

Attitudes & Perceptions of Substance Use Disorder (SUD)

Training Series Part 2



Training Series

PERU MOUD TA and CQI Expansion Project

Session 1: July 13, 2022

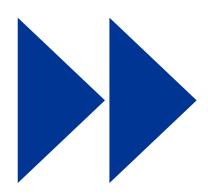
Attitudes and Perceptions of Substance Use Disorder

Training Series Part 1

Session 2: August 17, 2022

Attitudes and Perceptions of Substance Use Disorder

Training Series Part 2







Logistics

- Participate to the best of your ability.
- Mute yourself if you are not speaking.
- Enter questions in the chat.
- Use your camera (if possible).
- Complete training evaluations.







Participant Awareness

- Some topics that are being discussed may be **uncomfortable** or triggering for some participants.
- Please feel free to take short breaks if needed.





Training Requests

- Consider the impact of patients' experiences.
- Allow for safe and open discussion.
- **Set an intention** to make some change(s) in your practice.





Learning Objectives

- Define recovery and its elements.
- Challenge negative beliefs about opioid use disorder and medications for opioid use disorder (MOUD).
- Recognize the impact of provider language on patient engagement.
- Recognize strategies for identifying and avoiding stigma.







Training Series Part 1 Summary

- Staff may experience **compassion fatigue** and **burnout** that can impact their work.
- There is a strong connection between trauma and the development of an SUD.
- Patients experience stigma both internally and externally.
- Structural or institutional stigma occurs when assumptions and stereotypes are adopted into policy, resource allocation, and practice.¹



Recovery





Recovery

A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.







Common Elements of Recovery

Treating addiction as a chronic disease that can enter a stage of "remission"

Viewing recovery as a journey that may involve cycles of recurrence/return to use



Understanding that complete abstinence from substance use is not a goal for everyone

Addressing whole-person wellness beyond substance use behaviors or patterns





Recurrence of Use

A return to substance use can be a normal part of the recovery process.

- Patient substance use recurrence may happen but DOES NOT equate to a "moral failing" of the patient or the patient being a "lost cause."
- No one treatment will work for all patients with an SUD.
- Replace value-laden terms like "relapse" with descriptive language like "return to substance use."





Recovery Process

The treatment plan may require adjustment; recovery is a process that involves change.

- Treatment options should be carefully considered, and decisions made based on what is best for the patient, just as when treating chronic illness.
- If someone is unable to maintain recovery with their current treatment plan, they may need a referral to **more intensive treatment** or additional recovery supports.

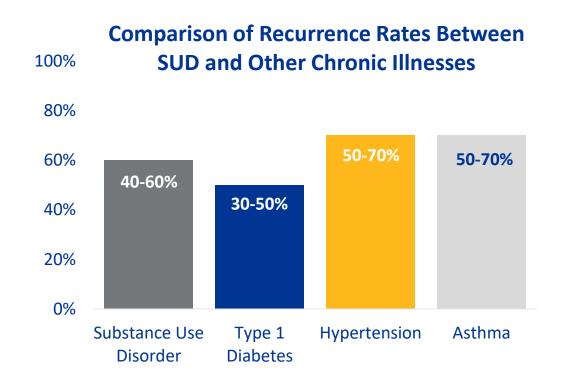




Treatment and Recovery

Recovery is a reality for 23.5 million Americans with SUDs.

Patients involved in SUD treatment have shown as good or better treatment adherence and comparable rates of recurrence as patients in treatment for chronic illnesses like hypertension and diabetes.







Opioid Use Disorder Treatment





Medications for Opioid Use Disorder (MOUD)

Medications for opioid use disorder (MOUD) refers to the use of medications, with or without behavioral therapies, to treat OUD.

- In this approach, the medication is considered the first-line treatment.
- This contrasts with the framing of medication as "assisting" other treatment.





Goals of MOUD

- MOUD is not intended to 'cure'
 OUD or addiction.
- Addiction can be a chronic illness that impacts individuals for their entire lifetime.

Misconception:

"MOUD is not effective because it doesn't cure opioid use disorder."





Goals of MOUD

- MOUD manages the physiological aspects of addiction.
- This allows patients to focus on identifying the underlying causes of substance use and work toward recovery.

Misconception:

"MOUD is not effective because it doesn't cure opioid use disorder."





MOUD and Addiction

Misconception:

"MOUD replaces one addiction with another."

- One characteristic of addiction is repeated use of a substance despite negative effects on mental health, physical health, and interpersonal relationships.
- Taking a medication prescribed by your doctor does not meet this definition.^{1,2}





MOUD and Addiction

Misconception:

"MOUD replaces one addiction with another."

- Addiction involves a cycle of drug use leading to euphoria, a crash, and cravings to use again.
- Methadone and buprenorphine have gradual mechanisms of action; they stabilize brain chemistry without producing euphoria or leading to a crash.
- All three OUD medications help to reduce cravings and the euphoric effects of opioids.





Treatment Length

Misconception:

"MOUD is only for the short term."

- There is **no one-size-fits all approach** to treatment length.
- Addiction may be viewed as a chronic disease requiring long-term care.



Treatment Length^{1,2,3}

Misconception:

"MOUD is only for the short term."

- In general, the **longer** that patients stay in treatment, the **better** their outcomes.
- Research does not support unassisted abstinence as an effective treatment for opioid use disorder.
- MOUD is more effective at reducing opioid use than treatment without MOUD.





Role of Medically Supervised Withdrawal

- There is no evidence that detoxification programs are effective at treating OUD.^{1,2}
- Medically supervised
 withdrawal can be the first step
 in addiction treatment.^{1,2}

Misconception:

"MOUD should only be used for detoxification."





Role of Medically Supervised Withdrawal

- Without treatment after detoxification, patients are likely to start using again.^{1,2}
- Detoxification, without other treatment, may increase chance of overdose death by lowering tolerance.^{1,3}

Misconception:

"MOUD should only be used for detoxification."





Unassisted Abstinence

Misconception:

"MOUD is morally wrong. It is inferior to complete, unassisted abstinence."

- Scientific evidence suggests that addiction can be viewed as a chronic disease.
- It is caused by repeated exposure to a drug, coupled with genetic or environmental risk factors.
- This process leads to physical changes in the brain's opioid receptors.





Unassisted Abstinence

Misconception:

"MOUD is morally wrong. It is inferior to complete, unassisted abstinence."

- Addiction can be treated and managed with medication and counseling, much like other medical conditions.
- MOUD is more effective than treatment approaches that focus on complete, unassisted abstinence.



Buprenorphine Diversion

- Most people who use diverted buprenorphine do so to stave off withdrawal and not use other opioids.
- People may use illicit buprenorphine because they cannot afford or access treatment.

Misconception:

"Patients prescribed buprenorphine will sell it."





Buprenorphine Diversion

- Review buprenorphine levels with UDS and conduct film/pill counts to check for diversion.
- Diversion is observed with **all types** of medications. Buprenorphine and antibiotics are both diverted about 20% of the time.

Misconception:

"Patients prescribed buprenorphine will sell it."





Healthcare Provider Perceptions of SUD

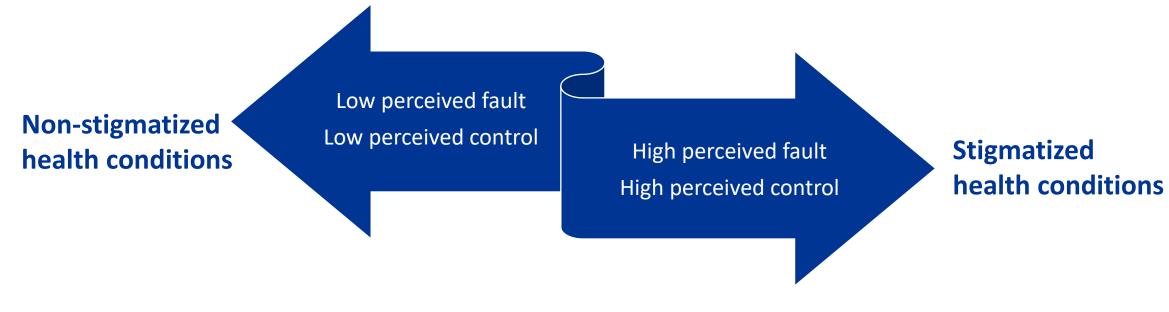




Components of Healthcare Provider SUD Perception

Two main factors affect stigma surrounding patient health conditions

- Perceived fault of the patient in acquiring the condition
- Perceived control that the patient has over the condition







Stigma in Healthcare

"The complex set of attitudes, beliefs, behaviors, and structures that interact at different levels of society (i.e., individuals, groups, organizations, systems) and manifest in prejudicial attitudes about and discriminatory practices against people with mental and substance use disorders."





Healthcare Treatment: Components of Stigma^{1,2}

Labeling Noticing and **naming** differences

Stereotyping Associating named differences with **negative traits**

Separation Labeling people as **separate** (i.e., "us" and "them")

Status Loss Assigning a lowered placement in social hierarchy

Discrimination Allowing **unfair treatment** due to differences

(may be individual or structural)





Impact of Stigma in Health and SUD Treatment

Stigma can contribute to suboptimal healthcare by:

- Making **shorter** visits¹
- Creating social distance between clients and providers²
- Discouraging appointment attendance and follow-up
- Diminishing personal engagement^{1,3}
- Impacting referrals to specialty care
- Disrupted trust with the clinician³
- Encouraging guarded behavior³







Patient Advocacy with Professional Peers

Recognize and **mitigate** the effects of **stigmatization** and subsequent health disparities.¹





Provide **education** and resources such as the *SAMHSA TIP: 63: Medications for Opioid Use Disorder Document.*



Strengthen practice environments by **refusing** to practice in ways that would create a **negative** impact on the quality of care.²

Address confidentiality issues and discrimination against patients who take OUD medication.³





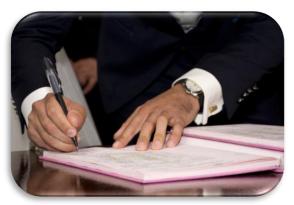


Strategy Share

How can you advocate for all patients with SUD in your practice setting?













Stigma & Language





Stigma and Language

Stigma can be perpetuated through language.

- Word choice has a measurable effect on the way that individuals with a substance use disorder (SUD) are perceived.¹
- Using stigmatizing and negative language to describe people with an SUD can negatively impact their physical and mental health.²







Research Findings



Some terminology is more likely to universally evoke a **negative response**. These terms should not be used:

"Abuser," "addict," "junkie," and "alcoholic"

Terms that are more likely to universally evoke a **positive** response:

 People-centered terms (e.g., "person with an SUD") and recovery-focused language (e.g., "long-term recovery")



Implications



- Groups become **sensitized** to specific words and phrases.
- Viewed as unwelcoming to the individual and could negatively impact patient connection and care.
- This necessitates very **thoughtful consideration** of the use of language with each group to enable **effective** engagement.



Discussion Questions

How do you address stigmatizing language with **colleagues**?







Stigma Impact Levels

Individual:

Anticipation of being stigmatized can lead to **hiding** substance use, social **isolation**, and **not seeking help** or engaging with treatment

Health System:

Underinvestment in a high-addiction treatment

Societal:

Discrimination in insurance benefits, employment, and housing; **resistance** to community-based services; **punitive** rather than public health—oriented solutions







Person First Language

Use "person first" language. 1-3

- Calling someone "an addict" implies the person *is* the problem.
- Referencing "a person with substance use disorder" implies a person has a problem that can be addressed.







Clear, Technical Language

Use **clear, technical language** with a single, clear meaning.^{1,2}

- Referencing "dirty urine" conflates drug use status with cleanliness.
- Referencing a "positive urine drug screen" presents a clear depiction of test results.







Common Examples

She **abuses** pills.

The word "abuse" has negative, immoral associations.

He's an **addict**.

Labels and depersonalizes the patient.





Language Replacement

Stigmatizing Terminology	Alternative Terminology
Abuser, Addict, Alcoholic, Junkie	Person with a Substance Use Disorder
Substance Abuse	Substance Use Disorder
Denial	Ambivalence
Relapse	Recurrence/Return to Use
Relapse Prevention	Recovery Management
Clean/Sober	Drug Free, Substance Not Used for [Time Period]
Resistant to Treatment	Choosing Not To/Ambivalent about
Noncompliant	Not Adhering to Treatment Plan





Nonverbal Communication

Nonverbal communication includes tone, posture, and face/body movements.

- Poor nonverbal communication reinforces stigma and is associated with worse patient outcomes.
- Appropriate eye contact, encouraging tone of voice, and open body posture are recommended.







Stigmatizing Images

Stigmatizing images of people who use substances are common and harmful.

- Police departments have shared photos of people who have overdosed.
- Shocking or extreme images of people who use drugs increase the sense of social separation and otherness.







Stigma in Visual Portrayals

- Media coverage of overdoses and addiction
- Portraying people as "other" not deserving the same rights as "us"
- Visuals and wording used in creating client facing literature



Bremond, Addiction Stigma from an Intersectional Perspective, 2022





Video Reflection







Key Points

- Recurring substance use is a normal part of the recovery process.
- There is strong evidence of negative treatment outcomes related to OUD and MOUD stigma.
- Performing a language audit can help to reduce the effect of stigma in your work.
- The use of non-stigmatizing language supports **retention in services**.







Questions?





Receiving Credit & Next Steps

1. Complete the continuing education registration.

LINK: https://cce.upmc.com/content/ushering-out-stigma-training-substance-use-disorder-attitudes-and-perceptions-peru-session-2817

2. Complete the training evaluation.

LINK: Attitudes and Perceptions of Substance Use Disorder Training Evaluation Part 2 - August 17

3. Thank you for attending the 2-part training series!









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The University of Pittsburgh School of Pharmacy, Program Evaluation and Research Unit (PERU) is dedicated to meaningful work that facilitates each patient or community member's ability to achieve optimal health, well-being, recovery and choice.