Changing the Perception of ADDICTION

KELLY DUNN, MD

KELLY DUNN, MD

introduce

ABOUT ME

- Executive Director/Section Chief of Addiction Medicine
- Head of OSU Sports Medicine - Behavioral Health
- Medical Director of Wellness
- Assistant Clinical Professor

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Addressing STIGMA

a mark of disgrace associated with a particular circumstance, quality, or person.

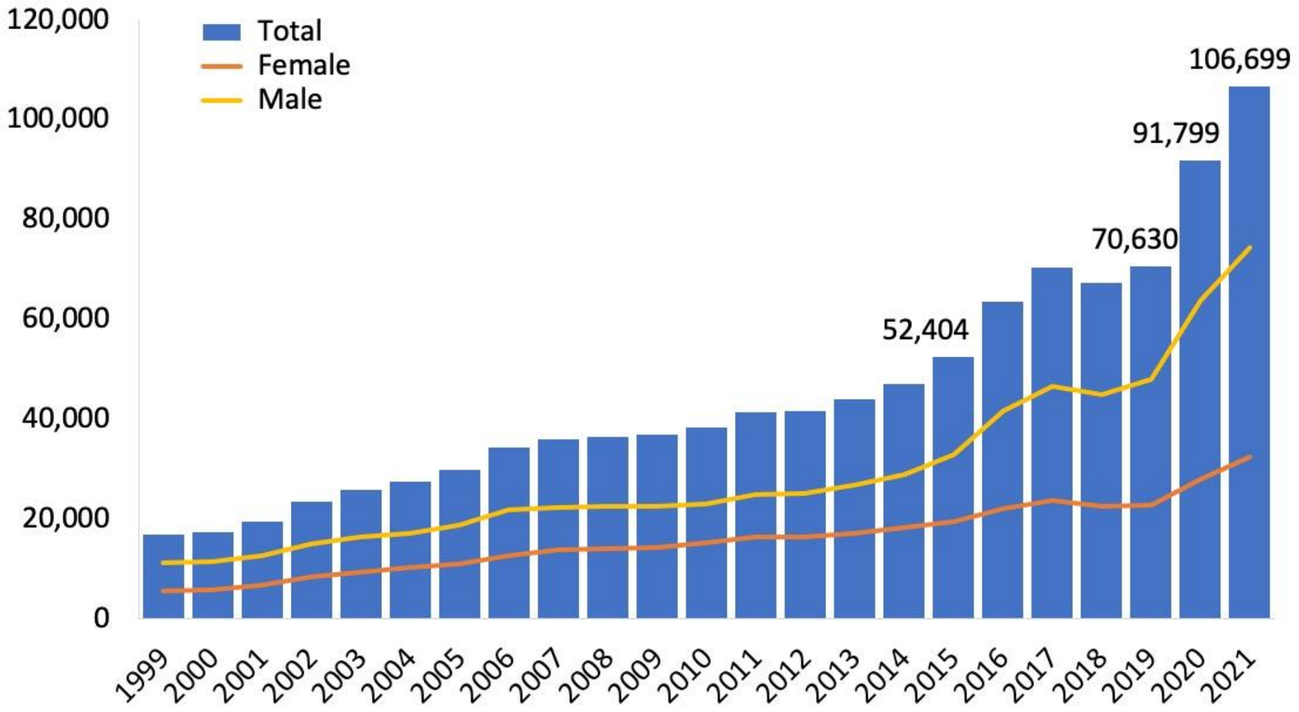
LANGUAGE

SCIENCE

EMPATHY

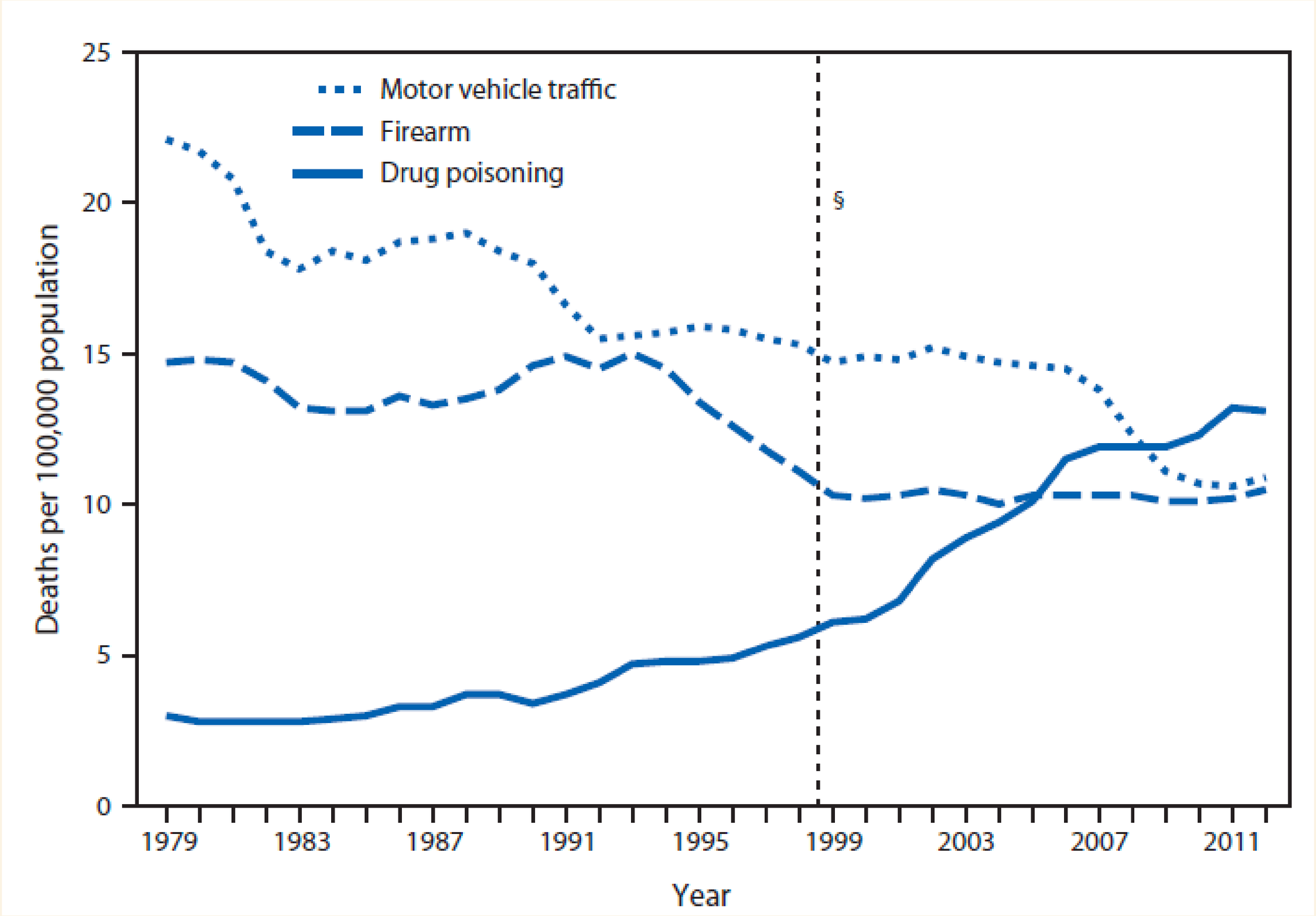
→

Figure 1. National Drug-Involved Overdose Deaths*, Number Among All Ages, by Gender, 1999-2021

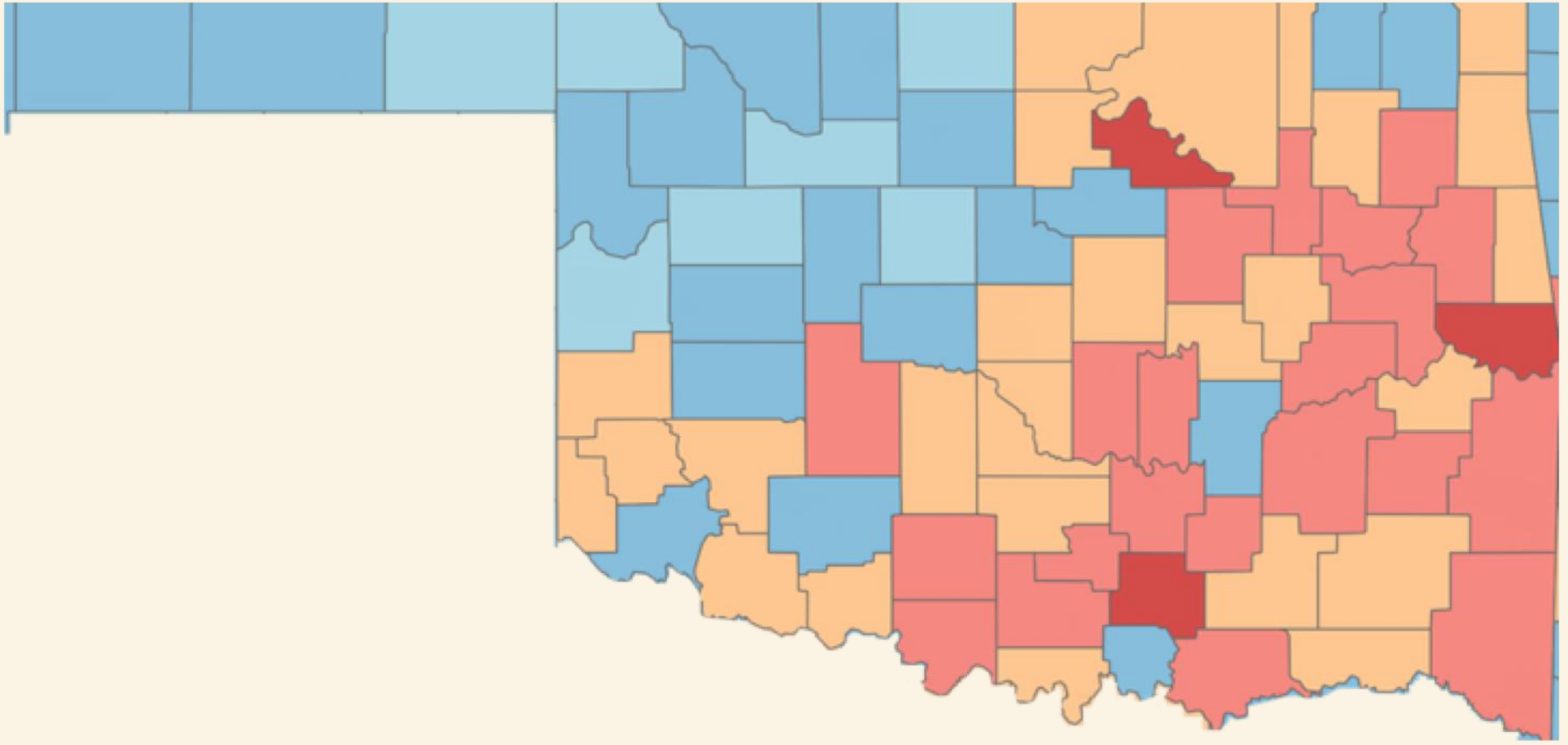


*Includes deaths with underlying causes of unintentional drug poisoning (X40–X44), suicide drug poisoning (X60–X64), homicide drug poisoning (X85), or drug poisoning of undetermined intent (Y10–Y14), as coded in the International Classification of Diseases, 10th Revision. Source: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2021 on CDC WONDER Online Database, released 1/2023.

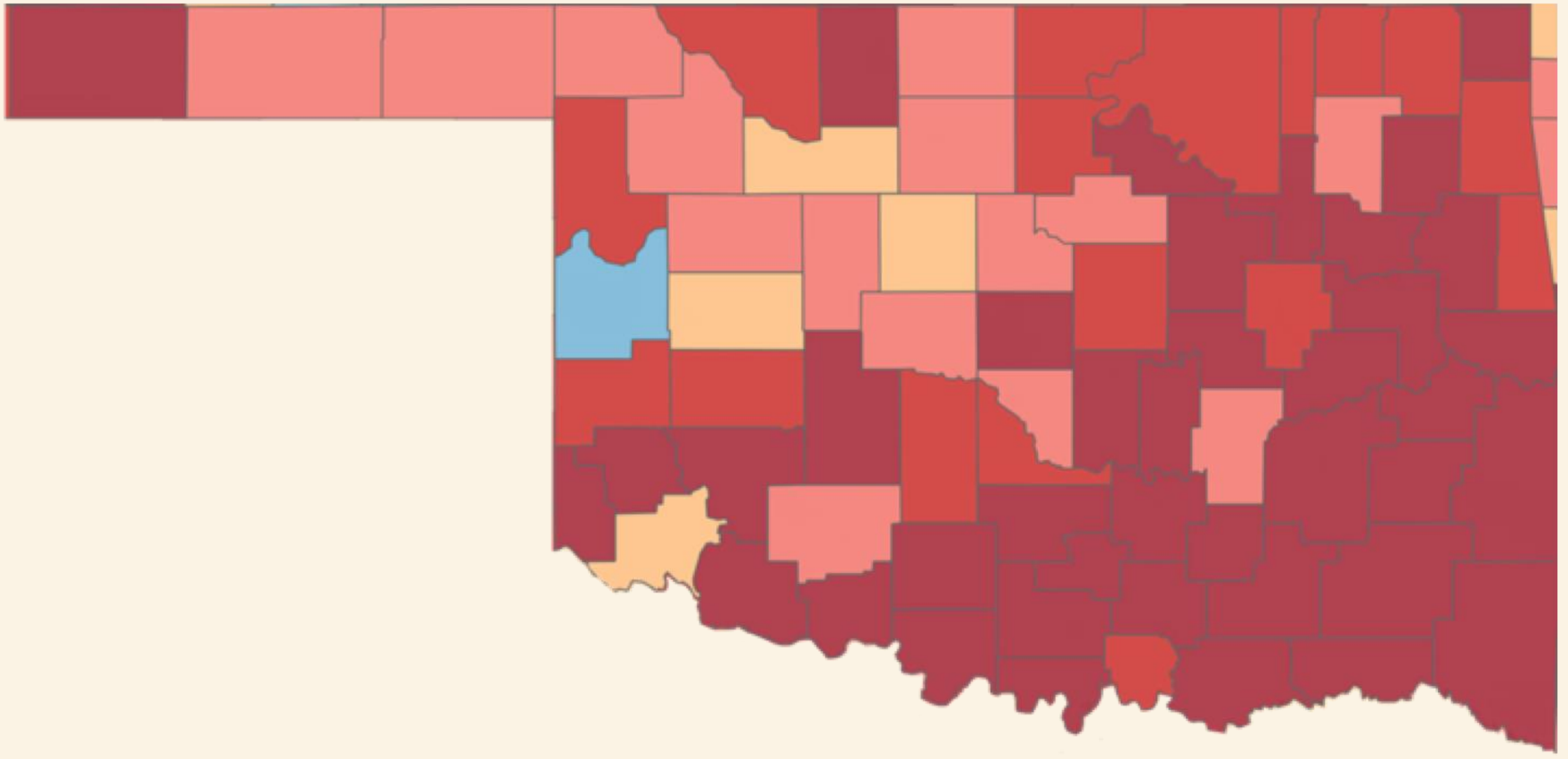
1 person every 5 minutes


Motor vehicle traffic
Firearm
Drug poisoning
§
Deaths per 100,000 population
25
20
15
10
5
0
1979
1983
1987
1991
1995
1999
2003
2007
2011
Year

Oklahoma Overdose 2002



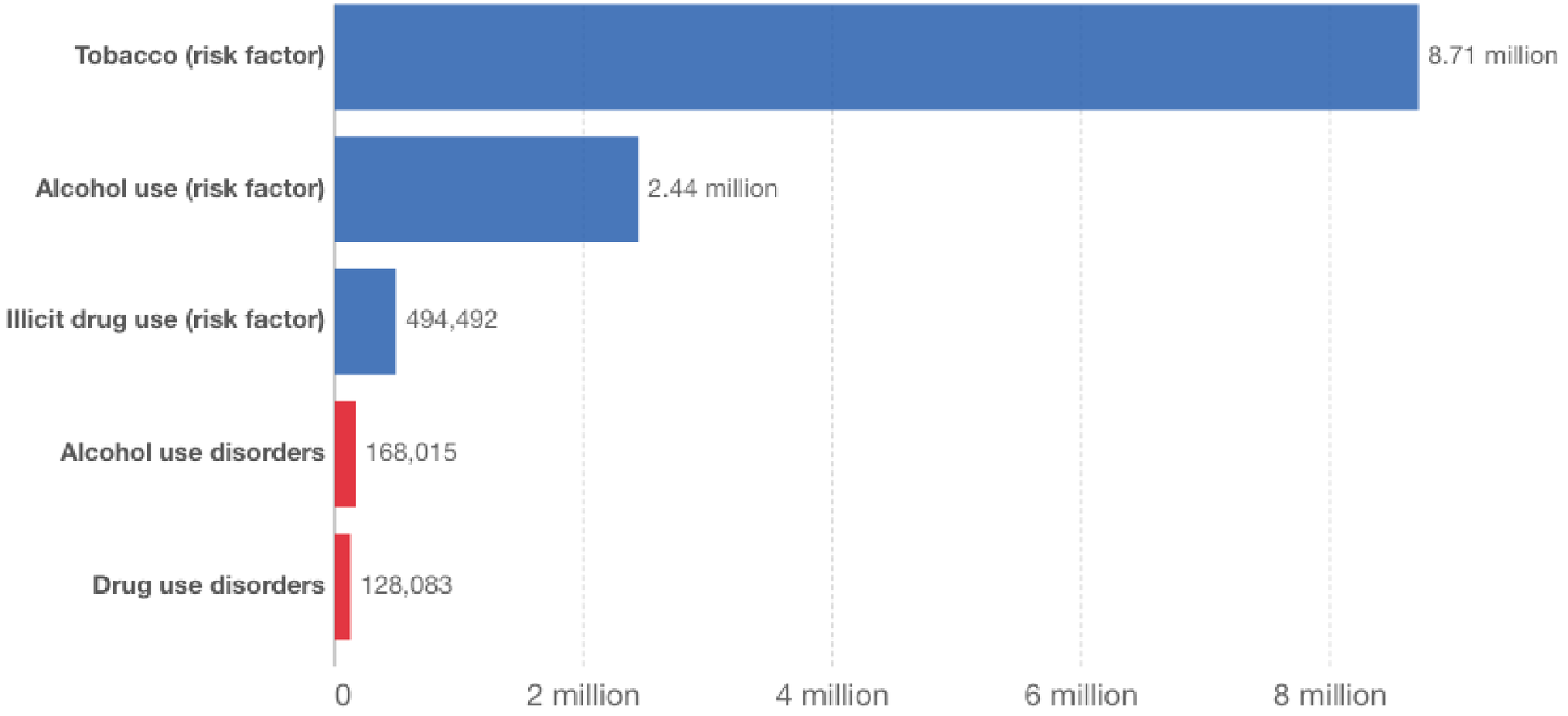
Oklahoma Overdose 2014



Deaths from tobacco, alcohol and drugs, World, 2019

Our World in Data

Deaths from substance use are distinguished by two measures:
– direct deaths from substance use disorders (in red). These are deaths which result from alcohol or illicit drug use overdoses.
– indirect deaths (in blue) which result from substance use acting as a risk factor for the development of various diseases and injury.



Source: IHME, Global Burden of Disease (2019)

OurWorldInData.org/drug-use • CC BY

Note: Illicit drugs are drugs that have been prohibited under international drug control treaties. They include opioids, cocaine, amphetamines and cannabis.

Even less receive medication for their substance use disorder!

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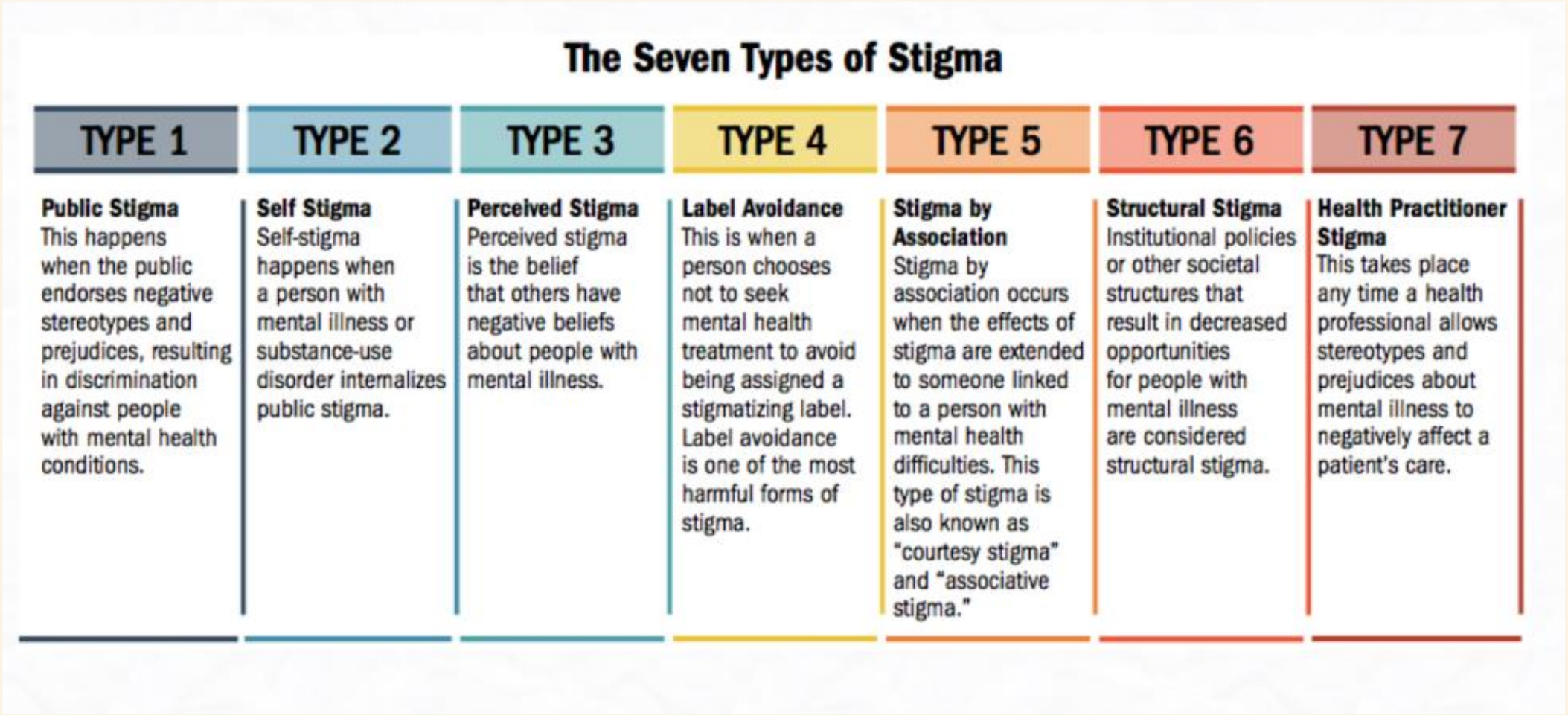

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Consider THIS

- Discuss different examples of the types of stigma above.
- Which stigma do you think is most harmful for those with substance use disorders?

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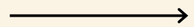
Stigma IMPACT

- Feeling stigmatized can reduce the willingness of individuals with SUD to seek treatment.
- Stigmatizing views of people with SUD are common
  - this stereotyping can lead others to feel pity, fear, anger, and a desire for social distance from people with an SUD.
- Stigmatizing language can negatively influence health care provider perceptions of people with SUD --> impacts the care they provide.

NIH Words Matter



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NOT THIS:

- addict
- drug abuser
- junkie
- alcoholic

DO THIS:

- Person with a substance use disorder
- Person in active use

WHY?

PERSON-FIRST LANGUAGE

CHANGE SUGGESTS PERSON "HAS" A PROBLEM, INSTEAD OF "IS" THE PROBLEM

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NOT THIS:

Abuse

DO THIS:

- Use
- Misuse or used other than prescribed

WHY?

THE TERM "ABUSE" WAS FOUND TO HAVE A HIGH ASSOCIATION WITH ENGATIVE JUDGEMENTS ANT PUNISHMENT

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NOT THIS:

- Opioid substitution replacement therapy
- Medication Assisted Treatment (MAT)

DO THIS:

- Opioid agonist therapy
- Pharmacotherapy
- Addiction medication
- Medication for a SUD
- Medication for OUD (MOUD)

WHY?

THE TERM MAT IMPLIES THAT MEDICATION SHOULD HAVE A SUPPLEMENTAL OR TEMPORARY ROLE IN TREATMENT. USING "MOUD" ALIGNS WITH THE WAY OTHER PSYCHIATRIC MEDICATIONS ARE UNDERSTOOD (E.G., ANTIDEPRESSANTS, ANTIPSYCHOTICS), AS CRITICAL TOOLS THAT ARE CENTRAL TO A PATIENT'S TREATMENT PLAN.

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NOT THIS:

- Clean

DO THIS:

- Testing negative
- Being in remission or recovery
- Abstinent from drugs
- Not drinking/not taking drugs
- Not actively using

WHY?

USE TERMINOLOGY THE SAME WAY IT WOULD BE USED FOR OTHER MEDICAL CONDITIONS

USE OF SUCH TERMS MAY EVOKE NEGATIVE AND PUNITIVE IMPLICIT COGNITIONS

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NOT THIS:

- Dirty

DO THIS:

- Testing positive
- Person who use drugs
- Person actively using

WHY?

USE TERMINOLOGY THE SAME WAY IT WOULD BE USED FOR OTHER MEDICAL CONDITIONS

USE OF SUCH TERMS MAY EVOKE NEGATIVE AND PUNITIVE IMPLICIT COGNITIONS

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NOT THIS:

- Addicted baby

DO THIS:

- Baby born to mother who used drugs while pregnant
- Baby with NAS
- Newborn exposed to substances

WHY?

BABIES CANNOT BE BORN WITH ADDICTION BECAUSE ADDICTION IS A BEHAVIORAL DISORDER - THEY ARE SIMPLY BORN MANIFESTING A WITHDRAWAL SYNDROME

Consider

THIS

Think of a time a label was used for you you did not care for.

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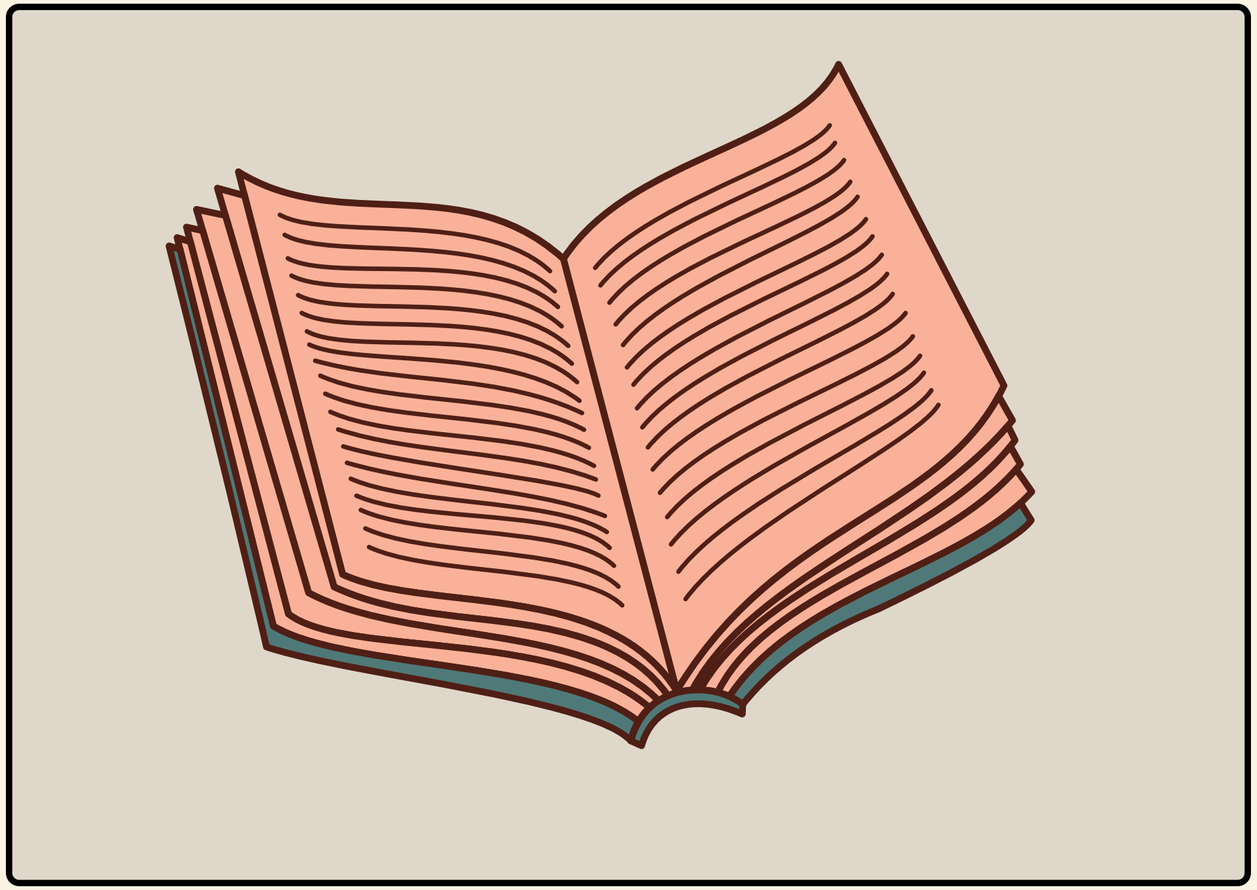

"Language is power, life and the instrument of culture, the instrument of domination and liberation."

-Angela Carter

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EMPATHY

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Question

IS THIS SOMETHING I NEED OR WOULD LIKE IN MY LIFE?

- TO UNWIND AFTER A BRUTAL WEEK
- TO BE SEEN AS FUNNY
- TO LOSE WEIGHT
- TO FEEL LESS OR NO ANXIETY
- TO FEEL GOOD/HAPPY
- SUFFER LESS FROM PAIN
- TO NOT FEEL DEPRESSED
- TO FEEL ENGAGED/LESS BORED
- TO HAVE FRIENDS
- TO GET SLEEP
- IMPROVE ENERGY
- TO HAVE SATISFYING SEX

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Understand

THE WHY

Understand that substances are **great reinforcers**

- Reliable
- immediate
- in a person's control

Just because someone experiences consequences does not erase all these things

Bottom Line

BEHAVIORS MAKE SENSE

People do not use substances because they are *crazy, bad, morally bankrupt...*

They use because they get something they like or need

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Consider THIS

You see a man running into traffic...

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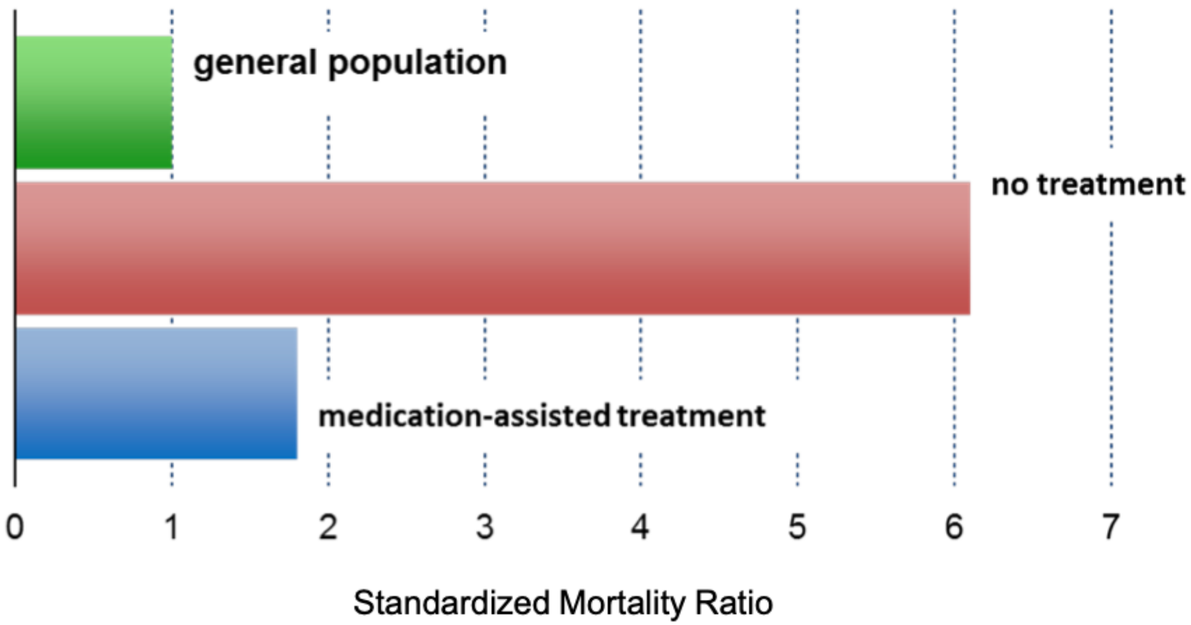
Medication

SAVES LIVES

Death rates:



Dupouy et al., 2017
Evans et al., 2015
Sordo et al., 2017

PCSS Providers Clinical Support System

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Addiction PSYCHOTHERAPY

MODALITY

Does not appear to be a superior modality

(CBT, MET, CM, DBT...)

EFFICACY

Not more effective than medication alone

FIT

One size does not fit all

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Consider

THIS

How does this information change our approach to patients with addiction?