

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

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Central East (HHS Region 3)

PTTC

LIVE

This webinar is now live.



It is being recorded.



Please remain muted.

Welcome

Central East PTTC Webinar

Language Matters: Challenging Stigmatization Language about Addiction

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Executive Director

Deborah Nixon Hughes
Project Director



Central East (HHS Region 3)

PTTC

Each TTC Network includes 13 centers.



Network Coordinating Office

National American Indian and Alaska Native Center

National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)

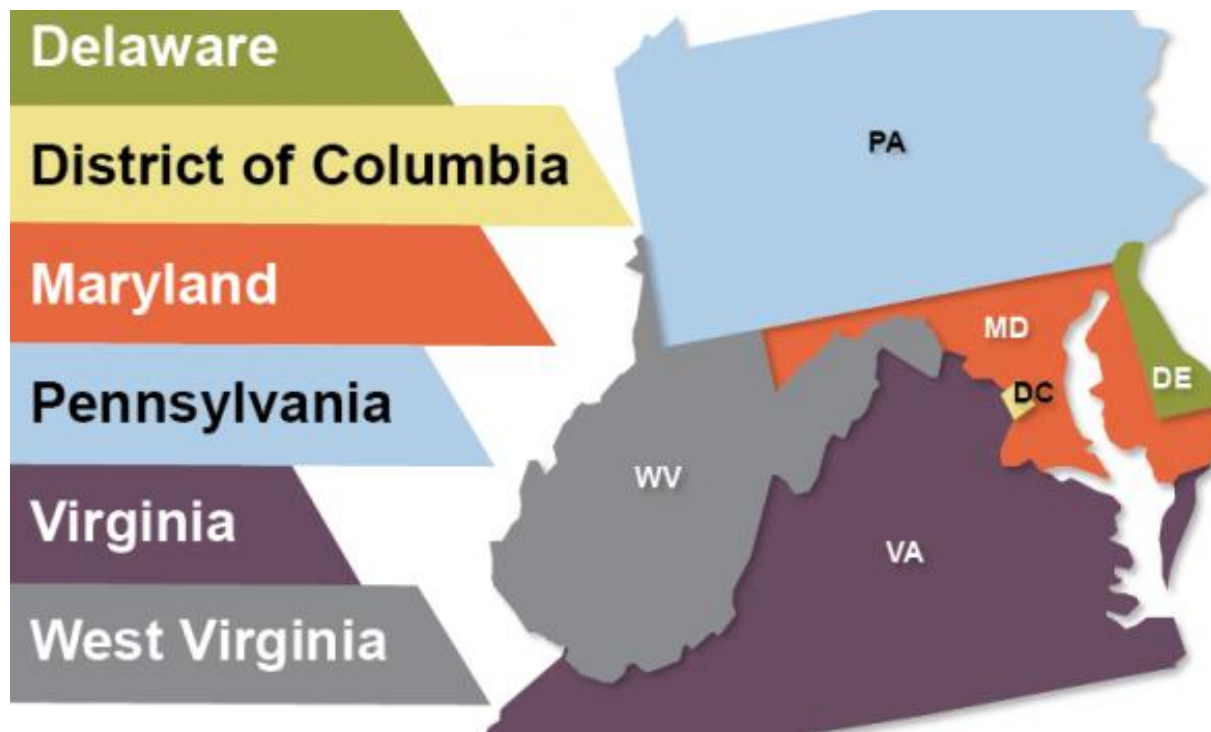


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PTTC

Central East Region

HHS REGION 3



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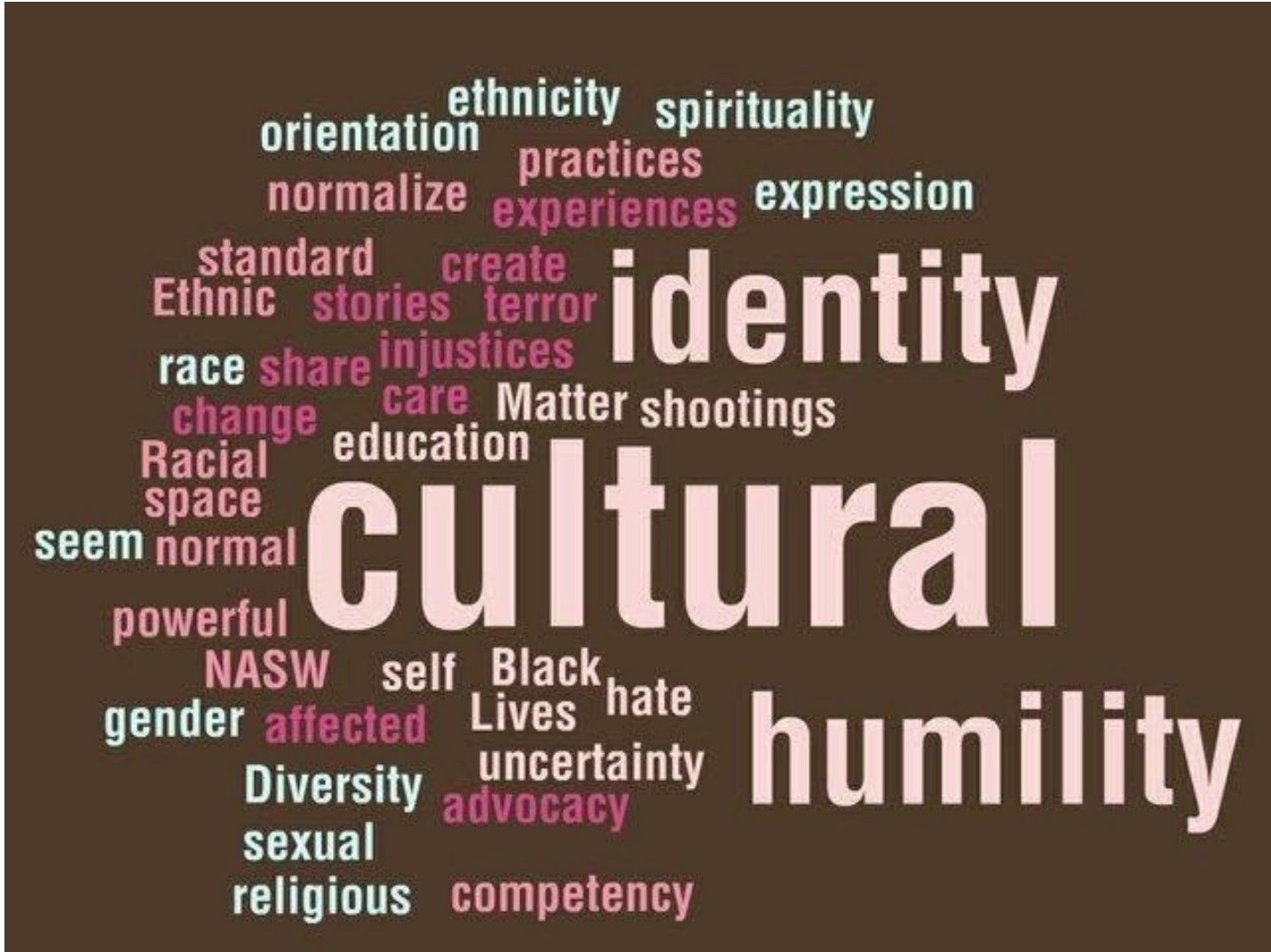
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



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PTTC Mission



To Strengthen the Capacity of the Workforce

1

To Deliver Evidence-Based Prevention Strategies

2

Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention

3

Partnerships

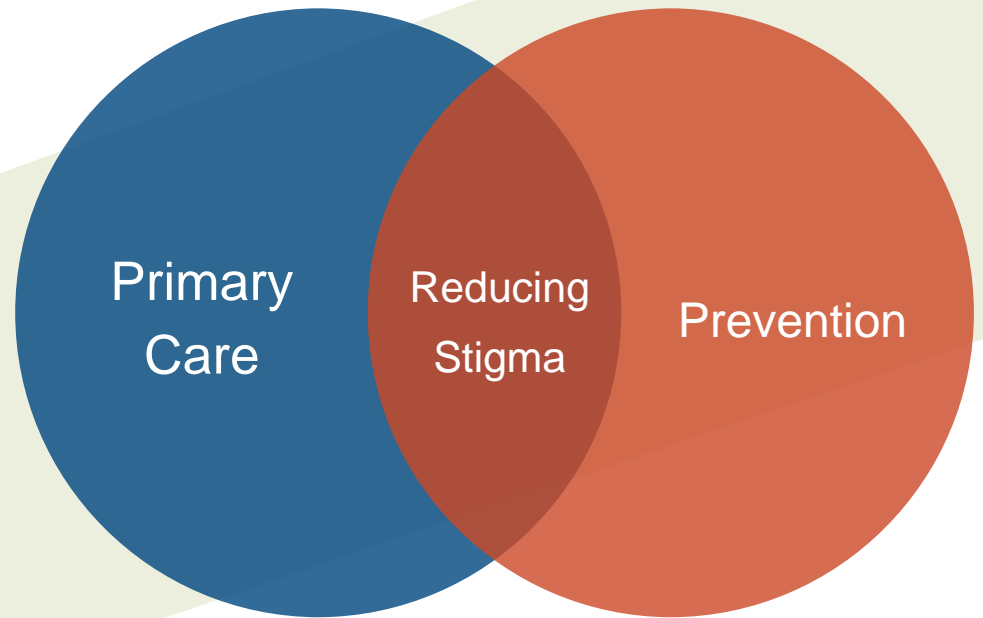


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Central East PTTC Specialty Area

Engaging and Collaborating
with Primary Care Providers
for Substance Use
Prevention



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Eligibility

Consistent with
Regional, State and
Local Needs

No Cost



Data Driven

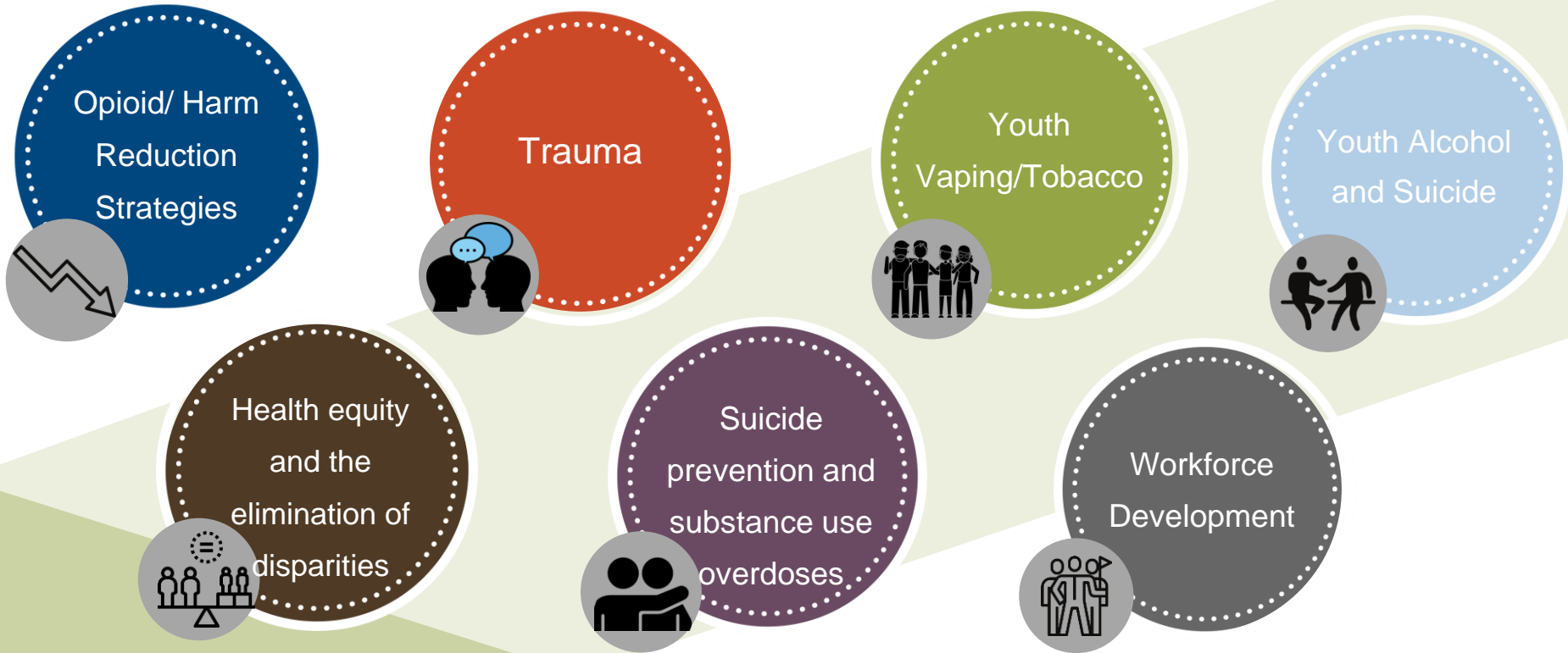
EBPs provided by
Subject Matter
Experts



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PTTC Focus Areas



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Services Available



Online Courses



Technical Assistance



Skill Based Training



Webinar



Toolkits



Facilitate Prevention Partnership & Alliances



Research Learning Collaborative



Newsletter



Technology Driven Models



Literature Searches



Virtual Meeting



Research Publication



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Other Resources in Region 3



Central East (HHS Region 3)

ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

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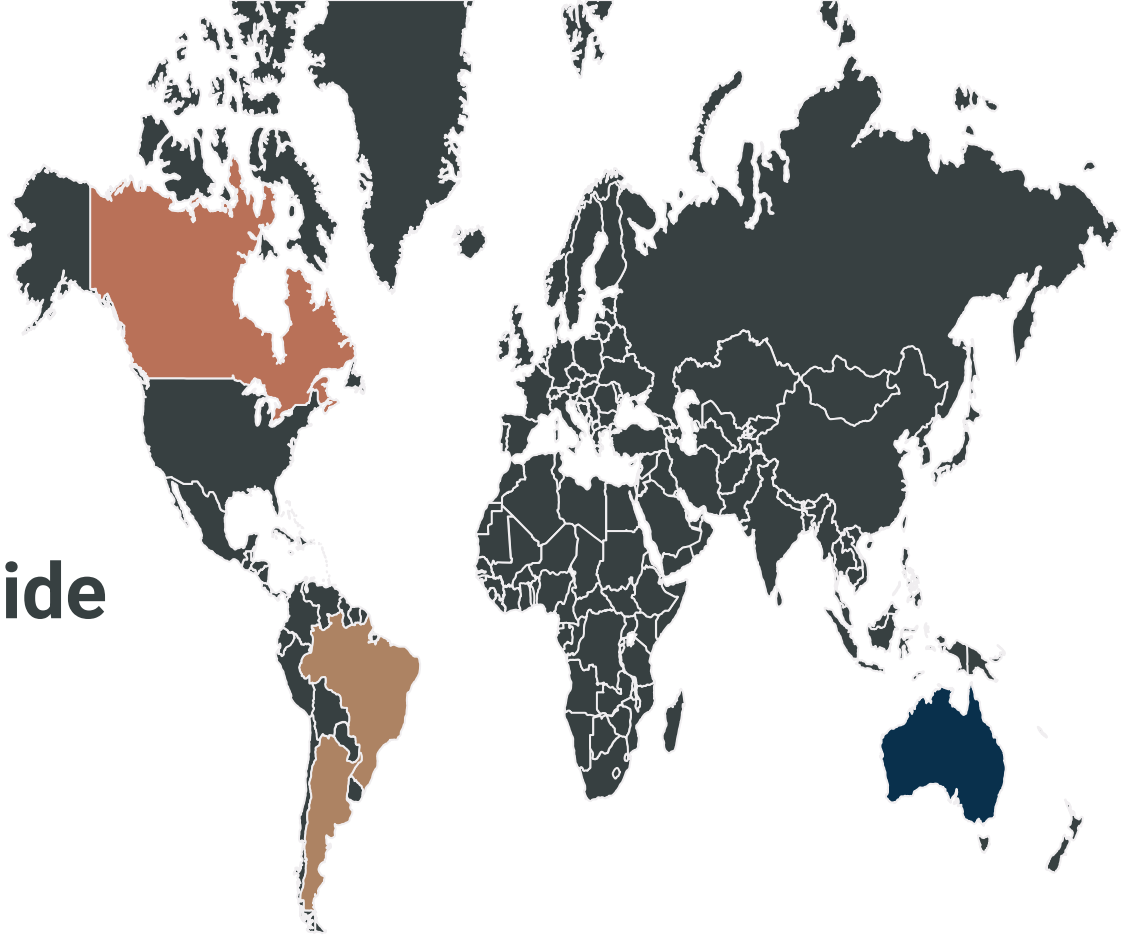
PRESENTATION

Language Matters:

Challenging Stigmatizing Language about Addiction

Jessica Hulsey
Addiction Policy Forum

Addiction the Most Stigmatized Condition Worldwide



A multi-country study conducted by the World Health Organization (WHO) that examined levels of stigma associated with highly stigmatized conditions, such as homelessness and HIV, found that substance use was the most stigmatized condition while alcohol use was ranked fourth.

Room (2021)

What is stigma?

Stig•ma (n.)

The perception that a certain attribute makes a person unacceptable, leading to stereotypes, prejudice and discrimination.

“Stigma ... is the situation of the individual who is disqualified from full social acceptance.” The stigmatized individual is “reduced in our minds from a whole and usual person to a tainted, discounted one.”

Erving Goffman, 1963

Choosing appropriate language to reduce the stigma around mental illness and substance use disorders

[Nora D. Volkow](#) , [Joshua A. Gordon](#) & [George F. Koob](#)

JOURNAL OF
Addiction Medicine
The Official Journal of the American Society of Addiction Medicine

Medications For Addiction Treatment: Changing Language to Improve Care

Wakeman, Sarah E. MD, FASAM

Original Article

Biased labels: An experimental study of language and stigma among individuals in recovery and health professionals

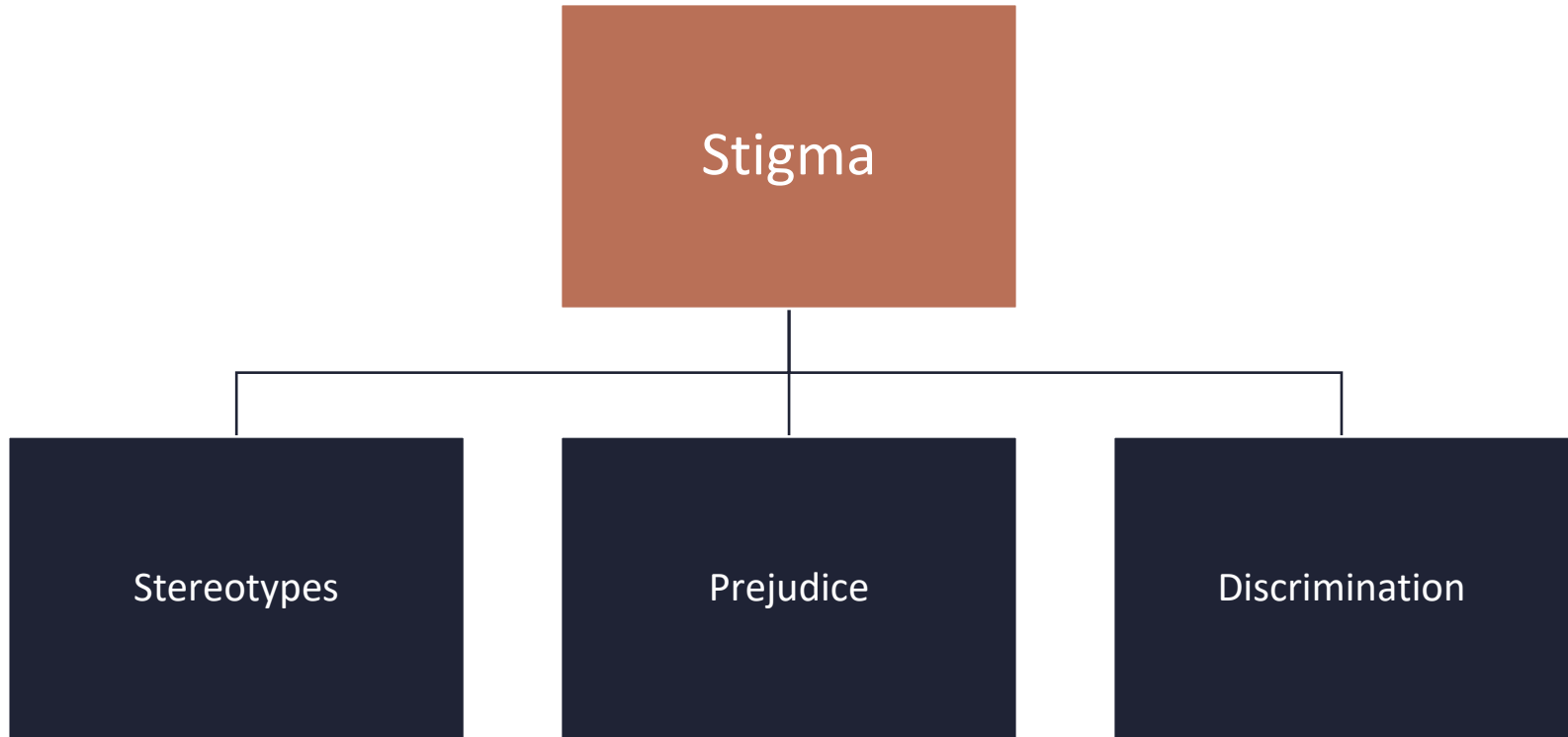
[Robert D. Ashford](#)  , [Austin M. Brown](#) , [Jessica McDaniel](#) & [Brenda Curtis](#)

Pages 1376-1384 | Published online: 04 Apr 2019

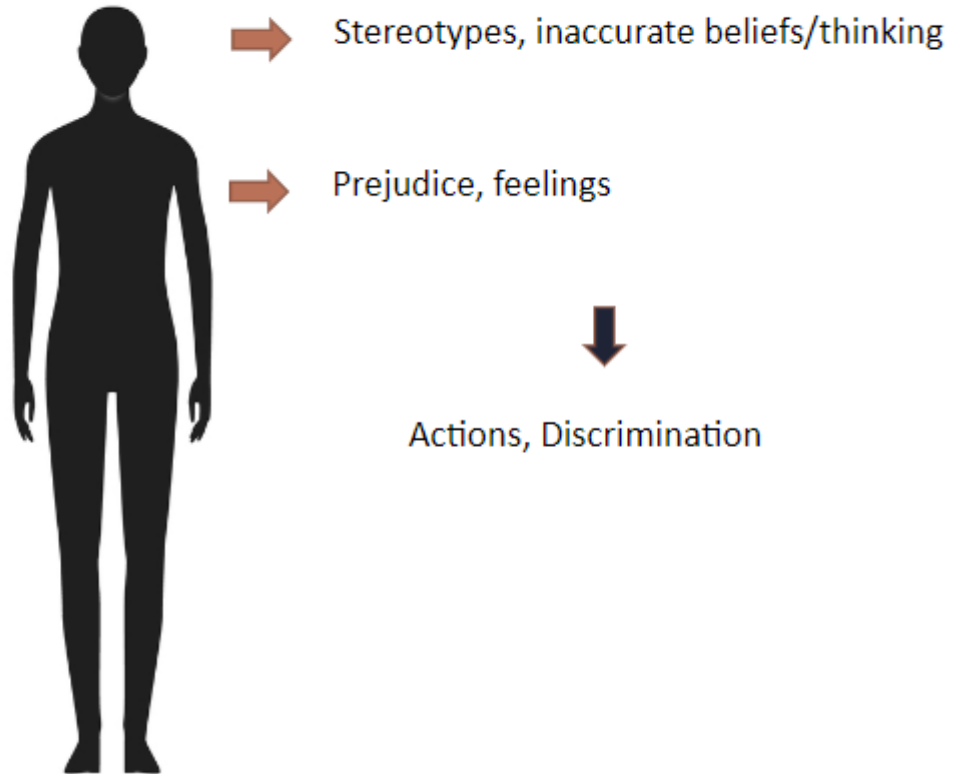
 Download citation  <https://doi.org/10.1080/10826084.2019.1581221>



Manifestations of Stigma



Stereotypes, Prejudice & Discrimination



Categories of Stigma

Stereotypes	Prejudice	Discrimination
Dangerousness and unpredictability	Fear	Social distance
Unpredictable	Lack of trust	Decreased intention to help
Immorality	Anger	Denied jobs, housing, child custody
To Blame for their own condition	Disgust	Denied access to healthcare
Unable to make decisions for self		Lack of public support for services

Yang (2018)

Individuals Experiencing SUD Stigma



More likely to continue
engaging in substance use

Tsai, 2019



Greater delayed
treatment access and
higher rates of dropout

Corrigan, 2006

Individuals Experiencing Stigma from Criminal Justice Involvement



Greater psychological distress

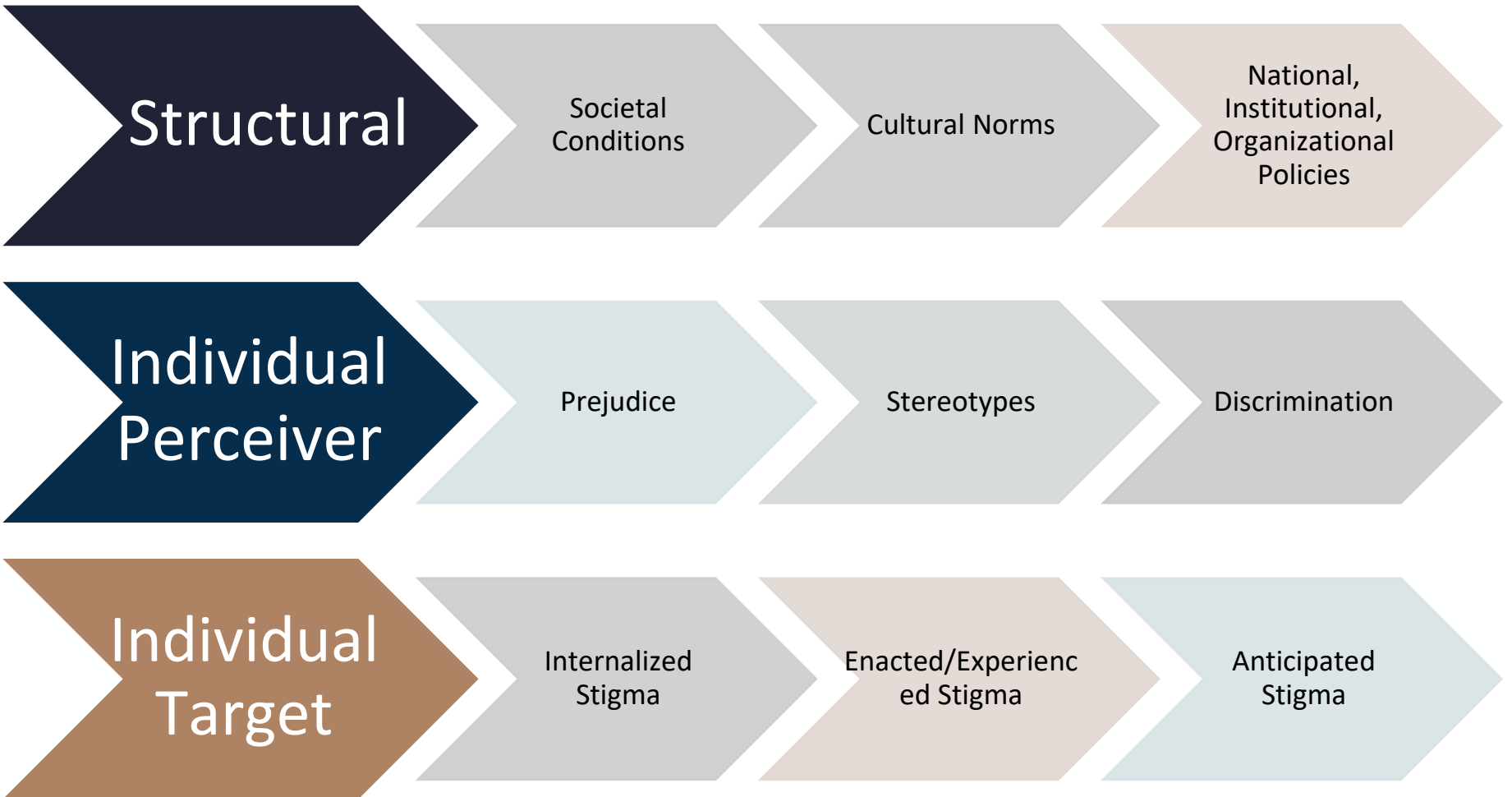
Turney, 2013



Decreased self esteem and
greater social isolation

Moore, 2016

Types of Stigma



Stigma Deconstruction Game Plan



Stigma Reduction Strategies

1

Measure Baseline Stigma

4

Media Messaging

2

Language Change

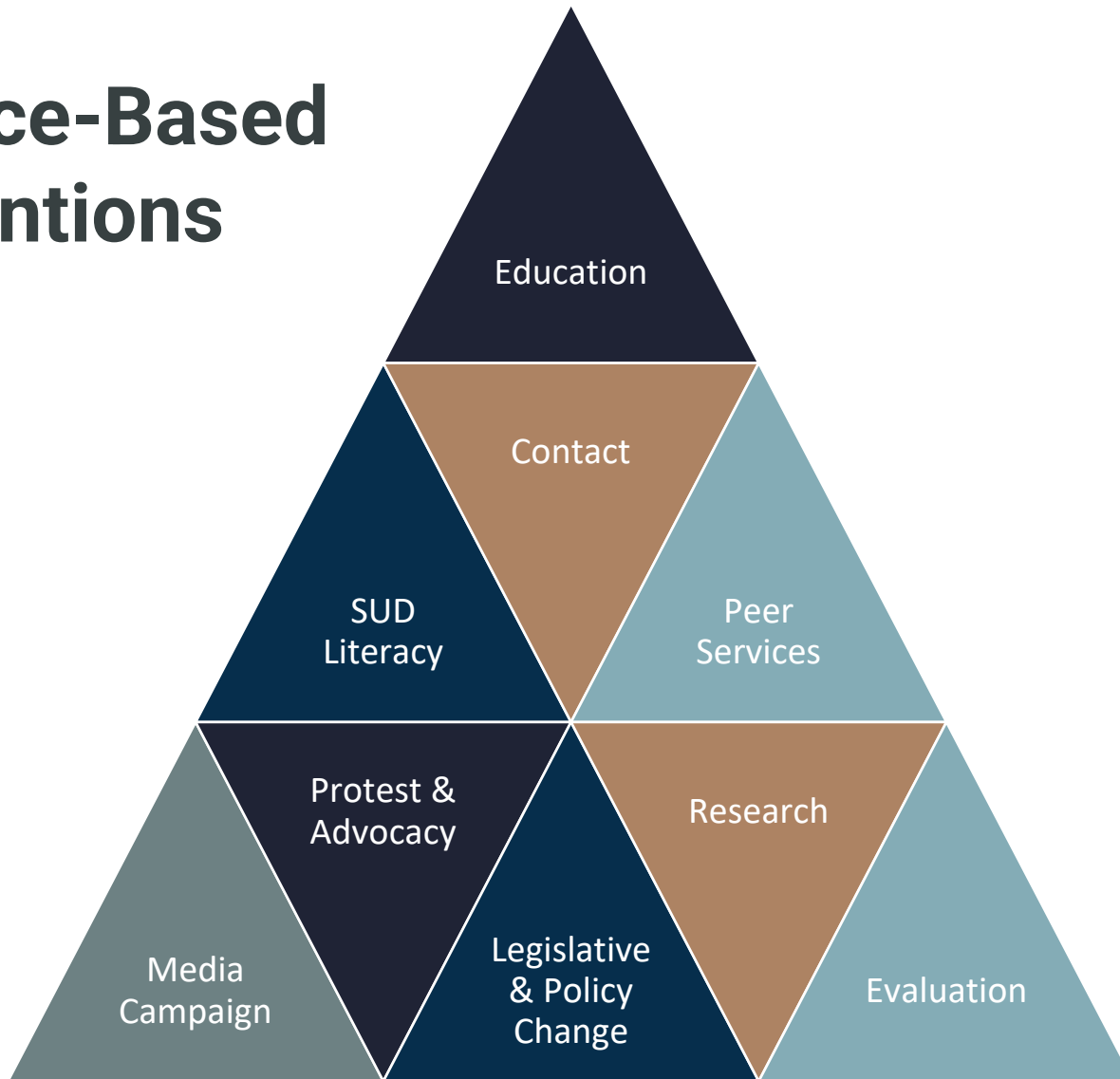
5

Community Programming

3

Professional Education

Evidence-Based Interventions



National Academy of Sciences, 2016

Basic Terms

Stigma: A mark, condition, or status that is subject to prejudice and discrimination by others .

Stigmatization: The social process by which the mark affects the lives of all those touched by it .

The Stigma Complex: The set of interrelated, heterogeneous system structures, from the individual to the society, and processes, from the molecular to the geographic and historical, that constructs, labels, and translates difference into marks.

Types

STRUCTURAL STIGMA : INSTITUTIONS

Prejudice and discrimination by policies, laws, and constitutional practice (also called institutionalized stigma)

Examples

- Discrimination in housing, employment opportunities
- Legal restrictions (in some states) for jury duty, political office, parental custody rights, marriage, reduced privacy rights
- Disparities in treatment, research and policy support, and/or resources



PUBLIC STIGMA: COMMUNITIES

Stereotypes, prejudice, and discrimination endorsed by the general population

Examples

- Negative stereotypes, attitudes, beliefs and behaviors about mental illness, persons with mental illness, their families, and their providers
- Isolation and rejection of these groups
- Lack of public support for services, funding
- Support for coercive practices



SELF-STIGMA: INDIVIDUALS

- Shame
- Low self-esteem/efficacy
- "Why-try" cycle
- Lack of engagement in treatment



Targets

Legislators
Policy Makers
Employers
Health Care Providers
Criminal Justice Professional



Legal Strategies
Policy Strategies
Advocacy Strategies
Professional Education

The General Public
Target Groups
Gender
Age
Racial/ethnic groups



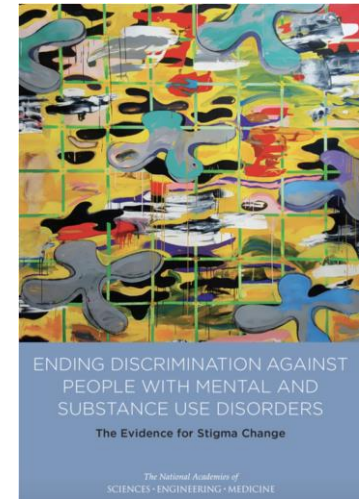
Media Mass Messaging
Education
Community Programming
Contact Strategies

People with Behavioral Disorders



Education
Empowerment Strategies
Peer Support

Interventions



National Academy of Sciences: Ending Discrimination Against People with Mental and Substance Use Disorders: The Evidence for Stigma Change (2016)

National Academy of Sciences, 2016

Language Matters

Say This

Substance Use Disorder

Individual with a
Substance Use Disorder

In Recovery

Positive Drug Test

Not That

~~Substance Abuse~~

~~Addict, Junkie, Druggie,
Drug Abuser~~

~~Clean~~

~~Dirty Drug Test~~

Language Matters

Say This

Not That

Substance Use Disorder

~~Substance Abuse~~

Language Matters

Say This

Individual with a
Substance Use Disorder

Not That

~~Addict, Junkie, Druggie,
Drug Abuser~~

Language Matters

Say This

In Recovery

Not That

~~Clean~~

Language Matters

Say This

Positive Drug Test

Not That

~~Dirty Drug Test~~

Professional Education





Understanding Addiction as a Health Condition



So why don't all people who use alcohol or drugs become addicted?

Addiction is a Chronic Health Condition

Acute

Generally develop suddenly and last a short time, often only a few days or weeks.

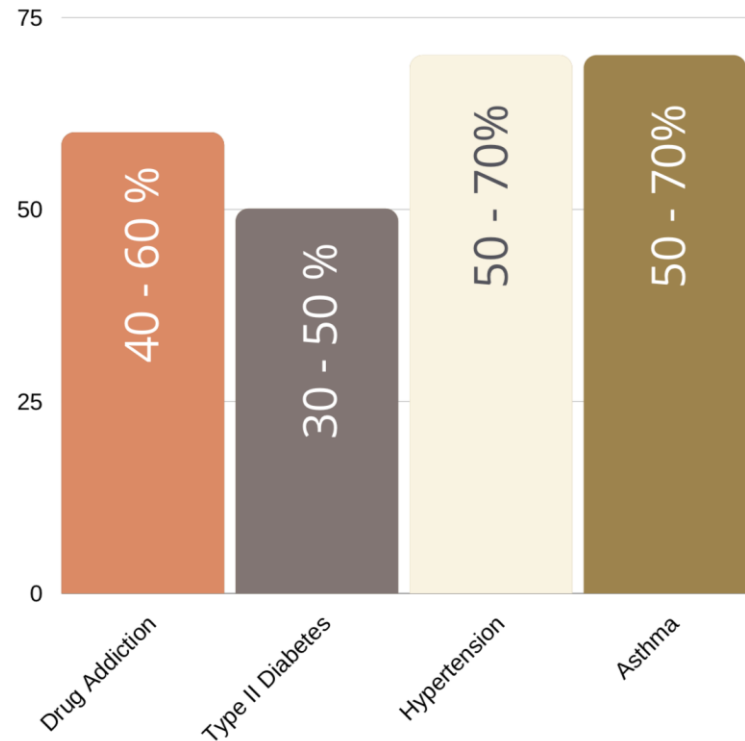
Examples include the common cold, flu, bronchitis, pneumonia, strep throat or a heart attack.

Chronic

Develop slowly and require a longer term treatment and management strategy.

Examples include Alzheimer's disease, depression, diabetes, heart disease and obesity.

Relapse is Common in Addiction and Other Chronic Diseases.



Source: McLellan A. T., et al. (2000). *Drug Dependence, a Chronic Medical Illness: Implications for Treatment, Insurance, and Outcomes Evaluation*. JAMA.

Media Messaging



Community Programming

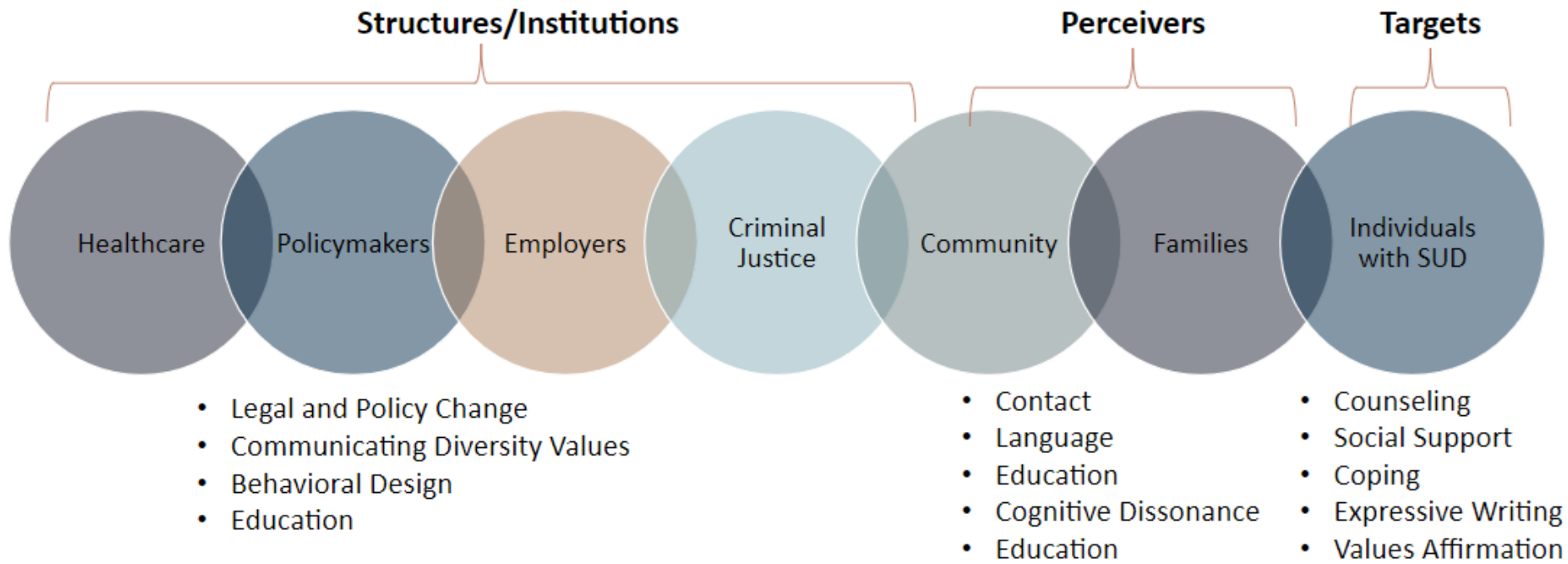


Multi-Sector/
Multidisciplinary
Training



Build Addiction
Literacy and
Knowledge +
Contact with
Healthcare
Providers and
Individuals with
Lived Experience

Interventions by Audience



Earnshaw (2020)

Change Your Language

Language Matters	
Say This	Not That
Substance Use Disorder	Substance Abuse
Individual with a Substance Use Disorder	Addict, Junkie, Druggie, Drug Abuser
In Recovery	Clean
Positive Drug Test	Dirty Drug Test

 ADDICTION
POLICY FORUM

Language MATTERS

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THANK YOU!

ADDICTION POLICY FORUM

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