Life Unites Us

**Pennsylvania's
Opioid Use Disorder (OUD)
Stigma Reduction Campaign**

Project Overview

- 20-month project developed and aligned with the Department of Drug and Alcohol Program's (DDAP) 2019-2022 Strategic Plan - Goal of reducing stigma of substance use disorder
- Takes an evidenced-based approach to reducing OUD stigma across the Commonwealth driven by mixed-methods research
- Project is a combination of outreach and research

Life Unites Us

Background: Why Focus on Stigma?

OUD in PA

- Nearly 13 people in Pennsylvania die of a drug-related overdose each day[1]

- 82% of drug overdose deaths in Pennsylvania involved opioids[2]

- Almost half of the general public know someone who is living with an opioid addiction[3]

- Despite increasing access to telemedicine, opioid-related deaths have dramatically increased during the COVID-19 pandemic[4]

Focus on stigma reduction[5]

- Seven of the nine drivers of the opioid epidemic are either partially or entirely driven by stigma

- Stigma generates multiple barriers for people with an opioid use disorder to seek treatment, receive treatment, and stay in recovery. People with OUD can progress on their path to recovery and still be faced with these barriers

- Stigma related to addiction often overlaps and intensifies with other forms of stigma, discrimination, and bias, such as those related to race, class, gender, sexual orientation, occupation, and others

1) Centers for Disease Control and Prevention. 2020. Provisional Drug Overdose Death Counts. Accessed August 26, 2020 at https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.ht
2) OverdoseFreePA. 2018. Basic Facts. Accessed August 26, 2020 at https://www.overdosefreepa.pitt.edu/know-the-facts/basic-facts/
3) Blendon, R.J. and Benson, J.M., 2018. The public and the opioid-abuse epidemic. New England Journal of Medicine, 378(5), pp.407-411.
4) American Medical Association. 2020. Issue brief: Reports of increases in opioid related overdose and other concerns during COVID pandemic. Accessed September 24, 2020 at https://www.ama-assn.org/system/files/2020-09/issue-brief-increases-in-opioid-related-overdose.pdf
5) Shatterproof. 2020. A Movement to End Stigma. Accessed September 8, 2020 at https://www.shatterproof.org/sites/default/files/2020-07/A-Movement-to-End-Addiction-Stigma.pdf
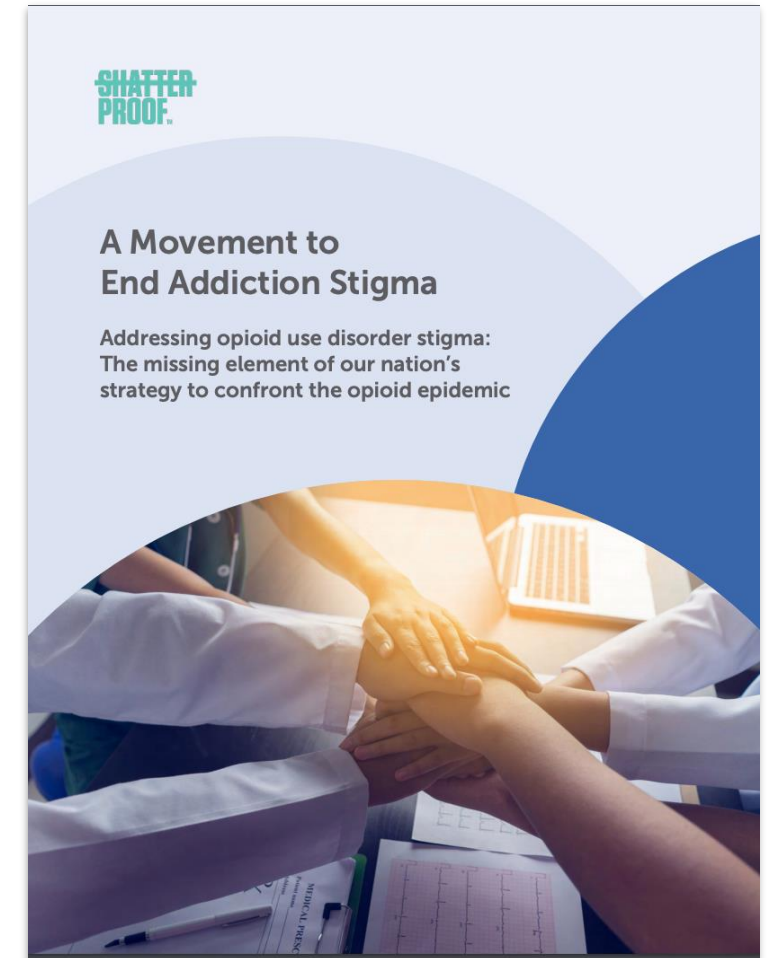
Background: Evidence and strategy from a new national framework

Six key success factors that enabled social change movements:

1. Central coordination
2. Specific actions including education, policies, and language
3. Contact-based strategies
4. Intentional sequencing and sustainable momentum
5. Positive and negative incentives
6. Action mobilized at "grassroots" and "grasstops"

To address four types of stigma:

1. **Public stigma:** Society's negative attitudes toward a group of people creating an environment where individuals feel unwelcomed, judged, and/or blamed. Example: Less than 20% of Americans are willing to associate as a friend, colleague, or neighbor with someone that has an opioid use disorder.
2. Structural stigma
3. **Self stigma:** Occurs when individuals internalize and accept negative stereotypes. It turns a "whole" person into someone who feels broken with little or no self-esteem.
4. Stigma against medication for OUD

SHATTER PROOF.

A Movement to End Addiction Stigma

Addressing opioid use disorder stigma: The missing element of our nation's strategy to confront the opioid epidemic

Background: A Contact-Based Campaign for Pennsylvanians

"Contact-based:" Personal stories from people impacted by a stigmatized issue is shown to reduce stigma amongst those exposed to the stories.

Importance of sharing stories to reduce stigma[1]:

- People without stigmatized conditions often have little meaningful contact with those who do, which fosters discomfort and fear
- Contact-based approaches serve to humanize and boost self-esteem for individuals who are stigmatized, as well as reduce social distance
- Successful stigma reduction campaigns identify and prioritize sources of stigma, such as employers and healthcare workers; they then work to change behavior of critical influencers and institutions by showcasing success stories of people who have achieved stability
- Research shows peer learning can be effective in reducing stigma, suggesting fellow employees are well-positioned to foster behavior change

1. Ending Discrimination against People with Mental and Substance Use Disorders: the Evidence for Stigma Change. The National Academies Press, 2016.

Background: Guided by a Collective Impact Model

1. Connect and strengthen stakeholders (organizations and individuals) already responding to the crisis

2. Integrate with PA's existing plan

3. Educate the public using channels and messengers that meet them where they are

4. Evaluate the entire effort as a public health intervention, not a media campaign


A 'BACKBONE' COORDINATING ORGANISATION/S

A COMMON AGENDA FOR CHANGE

OPEN AND CONTINUOUS COMMUNICATIONS

COLLECTIVE IMPACT

SHARED MEASUREMENT FOR DATA & RESULTS

MUTUALLY REINFORCING ACTIVITIES

Image courtesy of the University of Southern California

Background: Evidence it works - Mental Health Stigma Reduction in 8 States

The *Life Unites Us* campaign is modeled after a successful mental health stigma reduction campaign.

1. Used a collective impact model and contact-based messaging
2. Saw decreases in several peer reviewed measures of stigma:
   a. Within its first year stigma dropped by an average of 8 points, according to survey data.
   b. That amounted to about 7 million people holding less stigmatizing views towards those living with mental health conditions.
3. Leveraging measurement approach:
   a. Rigorous evaluation held to standards of a public health intervention
   b. Led by Penn State and PGP, under supervision from the State of Pennsylvania

YOUR MENTAL HEALTH *matters* TO ME

MENTAL HEALTH CHAMPIONS
actionminded.org
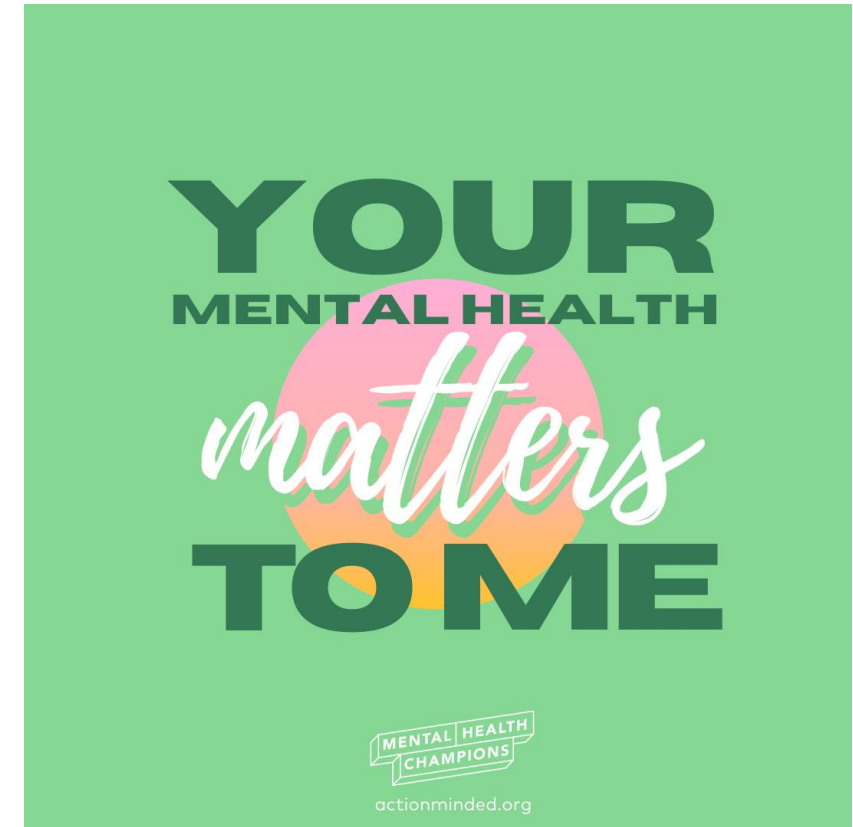
Project: Team Members and Responsibilities

Evaluation

-Overall projecrt coordination and budgeting

-Identification of Community-Based Organizations (CBOs) throughout state

-Exhaustive academic literature review

-Development of evaluation protocol, IRB approval, statewide survey administration (baseline, 6mo, 12mo), guided interviews

-CBO webinar development

-Development of data dashboard

-Monthly reports

-Additional research and support

Media Campaign Development and Engagement

-Market Research

-Audience segmentation

-Campaign development

-CBO outreach
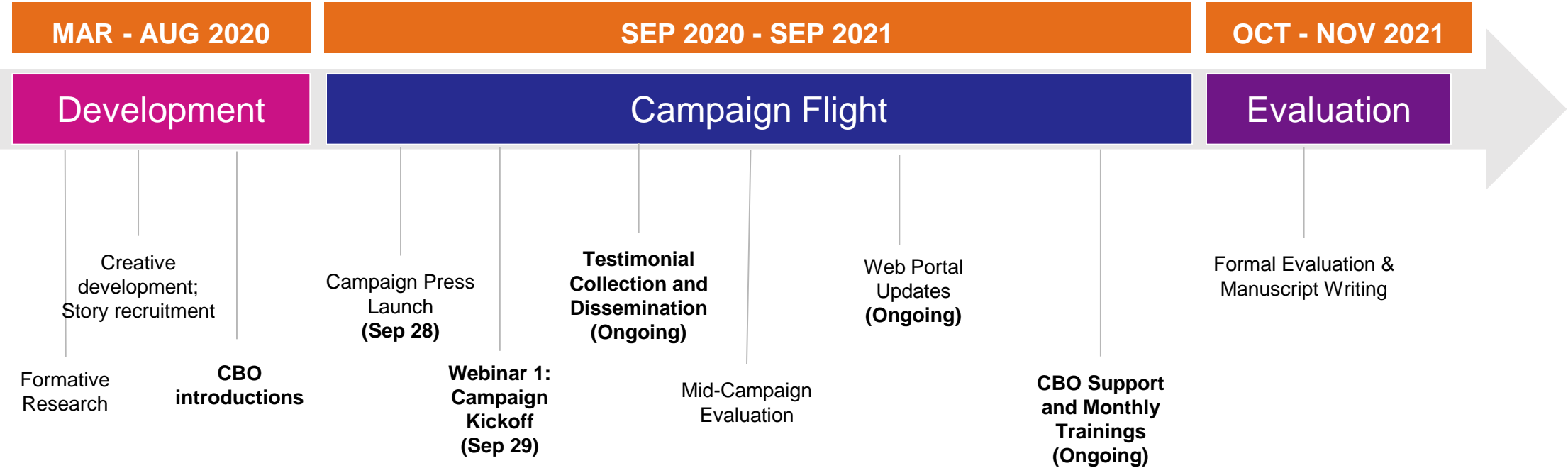
-CBO webinar development

-Monthly media metric reports

-CBO outreach

-Coordination with national stigma reduction initative

Guidance and Support
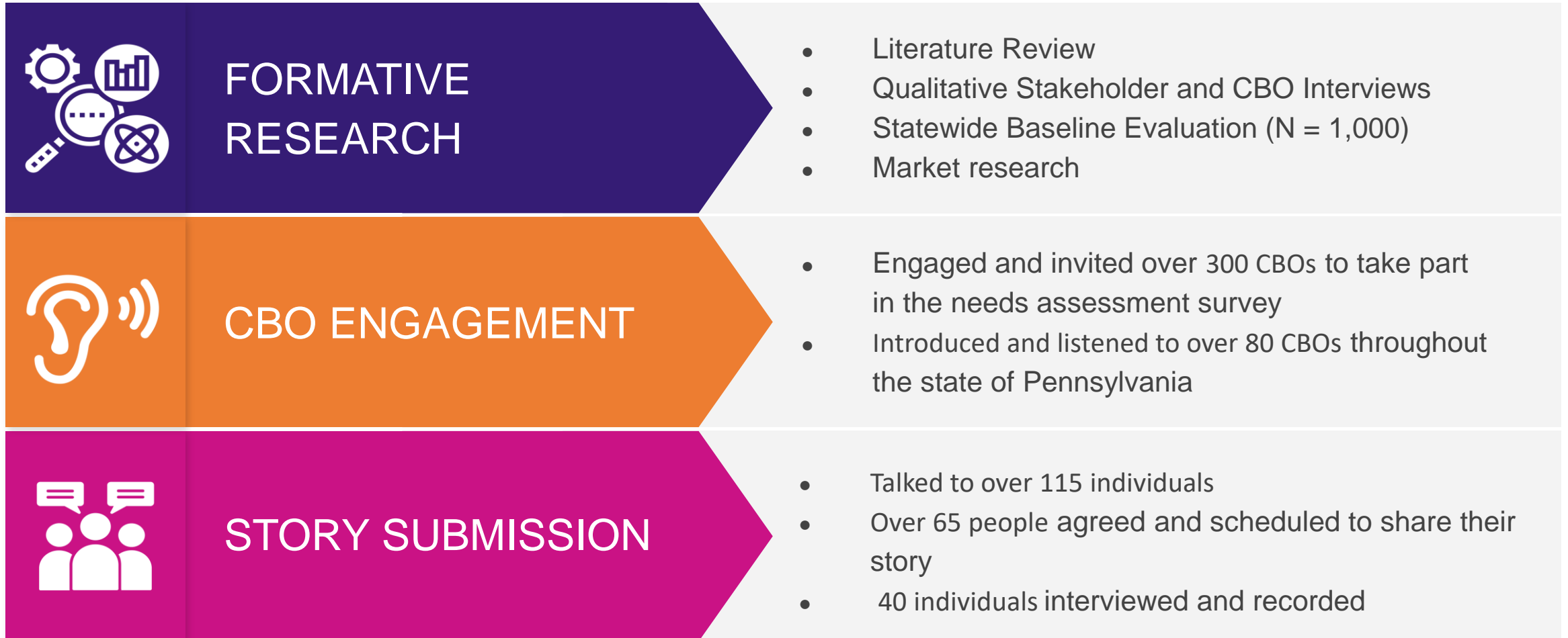

-Project sponsor

-Provide feedback to all teams

**Community Impact Committee and other stakeholders provide additional project guidance and advisment

Project: Timeline

MAR - AUG 2020	SEP 2020 - SEP 2021	OCT - NOV 2021
Development	**Campaign Flight**	**Evaluation**

Formative Research

Creative development; Story recruitment

CBO introductions

Campaign Press Launch **(Sep 28)**

Webinar 1: Campaign Kickoff (Sep 29)

Testimonial Collection and Dissemination (Ongoing)

Mid-Campaign Evaluation

Web Portal Updates **(Ongoing)**

CBO Support and Monthly Trainings (Ongoing)

Formal Evaluation & Manuscript Writing

Project: Campaign Launch Preparation

FORMATIVE RESEARCH

- Literature Review
- Qualitative Stakeholder and CBO Interviews
- Statewide Baseline Evaluation (N = 1,000)
- Market research

CBO ENGAGEMENT

- Engaged and invited over 300 CBOs to take part in the needs assessment survey
- Introduced and listened to over 80 CBOs throughout the state of Pennsylvania

STORY SUBMISSION

- Talked to over 115 individuals
- Over 65 people agreed and scheduled to share their story
- 40 individuals interviewed and recorded

Project: Life Unites Us Campaign

- Campaign Website: LifeUnitesUs.com

- Social Media
  - @LifeUnitesUsPA
 - @LifeUnitresUsPA
  - @LifeUnitesUS
  - info@LifeUnitesUs.com
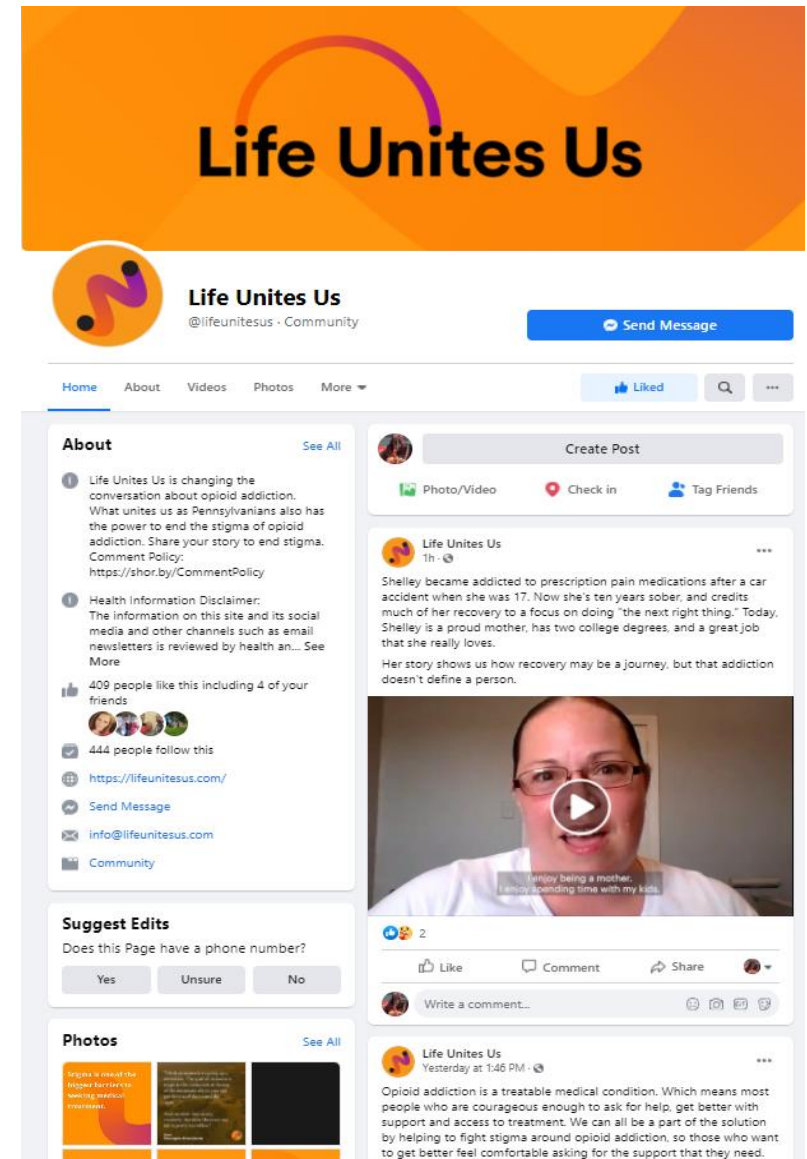
Project: Web Portal

- Interactive Indicator/Data Dashboards
  - Combines relevant scholarly literature with survey, interview, and secondary data to contextualize stigma within the private and public health response to opioid use disorder.
    - Provides narrative context to data related to Criminal Justice, First Responders, Institutions, Medical Providers, Social Networks.
- Survey Tableau Dashboards
  - Tells the 'story' of stigma
  - Allows public and community-based organizations to 'dig deeper' into the statewide survey data and look at metrics specific to their target population
- ArcGIS Maps
  - An interactive, statewide map highlighting community-based organizations (CBOs) throughout the state.
  - Assists the public with locating CBOs focused on prevention, treatment, and recovery in their local area and across the state.
  - Continuously updated with CBOs when they join the campaign
- Webinar Housing
  - Our monthly webinars are recorded and housed on the web portal for viewing by others, when it is most convenient for them.
- [Dashboard Link](#)

Overwhelmingly Positive Reception From CBOs and RCOs: Snapshot of Partners Endorsing the Campaign
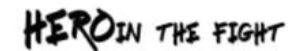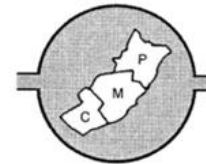
Digital Metrics: November

Digital Metrics*

The campaign exceeded its monthly goals in November. The high levels of engagement and video views show the content and messaging is resonating. The success can be attributed to the testimonials of real people in the community and an effective paid media strategy.

Metric	Monthly Goal	Results
Impressions	250,000	375,988
Average Daily Reach	6,000	11,497
Followers	--	581
Social Engagements	750	3,149
Website Visits	300	792
Video Views	7,500	58,247

*Cumulative across all social channels (Facebook, Instagram and Twitter)

PGP

Collective Impact: November

Collective Impact

Webinar:

- November Webinar: *Advocating for Addiction* Reform gained our largest audience yet
  - 164 registrants and 94 attendants
- Majority of attendees to the webinar were new to the campaign

Monthly Checkpoint Survey:

- Shared with all partners - completed by 35 organizations across all 6 regions of PA
- Most respondents found the webinar either useful or very useful
- Most respondents are interested in the next webinar being about language use and stigma, and racial disparities in recovery and services
- Most respondents heard about the webinar through the mailchimp email

Metrics	November
Engaged Partners	33
Email Audience	467
Endorsement*	36
Webinar Registrants	169

*Endorsement for the campaign is through sharing their logo on the Life Unites Us website and sharing testimonials and campaign content through their channels

PGP

Looking Ahead

- 6- and 12-month follow-up statewide surveys and guided interviews

- Monthly webinars targeted towards CBOs w/ follow-up surveys

- Continuation of community outreach and development/sharing of resources

- Additional review of literature

- Monthly metrics reports

- Community Impact Committee (Advisory Committee)

- Reports, peer reviewed publications, and presentations

- **Educate policy makers, healthcare professionals, and others about treating SUD as a medical disease**

Data Indicators & Narratives

Survey Results

Community-Based Organizations Map

Webinars