



**Stigma: An Overarching Barrier to Inclusion**

Date: May 6<sup>th</sup>, 2022

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- Former VP Operations Valley Hope for KS, NE, MO
- Former Program Manager Residential Services Hazelden Betty Ford Foundation, Center City, MN
- Former Executive Director CEA - Nicaragua
- Former Co-Chair of Alcohol Drug Counselor Committee of IC&RC
- Former Board of Directors of Minnesota Certification Board
- Doctorate Professional Counseling – Mississippi College
- Master’s Healthcare Transformation – University of Texas at Austin
- Master’s Clinical Mental Health Counseling – Saint Mary’s University San Antonio
- Bachelor’s in Business Administration (Finance) – University of Florida

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**Arcadia Trails - Our History**



- Arcadia Trails opened for operations in May 2019 in Edmond, OK
- Part of the INTEGRIS Health system
- Has offered residential services since opening
- Original concept of a 90-day residential program, mostly self-pay

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### The Present and the Future



- Arcadia Trails and Hazelden Betty Ford Foundation formalized a partnership in early 2021
- Leveraging Hazelden Betty Ford's expertise to build a high-quality continuum of care and recovery services
  - SUD as a chronic condition
  - Moving from clinical management to self-management
  - Focus on:
    - 1) therapeutic alliance
    - 2) self-efficacy
    - 3) length of engagement

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### Today's Agenda

1. What are the Factors that Influence Stigma
2. How Stigma is a Barrier to Inclusion
3. Review Research on Stigma
4. What are the Evidence-Based Recommendations
5. How do Personal Views Affect Stigma

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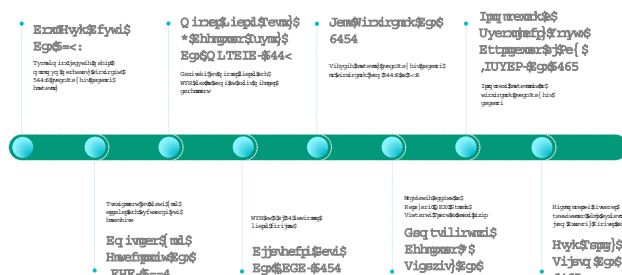
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### Towards Public Health



The diagram shows a horizontal timeline with six blue circular markers. Above the timeline are four text boxes, and below are four text boxes, each connected to a marker by a vertical line.

- Box 1 (Top):** Ercan... (text partially obscured)
- Box 2 (Top):** Q... (text partially obscured)
- Box 3 (Top):** Jem... (text partially obscured)
- Box 4 (Top):** I... (text partially obscured)
- Box 1 (Bottom):** E... (text partially obscured)
- Box 2 (Bottom):** E... (text partially obscured)
- Box 3 (Bottom):** G... (text partially obscured)
- Box 4 (Bottom):** H... (text partially obscured)

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### What is Stigma?

Negative attitudes or discrimination against someone due to a characteristic, condition, or attribute that can be socially discrediting

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### Cause and Controllability

Cause	Controllability	Stigma
Person causes the characteristic, condition, or attribute	Person controls the characteristic, condition, or attribute	INCREASES
Person does NOT cause the characteristic, condition, or attribute	Person does NOT control the characteristic, condition, or attribute	DECREASES

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### Genetics

- Genetics can influence risk of developing addiction (CAUSE)
- It can mediate sensitivity, metabolism, and response
- The degree of reward and the individual preference from different substances can vary with genetic differences



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### Neurochemistry

- Effects of substances on neurochemistry
- Brain changes its structure and functionality
- Repeated use despite negative consequences (CONTROLLABILITY)

Basal Ganglia  
Extended Amygdala  
Prefrontal Cortex

Source: Facing Addiction in America: The Burden of Substance Use Disorders in America Today and Tomorrow  
2. US Department of HHS (2016)

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### Types of Stigma

1. Social Stigma: Society endorses negative stereotypes and prejudices that result in discrimination
2. Self Stigma: Internalized social stigma
3. Structural Stigma: Institutional structures and policies that limit opportunities and result in discrimination

3. Livingston, J.D., et al (2012)

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### SUD in the Past Year (>12)

65% **\$ MPERS**

62% **\$ MPERS**

5% **\$ MPERS**

7.4 MILLION PEOPLE NEEDED SUD TREATMENT THIS PAST YEAR

4. SAMHSA (2020)

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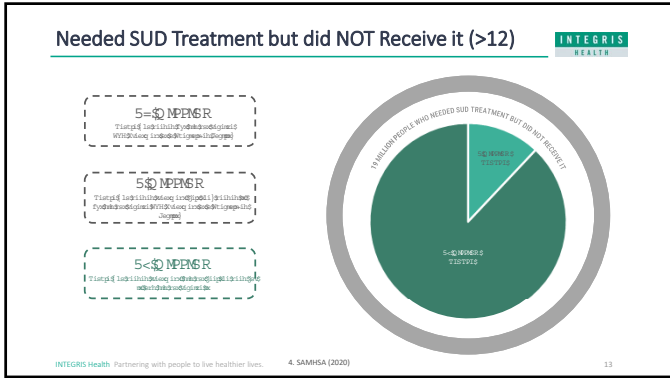
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### Stigma as a Barrier to Inclusion

**WHY did the 1 Million people that needed treatment, felt they needed it, but did not receive it?**

42% had reasons related to stigma:

1. Might cause neighbors/community to have a negative opinion
2. Might have negative effect on job
3. Did not want others to find out

**WHY were there 18 Million people that needed treatment but did not feel they needed it?**

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**“Effective integration of prevention, treatment, and recovery services across health care systems is key to addressing substance misuse and its consequences; *it represents the most promising way to improve access and quality of treatment.*”**

Dr. Vivek Murthy, Surgeon General of the US

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### International Research on Stigma & SUD



- World Health Organization study of stigmatized conditions
  - 14 countries, 18 conditions
  - Drug addiction ranked #1
  - Alcohol addiction ranked #4
- Literature Review of 20 international studies on stigma and SUD
  - Level of stigma higher for SUD versus other psychiatric conditions
  - Individuals with SUD seen as dangerous, unable to make decisions about treatment, to be blamed for their condition
  - Stigma can result in reduced willingness of policy makers to allocate resources, of providers in non-specialty settings to screen for SUD, and of those with SUD to seek treatment

5. Roomi, R, et al (2003)  
6. Yang, L-H, et al (2003)

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### Language – The Words We Use



IS IT JUST SEMANTICS?  
POLITICAL CORRECTNESS?

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### Perception of Treatment Need



- 516 Clinicians
- 65% were doctoral level
- Divided into two groups and presented two vignettes
- Assessment of:
  1. Perceived causes of the problem
  2. Was character a social threat
  3. Ability to self-regulate substance use
  4. Should character receive treatment or punitive measures

7. Kelly, JJ, et al (2010)

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"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. He has been compliant with program requirements, until one month ago, when he was found to have two positive urine toxicology screens which revealed drug use and a breathalyzer reading which revealed alcohol consumption. Within the past month there was a further urine toxicology screen revealing drug use. Mr. Williams has had a substance use disorder for the past few years. He now awaits his appointment with the judge to determine his status.

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"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. He has been compliant with program requirements, until one month ago, when he was found to have two positive urine toxicology screens which revealed drug use and a breathalyzer reading which revealed alcohol consumption. Within the past month there was a further urine toxicology screen revealing drug use. Mr. Williams has been a substance abuser for the past few years. He now awaits his appointment with the judge to determine his status.

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"Substance Abuser" Group:

- ***Mr. Williams is more culpable*** (can self-regulate impulses)
- ***Deserves more punitive measures*** (brought the problem onto himself)

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Instead of using....	Use...	Why?
Drug abuse / Alcohol abuse	Substance use disorder, drug misuse, alcohol use disorder	Clinically accurate
Drug abuser, addict, junkie	Person with a substance use disorder	- Person first language - Person "has" a problem; - person "is" not the problem - Avoids using negative associations
Dirty / Clean	Tested positive / Tested negative	Clinically accurate

8. Wakeman, SE, et al (2019)  
9. Kelly, JF, et al (2015)

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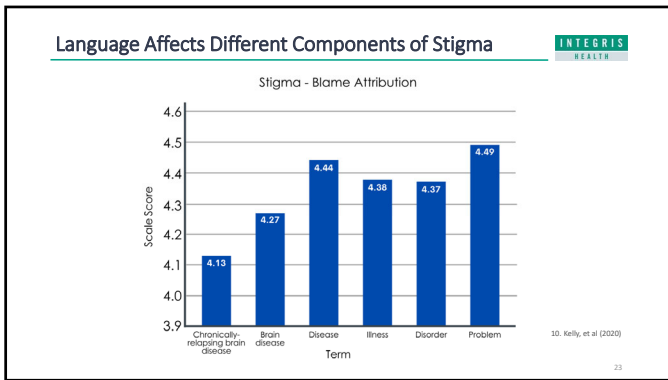
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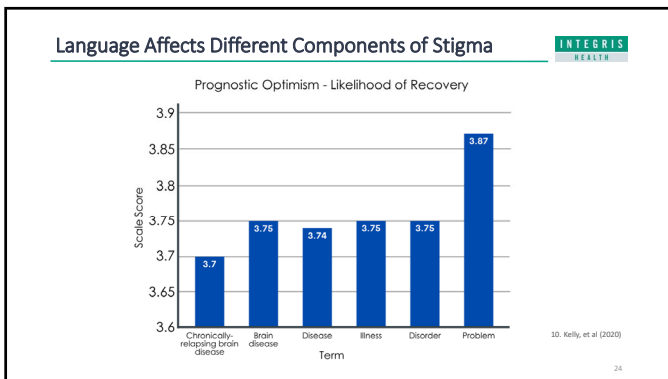
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### Language Affects Different Components of Stigma



Study findings suggest that there is no single term to describe opioid-related impairment that can reduce all potential stigma biases. In other words, while some terms were very good at reducing certain types of stigma, these same terms increased other types of stigma, and vice versa.

10. Kelly, et al (2020)

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### Stigma in Healthcare: Systematic Review



- Health professionals had negative attitude towards patients with SUD
- Perceived as violent, manipulative, with poor motivation
- Providers had an avoidant approach; shorter visits, less empathy, and less engagement with the patient
- Diminished patients' self-esteem, feelings of empowerment, and outcomes



11. Van Boetel, LC, et al (2013)

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### Stigma in Healthcare: ED's and the Toll of Addiction



- Health professionals can be dismissive of someone with an alcohol or other drug problem; might not view it as a medical condition
- Stereotyped as drug-seeking
- Once stigma is internalized, the problem is exacerbated through shame, isolation, and low self-esteem
- Stigma in healthcare impedes the practice of medicine and entrenches the disorder



12. N Engl J Med (2020)

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### Stigma in Healthcare: MAT Access and Overdoses



- Overdose deaths 2020
  - 93,000 overdose deaths (30% over 2019)
    - Over 105,00 deaths in 12-month period ending October 2021 (highest ever)
  - 70,000 due to opioids (33,000 in 2015)
- Access to FDA approved medications for OUD
  - In recent study, it was found that only 28% of those diagnosed with an OUD had begun medications
  - Those on medications for at least 180 days were 5 times less likely to die

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### Evidence-Based Recommendations



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| 1. Use of person-first language          | 7. Availability of treatment in primary care |
| 2. Emphasize solutions                   | 8. Availability of treatment in ER's         |
| 3. Use of sympathetic narratives         | 9. Systematic screening in health systems    |
| 4. Focus on societal causes of addiction | 10. Media campaigns; many platforms          |
| 5. Contact-based programs                | 11. Sustained effort in campaigns            |
| 6. Contact-based education programs      | 12. Advocacy                                 |

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### THE ANONYMOUS PEOPLE

AN ANONYMOUS PEOPLE COMMUNITY "THE ANONYMOUS PEOPLE" IS A FREE ONLINE, ON-DEMAND RECOVERY COMMUNITY. JOIN OUR RECOVERY COMMUNITY TODAY. WE'LL BE WITH YOU EVERY STEP OF THE WAY. JOIN OUR RECOVERY COMMUNITY TODAY. WE'LL BE WITH YOU EVERY STEP OF THE WAY. JOIN OUR RECOVERY COMMUNITY TODAY. WE'LL BE WITH YOU EVERY STEP OF THE WAY.

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### Personal Beliefs of Addiction



1. What do I believe addiction is?
2. How do I believe addiction develops?
3. How do I believe someone recovers from addiction?

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### Thank You!!



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