

A Campaign to Reduce Stigma

**A Community Conversation on
Opioid Use Disorder**



Recovery Center of Excellence

Course Overview and Rationale:

Research shows that stigmatizing beliefs around substance use disorder (SUD) can be reduced by bringing people into contact with a person who has the stigmatized medical condition and educating them about effective treatments and the potential for recovery.

This workshop will use portraits of volunteers in rural communities who have been affected by OUD as a creative way to educate, reduce provider and community stigma, and reinforce the positive messages conveyed in the artwork.

Target Audience:

- General cross section of the community
- Family and friends of individuals with OUD
- Individuals actively using substances and those in recovery
- Professionals, first responders, service providers, healthcare providers

Objectives and Learning Outcomes

Through this workshop, participants will examine the definition and impact of OUD stigma on their rural community and will identify ways to reduce stigma, biases, and negative perceptions around recovery. Participants will increase their understanding of resources and tools available in combating stigma.

Participants will:

- Create a common definition of stigma and recognize its impact on individuals, families, providers, and their rural community
- Explore negative and positive beliefs around OUD and recovery
- Identify ways to overcome barriers and challenges to addressing stigma and to operationalize a recovery-oriented approach to reducing stigma
- Review support resources and build on relationships of participants within the workshop to learn from, and use as a resource, to reduce stigma in their rural community

Training Methods, Art, and Group Discussion:

To accomplish this, the workshop will include methods that will enable the participants to explore their beliefs regarding stigma, and develop the knowledge, skills, attitudes, and intellectual strategies that are essential to addressing stigma in their communities.

This interactive workshop will also include practical suggestions and realistic problem-solving. It will incorporate art and personal experiences to humanize people with OUD. The activities will enable participants to analyze their beliefs, identify areas for change, and develop specific action plans for modifying current behaviors.

The workshop design utilizes a proven adult learning process which provides both a means of learning and mechanisms for application.

Sequence of Activities:

Timeframe: 2 hours

- Welcome and settling in – 10 minutes
- Introduction and overview of art and project mission – 15 minutes
- Self-assessment and discussion, defining stigma – 30 minutes
- Video and group problem-solving – 40 minutes
- Addressing barriers and challenges and how to talk about stigma – 15 minutes
- Closing – 10 minutes

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