, and Fentanyl test strips

Postcard and Pre-notification Letters

Leaders in our community are working with the Pacific Institute for Research and Evaluation ("PIRE") and Gallup on an important survey about **##TOPIC##**. This information will be used to inform efforts to help reduce or eliminate stigma related to **##TOPIC##** in our community.

In the next few days, you will receive this survey in the mail. Please take a few minutes to complete the survey and help our community.

There are two ways to complete the survey:

1) Visit the secure website below and enter your unique Access Code:

##SURVEY_URL##

Access Code: **##ACCESS_CODE##**

2) Mail your completed paper survey to Gallup in the postage-paid envelope.

If you have any questions, you can contact Matthew Courser, Senior Research Scientist at PIRE toll-free by calling 833-732-3141 or by email at mcourser@pire.org.

Matthew Courser
Senior Research Scientist
Pacific Institute for Research and Evaluation (PIRE)

GALLUP

GALLUP



##NAME##
##ADDRESS##
##CITY, STATE, ZIP##

Dear Resident:

Ashtabula County Substance Abuse Leadership Team is working with the Pacific Institute for Research and Evaluation ("PIRE") and Gallup to conduct an important research survey in Ashtabula County. We would like to invite a **person, age 18 or over**, in your household to take part in this research survey, which is supported by Ashtabula County Substance Abuse Leadership Team and funded by the Health Resources and Services Administration. To randomly select one person, we would like to invite the adult 18+ who **will have the next (upcoming) birthday** to participate.

The survey collects information on attitudes about **##TOPIC##** in our community. We're looking for feedback from the community to help inform efforts to help reduce or eliminate stigma related to **##TOPIC##** in our community.

We will NOT ask for any personally identifying information so that **your survey answers remain anonymous**. Only you will know how you answered the questions. All results will be shown only for large groups of respondents. To further protect the confidentiality of your answers, please complete the survey in a location that gives you privacy and seal the survey in the enclosed return envelope promptly. Participation in the survey is **voluntary**, and you may skip any questions you feel uncomfortable answering.

The survey should take about 20 minutes, and we **have enclosed a \$5 bill as a token** of our appreciation for your consideration and as a thank you. By completing and mailing back the survey, you are consenting to participate in the research.

If you would like to complete the survey online instead, please go to:

Website: **##SURVEY_LINK##**
Access Code: **##ACCESS_CODE##**

Thank you in advance for your time.

Sincerely,

A handwritten signature in black ink that reads "Kaitie Park".

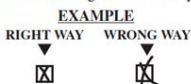
Kaitie Park
Community Engagement Director, Ashtabula Mental Health and Recovery Services Board

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Mental Health Attitudes Survey

This survey will be used to collect data about attitudes around mental health care in our community. Completing this survey will help identify ways to improve the health and wellbeing of residents of our community. Please read each question carefully and answer each one honestly - there are no right or wrong answers. It is your opinion that counts. Your survey responses will be completely confidential. Please answer all questions to the best of your ability, though you may skip any question you do not feel comfortable answering. Please carefully follow the steps below when completing this survey:

- Use only a blue or black ink pen that does not blot the paper
- Make solid marks inside the response
- Do not make other marks on the survey



1 We would like to know your opinions about mental illness and people with mental illnesses in general. Please mark the box that indicates how much you agree or disagree with each statement. Please do not skip any item.

	Strongly disagree	Somewhat disagree	Neutral or Unsure	Somewhat agree	Strongly agree
a. I believe a person with mental illness is a danger to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I believe a person with mental illness is unpredictable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I believe a person with mental illness is hard to talk with.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I believe a person with mental illness has only themselves to blame for their condition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I believe a person with mental illness would improve if given the treatment and support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I believe a person with mental illness feels the way we all do at times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. I believe a person with mental illness could pull themselves together if they wanted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I believe a person with mental illness can eventually recover.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. I believe a person with mental illness can be as successful at work as others without mental illness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Treatment can help people with mental illness lead normal lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. People are generally caring and sympathetic towards people with mental illness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Stigma is when someone views a person or group in a negative way because they have a feature or personal trait that is thought to be a disadvantage. Have you seen or heard of a person in our community who has a mental illness experiencing stigma because of their mental illness?

- Yes
 No → Skip to Question 7

3 Has the stigma you have seen people in our community experience because of their mental illness made it difficult for them to...

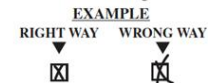
	Yes	No	Don't know
a. Recognize symptoms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Seek help or treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Find help or a place to get treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Figure out how to pay for treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Figure out how to use insurance for treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Begin treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Get support with treatment progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Complete treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Get services or support after treatment (including recovery support)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Get services in a crisis situation (like having feelings about suicide)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Use medicine to help mental illness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GALLUP®

Substance Use Attitudes Survey

This survey will be used to collect data on attitudes about substance use and health care in our community. Completing this survey will help identify ways to improve the health and wellbeing of residents of our community. Please read each question carefully and answer each one honestly - there are no right or wrong answers. It is your opinion that counts. Your survey responses will be completely confidential. Please answer all questions to the best of your ability, though you may skip any question you do not feel comfortable answering. Please carefully follow the steps below when completing this survey:

- Use only a blue or black ink pen that does not blot the paper
- Make solid marks inside the response
- Do not make other marks on the survey



1 Please read each statement carefully and mark the box that indicates how much you agree or disagree with the statement. Please do not skip any item.

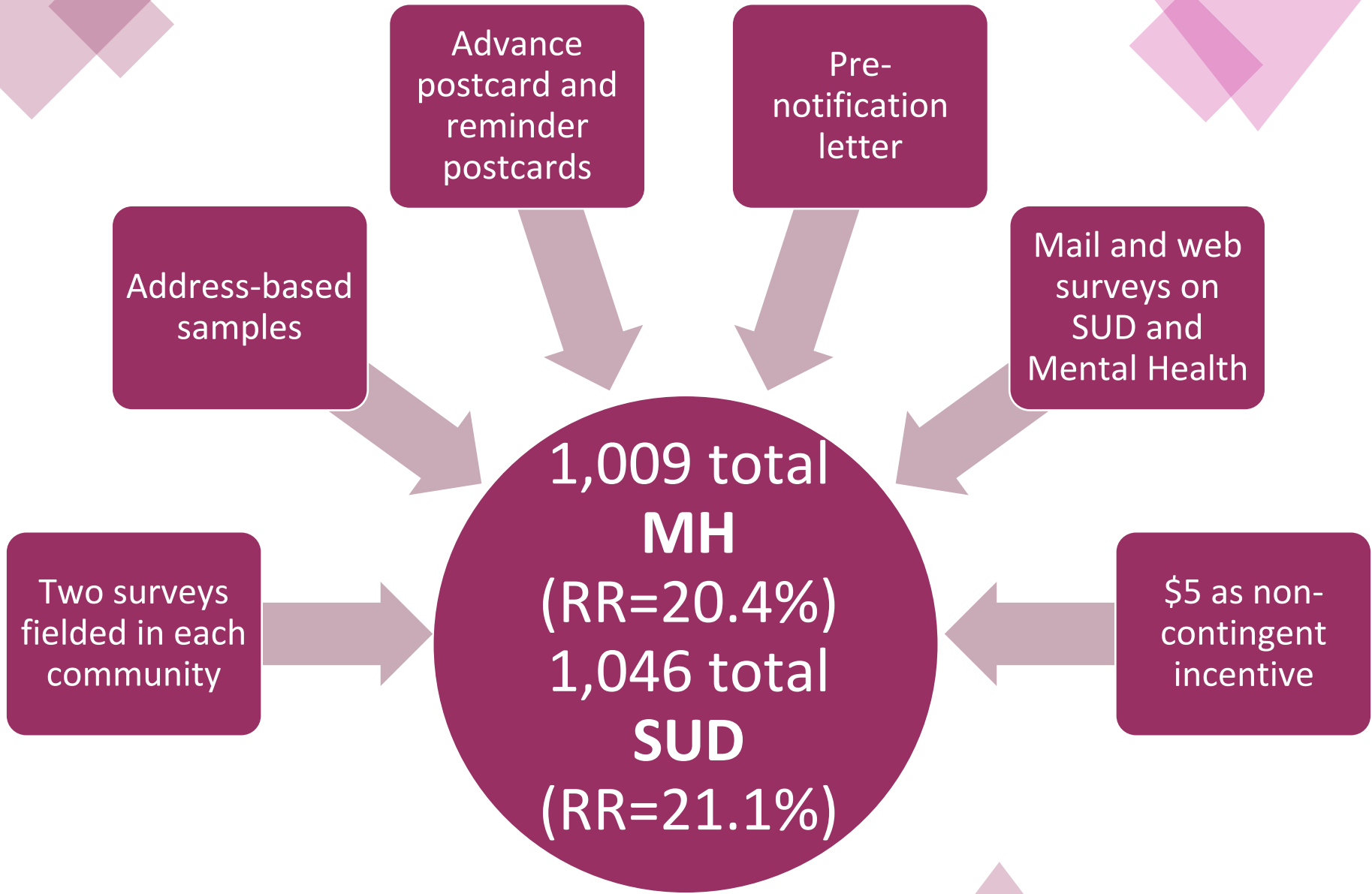
	Strongly disagree	Somewhat disagree	Neutral or Unsure	Somewhat agree	Strongly agree
a. Most people would willingly accept someone who has been treated for substance use as a close friend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Most people believe that someone who has been treated for substance use is just as trustworthy as the average citizen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Most people would accept someone who has been treated for substance use as a teacher of young children in a public school.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Most people would hire someone who has been treated for substance use to take care of their children.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Most people think less of a person who has been in treatment for substance use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Most employers will hire someone who has been treated for substance use if they are qualified for the job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Most employers will pass over the application of someone who has been treated for substance use in favor of another applicant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Most people would be willing to date someone who has been treated for substance use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Stigma is when someone views a person or group in a negative way because they have a feature or personal trait that is thought to be a disadvantage. Have you seen or heard of a person in our community who uses substances experiencing stigma because of their substance use?

- Yes
 No → Skip to Question 7

3 Has the stigma you have seen people in our community experience because of their substance use made it difficult for them to...

	Yes	No	Don't know
a. Recognize symptoms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Seek help or treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Find help or a place to get treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Figure out how to pay for treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Figure out how to use insurance for treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Begin treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Get support with treatment progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Complete treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Get services or support after treatment (including recovery support)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Get naloxone or Narcan (the opioid overdose reversal drug) in case of emergency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Receive naloxone or Narcan (the opioid overdose reversal drug) in an overdose emergency situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Use medication (like Methadone, Suboxone, or Vivitrol) as a part of opioid treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Telling our Stigma Story

Stigma Related to SUD and OUD in our 4 County Service Area: Ashtabula, Fairfield, Sandusky, and Seneca Counties

Perceived Stigma of Substance Abuse Scale (PSAS)

The PSAS measures community perceptions about the prevalence of stigmatizing attitudes and actions toward individuals with substance use problems.

- Scores range 8-40, higher scores indicating greater perceived stigma.
- Our sample of community residents **perceive that stigmatizing attitudes and actions exist** in our 4-county consortium area.

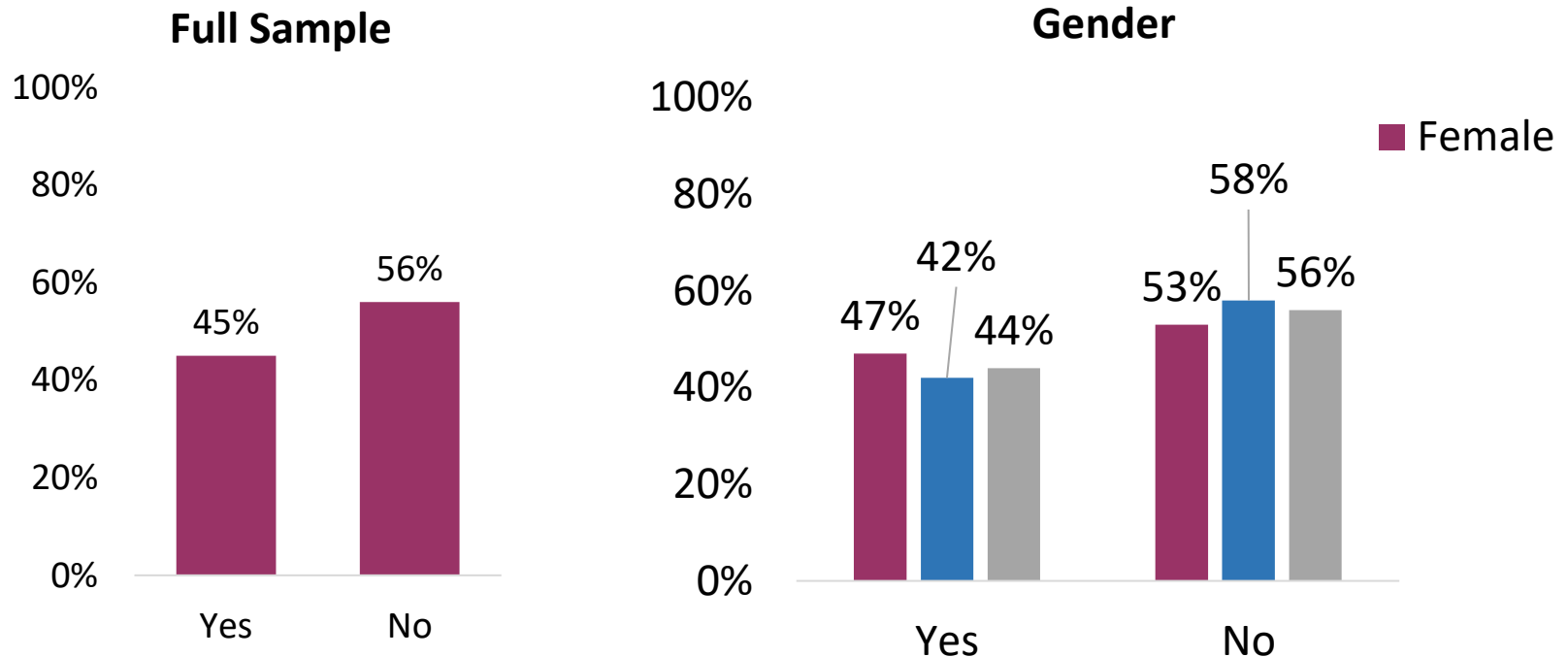
73% of our total sample had a scale score between **24-40**

21% of our total sample had a scale score of **24-31**

The mean score was 26.67 and the median was 27

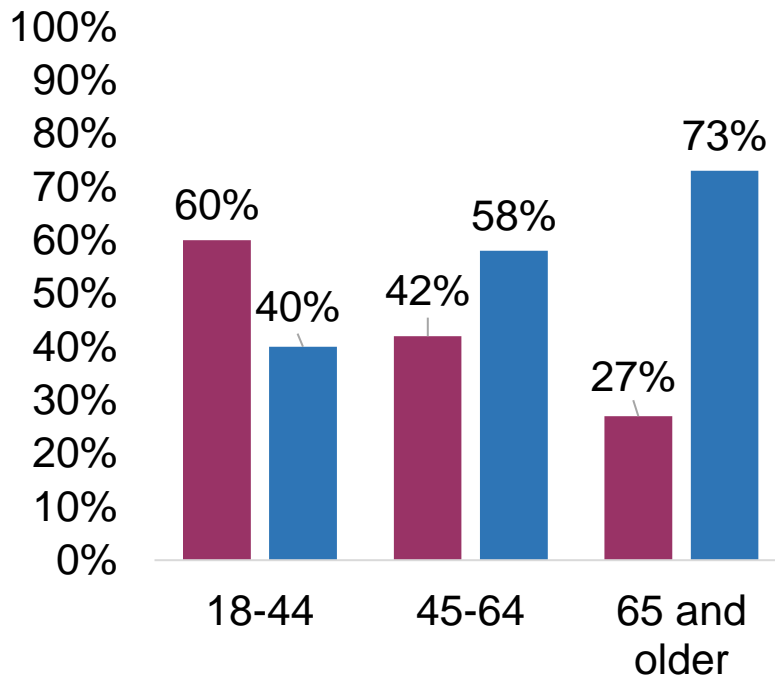
Seeing or Hearing of a Person Experiencing Stigma

Stigma is when someone views a person or group in a negative way because they have a feature or personal trait that is thought to be a disadvantage. Have you seen or heard of a person in our community who uses substances experiencing stigma because of their substance use?



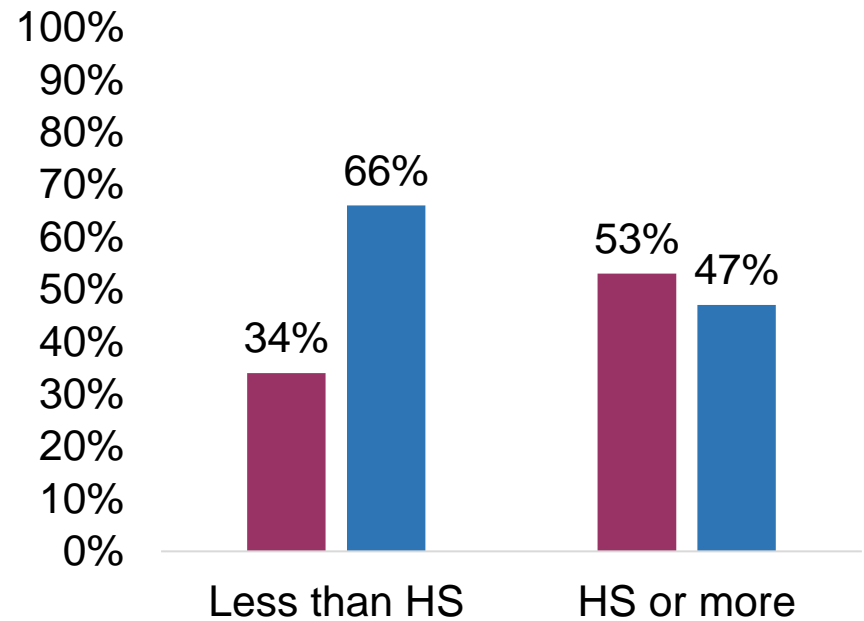
Seeing or Hearing of a Person Experiencing Stigma

Age



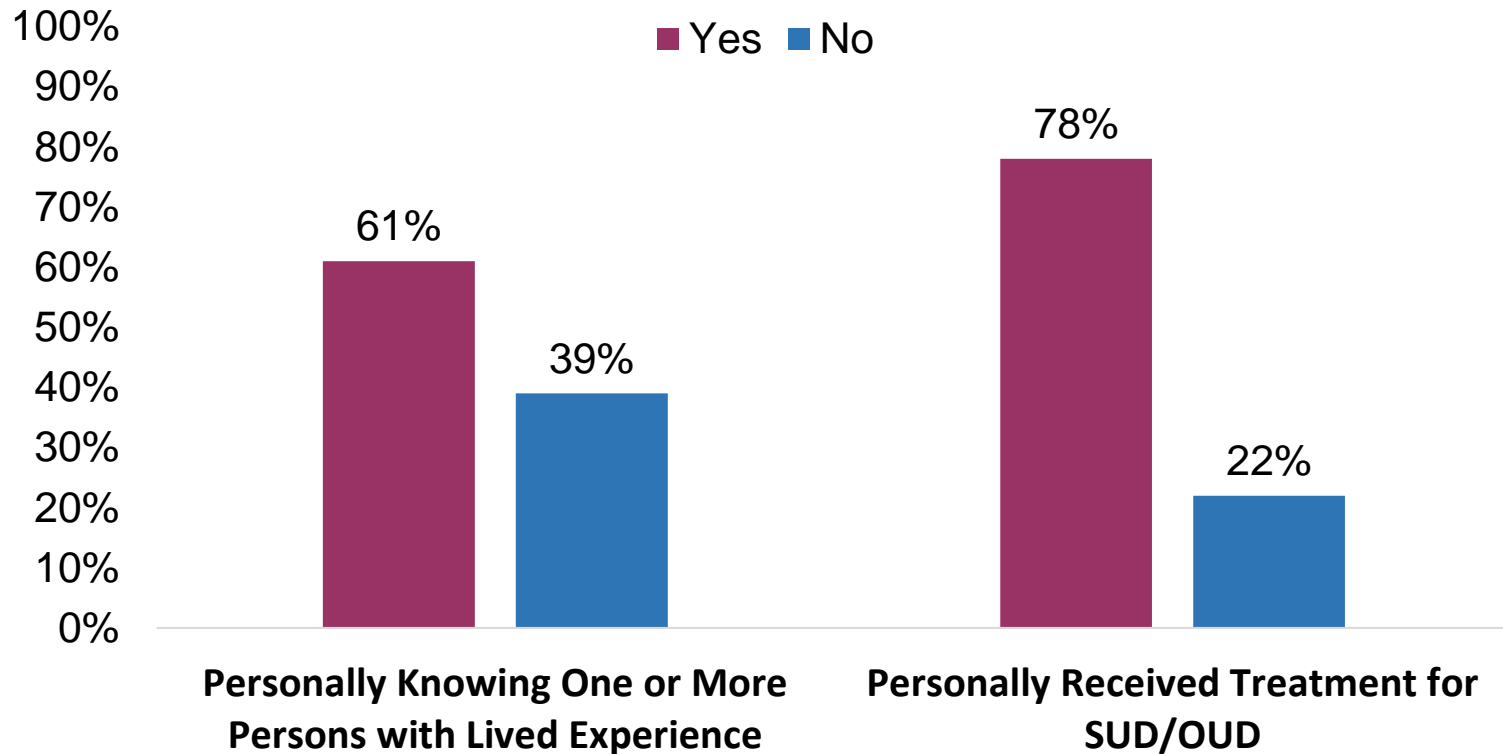
■ Yes ■ No

Education



■ Yes ■ No

Seeing or Hearing of a Person Experiencing Stigma



Manifestations of Stigma/Stigma Experiences

Question: Has the stigma you have seen people in our community experience because of their substance use made it difficult for them to...

- Recognize symptoms
- Seek help or treatment
- Find help or a place for treatment
- Figure out how to use insurance for treatment
- Begin treatment
- Get support with treatment process
- Complete treatment
- Get services/supports after treatment
- Get naloxone (Narcan)
- Receive naloxone (Narcan) in an overdose emergency situation
- Use medication (like Methadone, Suboxone, or Vivitrol) as part of opioid treatment

Manifestations of Stigma / Stigma Experiences

All Respondents	Total Sample (Weighted)		
	Yes	No	Don't Know
	%	%	%
Begin treatment	69%	13%	18%
Seek help or treatment	68%	13%	19%
Get support with treatment progress	58%	15%	27%
Figure out how to pay for treatment	57%	14%	29%
Complete treatment	57%	16%	27%
Get services or support after treatment (including recovery support)	54%	17%	29%
Recognize symptoms	53%	18%	30%
Find help or a place to get treatment	52%	24%	24%
Figure out how to use insurance for treatment	51%	15%	34%
Use medication (like Methadone, Suboxone, or Vivitrol) as part of opioid treatment	26%	25%	50%
Get naloxone or Narcan (the opioid overdose reversal drug) in case of emergency	25%	32%	42%
Receive naloxone or Narcan (the opioid overdose reversal drug) in an overdose emergency situation	21%	34%	45%

Manifestations of Stigma/Stigma Experiences

Community members who have **personally received treatment** perceive actions related to **harm reduction** are **more impacted by stigma** than the **total population** or **than those personally knowing one or more people with lived experience with SUD/ODU**:

- Get naloxone or Narcan (the opioid overdose reversal drug) in case of emergency
- Receive naloxone or Narcan (the opioid overdose reversal drug) in an overdose emergency situation
- Use medication (like Methadone, Suboxone, or Vivitrol) as part of opioid treatment

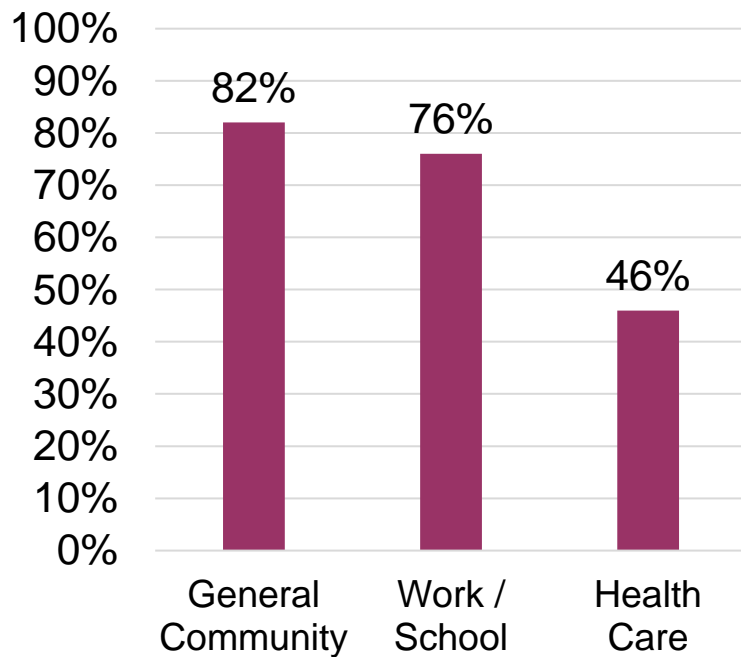
How Manifestations of Stigma Impact Organizational and Institutional Outcomes

Question: Next, we would like to know where people in our community experience stigma due to their substance use. Please indicate whether or not you have seen people in our community experience stigma because of their substance use in each of the following settings:

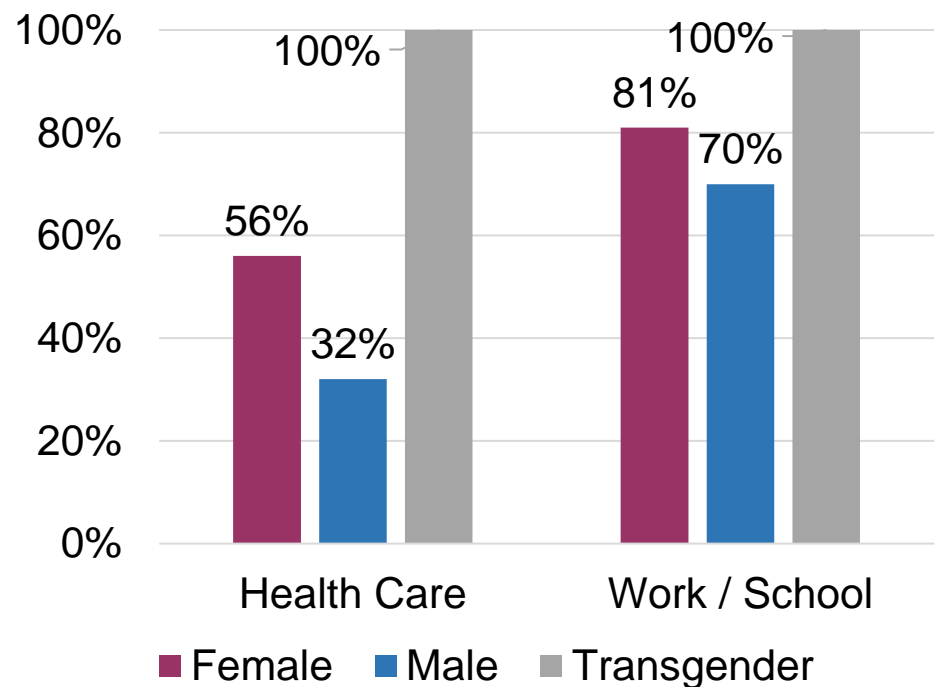
- General community setting
- Health care setting
- Work or school setting

How Manifestations of Stigma Impact Organizational and Institutional Outcomes

Stigma Locations (Full Sample)

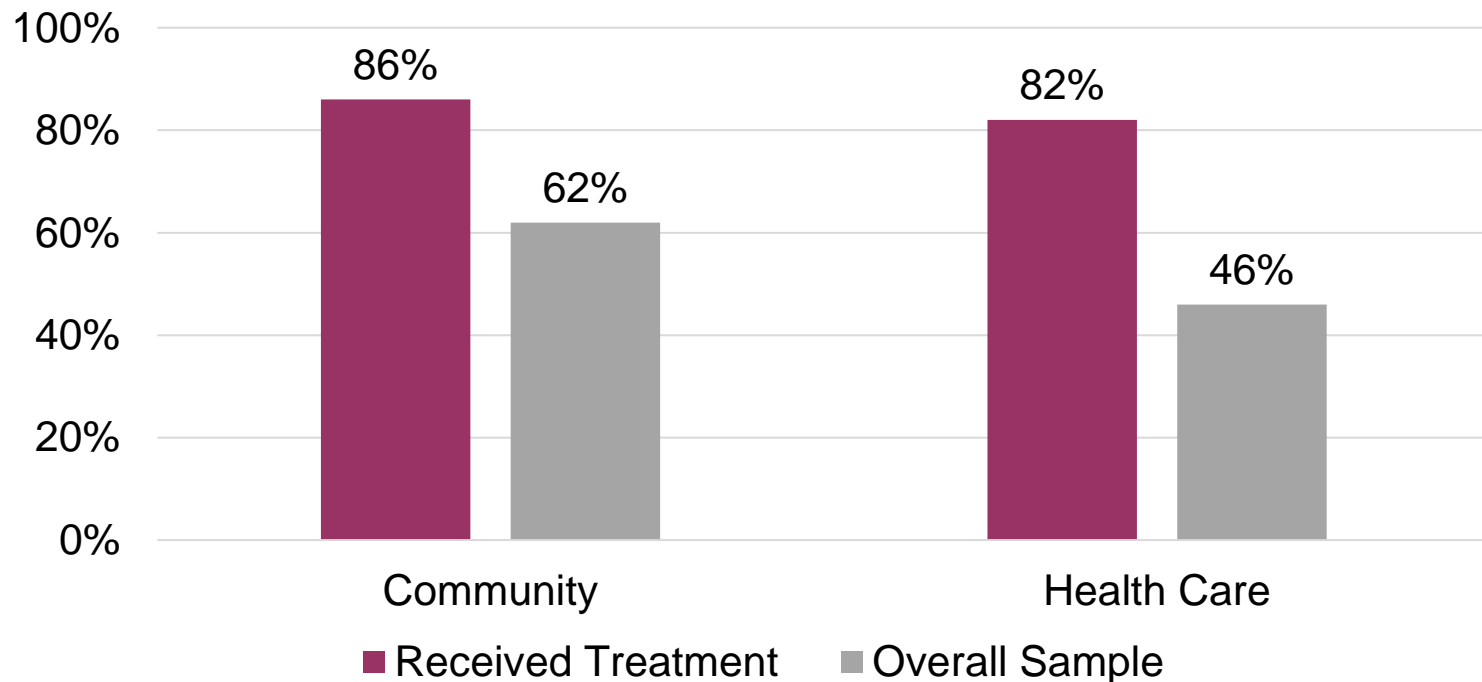


Stigma Locations by Gender Identity



How Manifestations of Stigma Impact Organizational and Institutional Outcomes

Individuals who have Received Treatment Compared to the Overall Sample



Stigma Practices: Discrimination

Question: “Have you personally seen or heard about people in our community who use substances like alcohol or drugs experiencing any of the following situations due to their substance use” ... (and we have a list of discriminatory actions).

- Getting fired from a job (70%)
- Being shunned from a friend group due to their use of alcohol or drugs (65%)
- Being avoided by community members (59%)

Perceptions of Narcan/Naloxone

This section of the survey assessed respondent opinions regarding naloxone

Questions: Participants were asked the degree of agreement that they had for a series of 12 statements regarding Naloxone.

Perceptions of Narcan/Naloxone

Disagree Neutral or Unsure Agree

Naloxone is beneficial for patients who accidentally overdose on opioid medications.



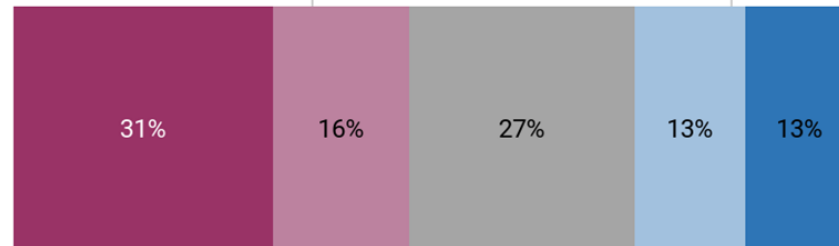
Having naloxone available encourages people to continue abusing opioids.



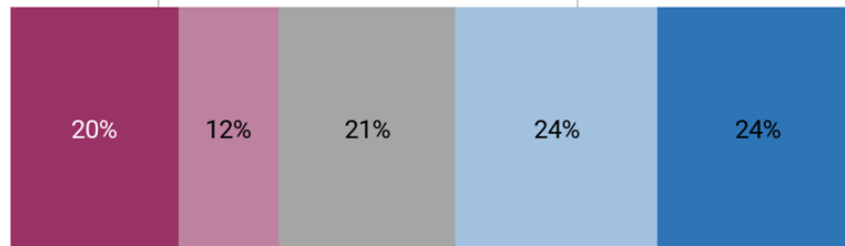
Perceptions of Narcan/Naloxone

Strongly Disagree Somewhat Disagree Neutral or Unsure Somewhat Agree Strongly Agree

Local community organizations should distribute naloxone to anyone who wants it at special in-person or drive-thru events.



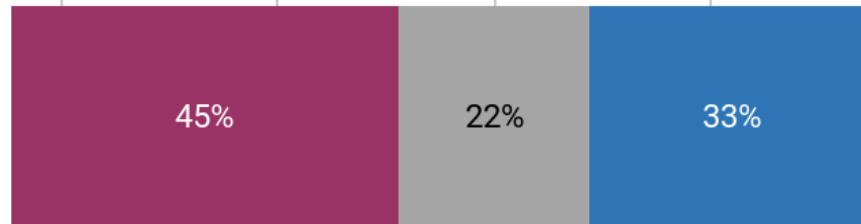
Naloxone should be available in public places (like offices, schools, libraries, restaurants, stores) as first aid for overdose emergencies just like devices that are available for heart attack emergencies (like AEDs).



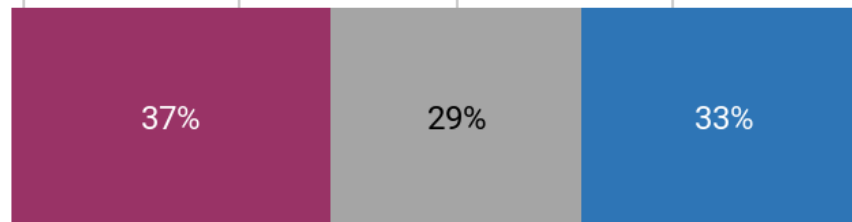
Perceptions of Narcan/Naloxone

Disagree Neutral or Unsure Agree

Naloxone is a lifesaving drug and people should have access to it as many times as they need it.



Naloxone is a basic form of first aid and it should be available to anyone in the community who would like to have it.

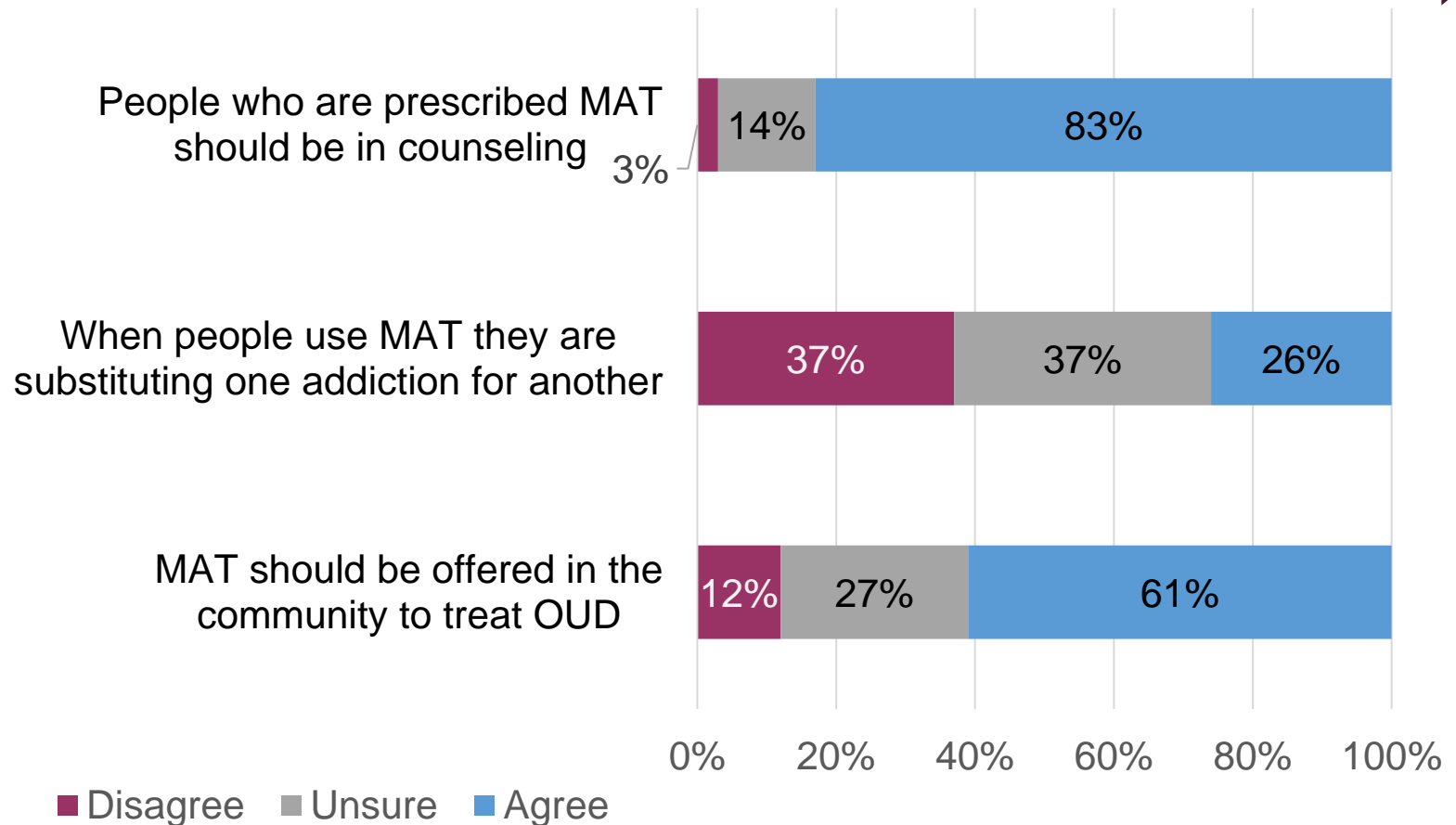


Perceptions of Medication Assisted Treatment (MAT)

This section assessed respondent opinions regarding MAT.

Question: Participants were asked the degree of agreement that they had for a series of 3 statements regarding MAT.

Perceptions of Medication Assisted Treatment (MAT)



Perceptions of Fentanyl Test Strips

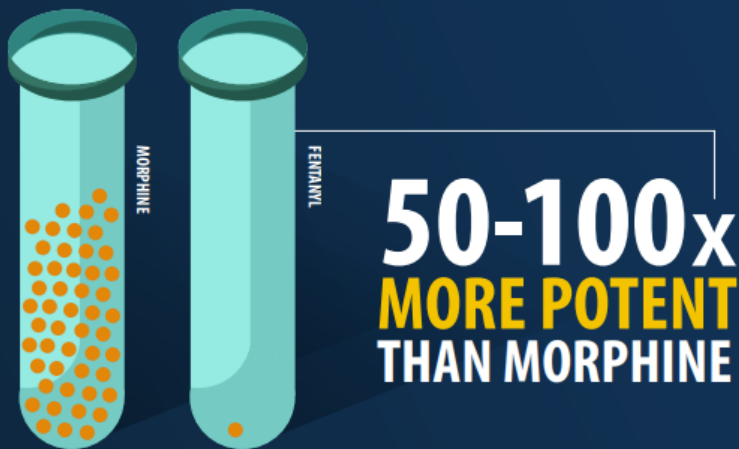
This section assessed respondent opinions regarding Fentanyl Test Strips.

Question: Participants were asked the degree of agreement that they had for a series of two statements regarding Fentanyl Test Strips.

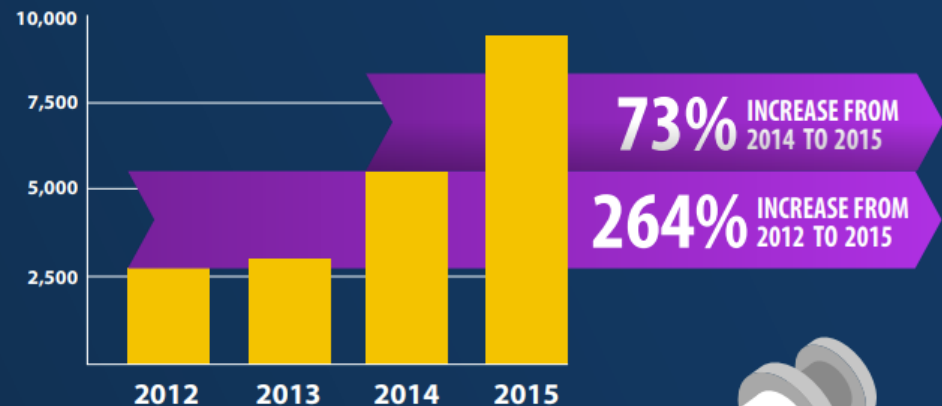
FENTANYL: Overdoses On The Rise



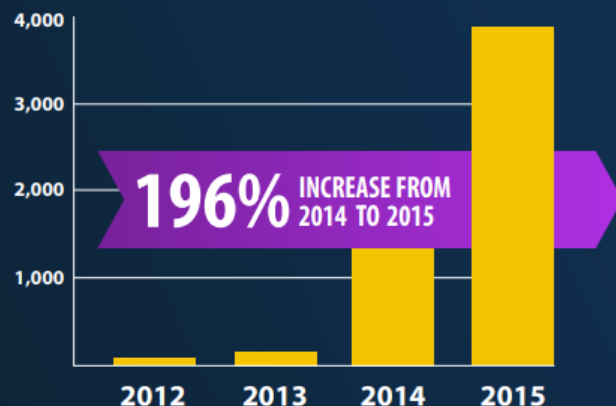
Fentanyl is a synthetic opioid approved for treating severe pain, such as advanced cancer pain. Illicitly manufactured fentanyl is the main driver of recent increases in synthetic opioid deaths.



SYNTHETIC OPIOID DEATHS ACROSS THE U.S.

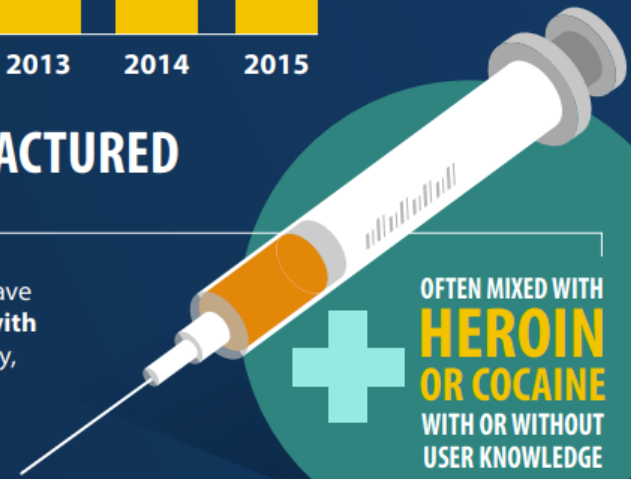


Ohio Drug Submissions Testing Positive for Illicitly Manufactured Fentanyl



ILLICITLY MANUFACTURED FENTANYL

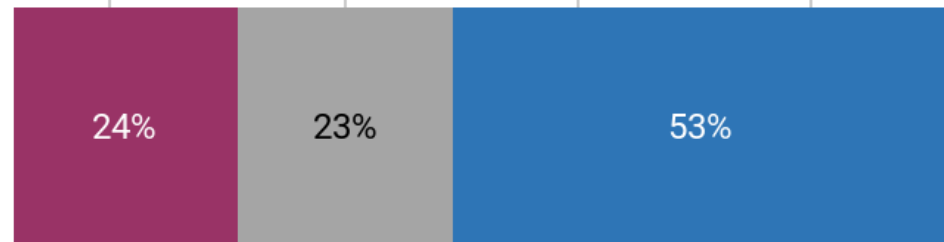
Although **prescription rates** have fallen, **overdoses associated with fentanyl** have risen dramatically, contributing to a sharp spike in synthetic opioid deaths.



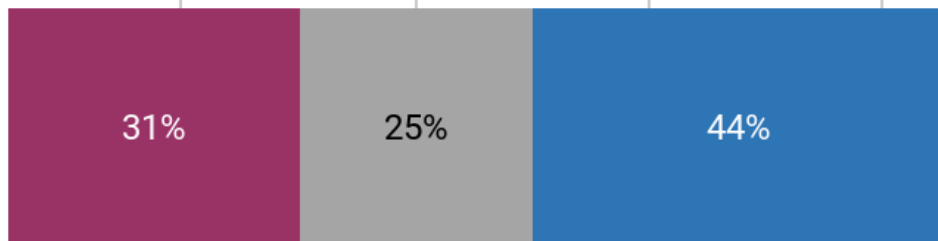
Perceptions of Fentanyl Test Strips

Disagree Neutral or Unsure Agree

Fentanyl test strips should be available to anyone in the community who would like to have them.



Local community organizations should distribute Fentanyl test strips to anyone who wants them at special in-person or drive-thru events.



Potential Stigma Solutions

Question: We are interested in knowing what you think can be done in our community to help reduce or eliminate stigma related to substance use. Please read the following ideas and indicate how effective you think they would be.

Our list included three basic categories:

- Increasing Awareness
- Specific interventions
- Education and Training

What do you think would have been suggested in your community?

Make information about stigma available.	Make information about drug and alcohol use available.	Increase awareness that treatment for substance use is effective.
Use pre-movie ads at movie theaters to increase awareness about substance use and stigma.	Use ads on streaming services (Spotify, YouTube, Pandora) to increase awareness about substance use and stigma.	Train social workers training to improve their attitudes toward people (including pregnant women) who use alcohol and drugs.
Train law enforcement officers to improve their attitudes toward people (including pregnant women) who use alcohol and drugs.	Use “flyers” at libraries, pharmacies, or other local businesses to increase awareness about substance use and stigma.	Increase awareness that using medicine (methadone, Suboxone, or Vivitrol) to treat opiate addiction is effective.
Increase awareness that recovery from substance use is possible.	Use “inserts” in church bulletins to increase awareness about substance use and stigma.	Teach middle and high school students about stigma in school.
Make it easier for people to find a place to get treatment for substance use.	Place information at restaurants (on drink coasters, placemats, carryout boxes) to increase awareness about substance use and stigma.	Train people working in the court system to improve their attitudes toward people (including pregnant women) who use alcohol and drugs.
Highlight real stories of people in your community that show that treatment is effective, and recovery is possible.	Train school staff to improve their attitudes toward people (including pregnant women) who use alcohol and drugs.	Train substance use counselors to improve their attitudes toward people (including pregnant women) who use alcohol and drugs.
Use stories in local newspapers, radio, and TV to increase awareness about substance use and stigma.	Train health care providers to improve their attitudes toward people (including pregnant women) who use alcohol and drugs.	Make ways to reduce the harmful consequences of substance use available in our community.

Potential Stigma Solutions

All Respondents	Total Sample (Weighted) %
Top Three Strategies (calculated as somewhat effective + very effective) Selected to Effectively Reduce Stigma	
• Make it easier for people to find a place to get treatment for substance use	95%
• Increase awareness that recovery from substance use is possible	94%
• Increase awareness that treatment for substance use is effective	92%
Concrete Ways to Increase Awareness to Reduce Stigma	
• Highlight real stories of people in our community that show substance use treatment is effective and recovery is possible	95%
• Use stories in local newspapers, radio, and TV to increase awareness about substance use and stigma	91%
• Use ads on streaming services (Spotify, YouTube, Pandora) to increase awareness about substance use and stigma	82%
Respondents indicating that education/training was an effective way to address stigma (calculated as somewhat effective + very effective)	92% + in every sector

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Thank You!

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Questions and Discussion