



Center on Rural Addiction

UNIVERSITY OF VERMONT

Rural Center of Excellence
on SUD Treatment



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Community Rounds Workshop Series

Rural Center of Excellence
on SUD Treatment

Addressing Stigma at the Individual, Provider, and Community Levels

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Three Rural Centers of Excellence (RCOEs)



**Rural Center of Excellence
on SUD Treatment**

Find us at:
www.uvmcora.org
or cora@uvm.edu



Recovery Center of Excellence

Find us at:
recoverycenterofexcellence.org



Find us at:
www.fletchergroup.org

Rural SUD Info Center

Learning Objectives

- Describe various types of stigma
- Discuss evidence-based approaches to address stigmatizing beliefs in rural communities
- Outline specific examples of strategies that are currently being implemented to address stigma in rural communities
- Discuss where to find additional resources on addressing stigma in rural communities

Stigma

- Attitudes, beliefs, behaviors, and structures that interact at different levels contributing to prejudicial attitudes and discriminatory practices
- Types of stigma
 - Structural
 - Public
 - Self

Types of Stigma: Structural

Structural

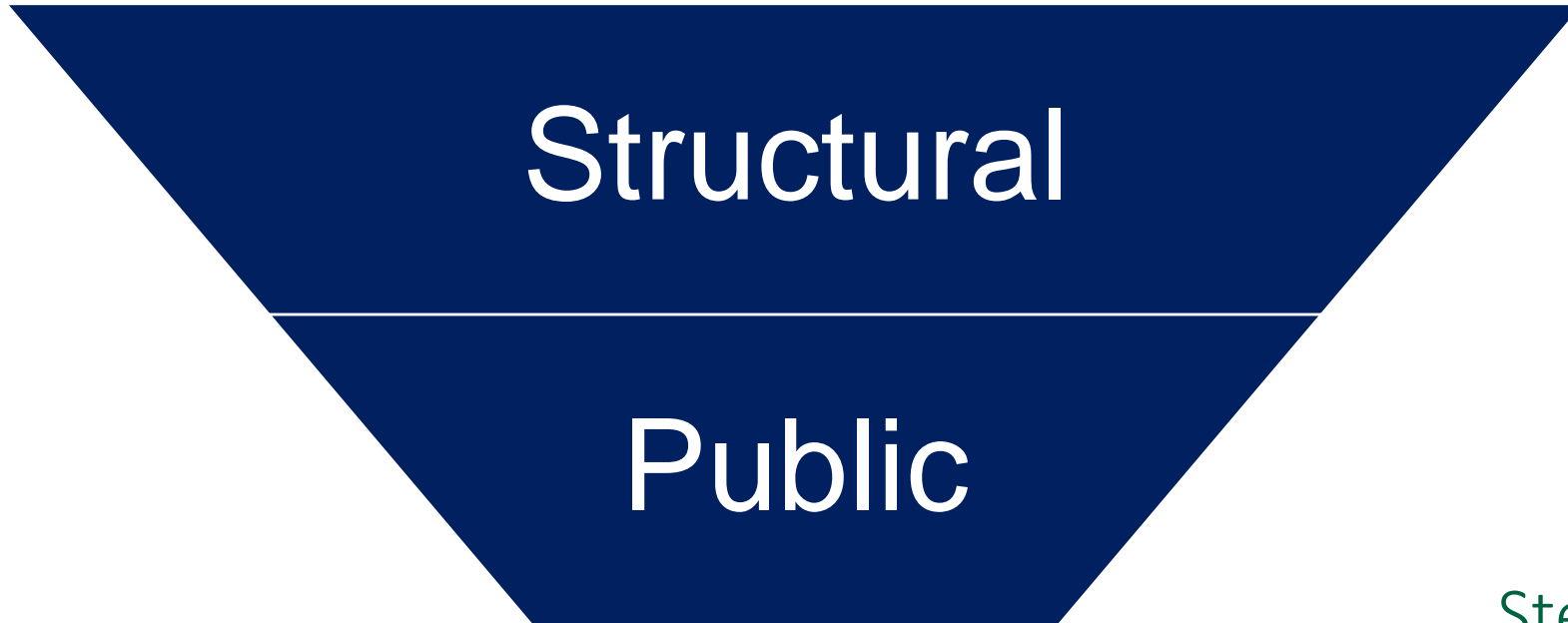
**Norms, laws,
institutional policies**

Criminal justice –
criminal issue vs.
health concern,
harsher sentences

Providers – lack of respect
for autonomy, punitive
care terminations, not
wanting to take on
patients

Health care –
limited access,
low-quality care

Types of Stigma: Public



**Occurs at the
community level**

Undermines
treatment access;
blame

Stereotypes –
dangerous, moral
failings

Types of Stigma: Self

Shame; low self esteem and self efficacy

Thoughts like “Why try?” “I’m just an addict.” “No one cares about me.”

Structural

Occurs at the individual level

Public

Internalizing public stigma and discrimination

Self

Courtesy – stigma by association

Evidence-based strategies for addressing stigma

- Community and provider
 - Education
 - Contact with individuals in recovery
- Individual level
 - Acceptance and Commitment Therapy
 - Cognitive-Behavioral Therapy for Treatment Seeking

Community Conversations (CC)

- Workshops built on education + contact
- Provide opportunities to learn, discuss, and reflect on:
 - What stigma means in different communities
 - How it impacts people with SUD
 - How to reduce stigma, biases, and negative perceptions about people with SUD



Community Conversations

- Development and dissemination of facilitation lead training
- Prepares Community Conversations participants to implement it in their community
- Ongoing support is provided



Community Conversations



130

Workshops



1548

Workshop Participants



43

Facilitator Workshops



550

Facilitators Trained



25

States

Project spanning November 2021– August 2024

Indigenous Community Conversations

*Portraits by
Carson
Waterman*



Reducing Stigma Related to SUD in Rural Care Settings



Gary's Story

[Gary's Poster \(PDF, 351.19 KB\)](#)

Gary has been in recovery for 22 years. He has many nieces and nephews and loves being "Uncle Gary." "I love my life," he says.



Jake's Story

[Jake's Poster \(PDF, 296 KB\)](#)

Jake's years in recovery have been the best in his life. He encourages health care providers to take a moment for a conversation and to offer recovery resources to patients with SUD. He suggests, "speak plainly, but speak with heart."



Javier's Story

[Javier's Poster \(PDF, 354.11 KB\)](#)

Javier cares for his children and works at an HVAC company. An ED doctor helped him connect with an outpatient program and start his recovery. He had "been stigmatized before," he says, but he did call the program "because it really showed me that somebody cared."



Reducing Stigma Related to SUD in Rural Care Settings

<https://recoverycenterofexcellence.org/videos/patricks-story>

<https://recoverycenterofexcellence.org/videos/dr-malchos-story>

Methadone Listening Tour

- Conducting key informant interviews to understand barriers providing methadone for OUD
- Currently have over 150 people from various regions of US who will be participating
- Updated website for additional information

[Reducing Stigma Related to Methadone | University of Rochester Medicine - Recovery Center of Excellence](#)

If you are interested in sharing your thoughts and experiences, please take a moment to provide your contact information in the form below. We will follow up to start the conversation. We look forward to connecting with you to learn about medications for opioid use disorder in your rural community.

First name

Last name

Email

In which state do you reside?

In which county do you reside?

Cognitive-Behavioral Therapy for Treatment Seeking

- CBT-TS targets a change in the beliefs that influence whether someone enters mental health or substance use treatment.
- Identify and potentially modify individual beliefs about seeking help
- Brief (one session), ~45 minutes
- Manualized, tailored, one-on-one
- Delivered by phone, telehealth, or in-person

Steps of CBT-TS

- Ask about current symptoms and functioning
- Ask about history of coping strategies for most bothersome symptoms
- Ask about and discuss thoughts about treatment
- Generate modified thoughts about treatment seeking
- Make a collaborative plan with the person

Stigma Resources for Rural Communities



Rural Center of Excellence on SUD Treatment

Identifying Substance Use
Disorder Bias and Addressing
Stigma in the Clinical Setting

Peter Jackson, MD – [Recording](#) + [Slides](#)

Pregnancy, Parenting, and
Substance Use: Stigma, Fear, and
a Call for Improved Messaging

Marjorie Meyer, MD – [Recording](#) + [Slides](#)



Facts and Personal Recovery Stories to Reduce
Substance Use Disorder Stigma and Increase
Support for Recovery Housing: A US Randomized
Study

[Webinar](#) + [Published Article](#)

Addressing Rural and Non-Rural Substance Use
Disorder Stigma: Evidence From a National
Randomized Controlled Trial

[Published Article](#)

Fletcher Group Learning Center

[Information](#)

Fletcher Group Newsletters

[Stigma](#) + [NIMBY](#)



Recovery Center of Excellence

[Community Conversations for OUD](#)
[Community Conversations for OUD II](#)

[Reducing Stigma in Rural EDs & Other Settings](#)

[National Rural SUD Health Equity &
Stigma Summit](#)

[Cognitive-Behavioral Therapy for Treatment
Seeking](#)

[Reducing Stigma Related to Methadone](#)



Thank you!
Questions?

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