

# Medication for Opioid Use Disorder Stigma

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## CAMPAIGN



## MEDIA TOOLKIT



### Print & Digital Distribution Materials



# About the Toolkit

## Purpose

This toolkit was developed to help **Communities That HEAL Wave Two communities** implement the Wave Two, Campaign 2 (W2C2) focused on addressing the stigma associated with medications for opioid use disorder (MOUD). Communities may use and tailor W2C2 communications campaign content provided in the toolkit and other resources to implement tactics outlined in their distribution plans.

The toolkit includes:

- A campaign overview
- Suggested social media content
- Templates to help engage the media and partners (e.g., Opinion editorial, partner outreach email)
- Sample PSA scripts

## Overview

### HEALing Communities Study

In partnership with your community, the University of Kentucky is participating in the [HEALing Communities Study \(HCS\)](#) to reduce opioid-related overdose deaths by 40 percent. Working together, we know we can change practices, culture, and stigma that lead to continued opioid overdose deaths every day.

### HCS Campaigns

To achieve the goal of reducing opioid-related overdose deaths by 40 percent, a core component of the HCS intervention is a series of community-based health communication campaigns, which include the following topics and distribution timelines:

Focus Topic	Distribution Timeline
Campaign 1: Naloxone (Narcan <sup>®</sup> )	October 2022 – February 2023
Campaign 2: Stigma toward medications for opioid use disorder (“MOUD Stigma”)	March – July, 2023
Campaign 3: Community-Choice	August – December, 2023

## **Campaign Objectives**

This campaign aims to achieve the following objectives:

- Reduce stigma associated with receiving FDA-approved medications to treat opioid use disorder
- Increase demand for, access to, and availability of MOUD
- Increase MOUD prescribing

## **Stigma Targets**

The campaign aims to combat stigma by promoting the following:

- MOUD is not replacing one drug with another
- MOUD is an effective treatment for opioid use disorder (OUD)
- Using MOUD is “real recovery”

## **Campaign Audiences**

This campaign aims to target the following groups:

- **Community leaders**
  - Elected officials (sheriff, school board supervisors, mayor, city council members, aldermen)
  - Opinion leaders (faith-based leaders, civic leaders, employers)
- **Healthcare providers**
  - Primary care practitioners
  - Nurse prescribers
  - Pharmacists
  - First responders
  - Dentists
  - Referral sources (employee assistance programs, jails, administrators, and behavioral health professionals such as social workers and therapists)
- **People with lived experience**
  - People with OUD
  - Loved ones of people with OUD
  - People in remission and recovery

# Key Messages and Calls to Action

The key messages and calls to action listed below were developed based on findings from formative research and best practices in health communication. Use the following messages when developing new materials or accompanying provided campaign materials (e.g., social media graphics) to ensure campaign distribution activities are clear, consistent, and evidence based.

Priority Group	Key Messages	Calls to Action
Community Leaders	<ul style="list-style-type: none"> <li>• OUD is a medical disorder that affects the brain and behavior.</li> <li>• MOUD is “real recovery” and is <u>not</u> replacing one drug for another.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how medications can be part of the solution.</li> <li>• Learn how medications to treat opioid use disorder save and improve lives.</li> </ul>
Healthcare Providers	<ul style="list-style-type: none"> <li>• Remission and recovery from OUD requires more than willpower, and medications can be part of the solution.</li> <li>• Medications for opioid use disorder can help with cravings and withdrawal symptoms, reduce the risk of relapse and death, and help people with OUD stay in remission and recovery.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn more about how prescribing medications to treat opioid use disorder can improve lives.</li> <li>• Learn more about how to provide the best care for your patients in treatment, remission, and recovery.</li> </ul>
People with Lived Experience	<ul style="list-style-type: none"> <li>• Buprenorphine and methadone treatment decrease mortality by 50% in patients with OUD.</li> <li>• Buprenorphine and methadone help patients manage symptoms and achieve long-term remission and recovery.</li> <li>• People with OUD deserve the best medical care possible, including MOUD.</li> <li>• Anyone who shows signs of compulsive drug seeking and use despite harmful consequences may have a substance use disorder and should seek treatment for it.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how you can support your loved one’s remission and recovery.</li> <li>• Learn more about FDA-approved medications proven to overcome opioid use disorder.</li> </ul>

# Sample Social Media Copy

**PURPOSE:** Sample copy for social media posts is provided below. Edit the sample copy as needed to meet the unique needs of your community and desired social media platform.

**HASHTAGS:** We encourage you to include hashtags in your posts to increase engagement. Consider including hashtags in each post (we recommend 1-2 hashtags on Facebook and 3-5 on Instagram). Possible hashtags include:

#HealTogetherKY, #EndStigma, #stigmafree, #NoStigma, #MOUDisrealrecovery, #MOUDworks, #Bupeworks, #methadoneworks, #opioidusedisorder

You can also create custom hashtags to help you monitor when and how your partners share campaign content. Just ask that they share the posts publicly not privately.

## People with Lived Experience and Community Leaders

### Post 1:




People who take FDA-approved medications like buprenorphine (Suboxone®) and methadone are more likely to stay in remission and recovery and enjoy healthy, productive lives. Learn more: [\[insert HCS community specific link – e.g., www.HealTogetherKY.org/CommunityName\]](#)  
#MOUDworks

Link to download video with community-specific URLs to upload to Facebook:  
<https://drive.google.com/drive/folders/1f8ZI8hyK4h8W9YpzeK9pfE4lz8AJBQqc>



**Post 2:**

What are medications for opioid use disorder (MOUD)? Three medications are approved by the FDA to treat #opioidusedisorder – methadone, buprenorphine, and naltrexone. Learn more: [\[insert HCS community specific link – e.g., www.HealTogetherKY.org/CommunityName\]](#) #HealTogetherKY

Methadone	Buprenorphine	Naltrexone
 <ul style="list-style-type: none"><li>• Reduces withdrawal symptoms and cravings</li><li>• Can be used to treat pain</li><li>• Can reduce effects of other opioids (protects against overdose)</li><li>• Taken as a liquid</li><li>• Given at licensed opioid treatment programs</li><li>• For the first 90 days, patients may be asked to go to the clinic every day</li></ul>	 <ul style="list-style-type: none"><li>• Reduces withdrawal symptoms and cravings</li><li>• Can be used to treat pain</li><li>• Can reduce effects of other opioids (protects against overdose)</li><li>• Taken as film or tablet that melts under the tongue</li><li>• Available in a variety of settings by prescription from a healthcare provider</li></ul>	 <ul style="list-style-type: none"><li>• Blocks the effects of opioids</li><li>• Patient must not use opioids for 7-10 days before starting medication</li><li>• Comes as pill or a monthly shot (shot is recommended)</li><li>• Administered in a variety of settings</li><li>• Any prescriber can write the prescription</li></ul>

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**Post 3:**

Over 1 million Americans are receiving medication treatment for opioid use disorder (MOUD), a proven method to reduce overdose. We, as a community, need to eliminate the stigma associated with #opioidusedisorder and MOUD to help HEAL our community. Be part of the change to #EndOverdose. Learn more: [\[insert HCS community specific link – e.g., www.HealTogetherKY.org/CommunityName\]](#) #EndStigma

**#END OVERDOSE**

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**Post 4:**

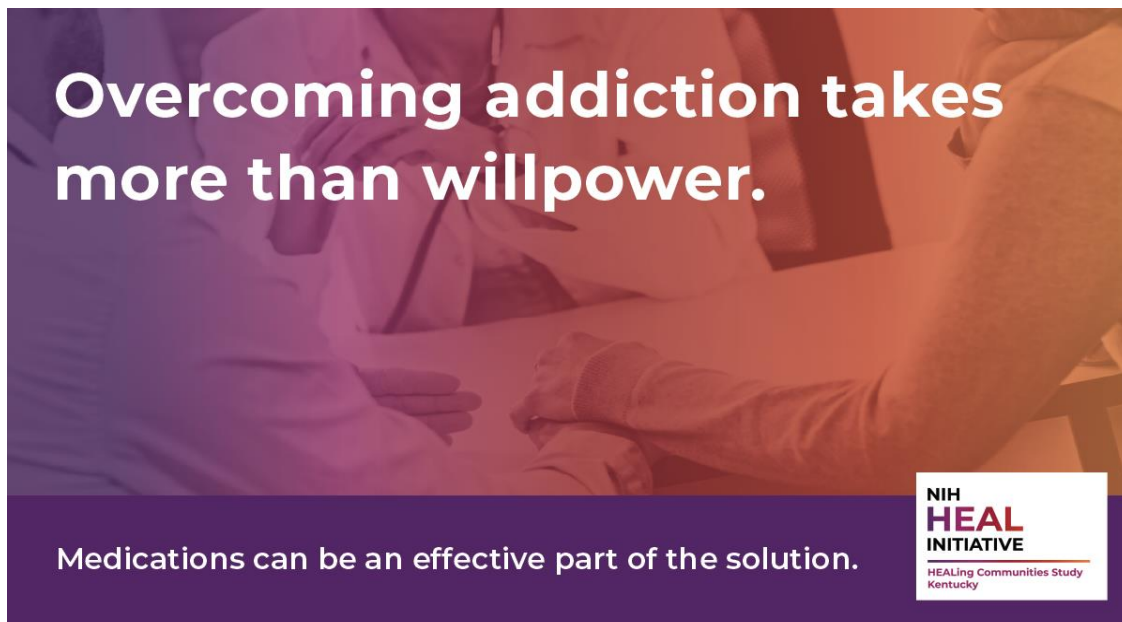
Medications for #opioidusedisorder (OUD) are effective, research-supported, and an important path to recovery for many with the disease. Learn more: [insert HCS community specific link – e.g., [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName)]

Link to download video with community-specific URLs to upload to Facebook:  
<https://drive.google.com/drive/folders/1f8ZI8hyK4h8W9YpzeK9pfE4lz8AJBQqc>



**Post 5:**

The myth that addiction is due to a character flaw or lack of willpower stops people from seeing their doctors and getting life-saving treatment that can help them rebuild their lives, relationships, and health. If you or a loved one is ready for help, visit [insert HCS community specific link – e.g., \[www.HealTogetherKY.org/CommunityName\]\(http://www.HealTogetherKY.org/CommunityName\)](#) #EndStigma



**Post 6:**

People with addictions, even when in full remission and a stable recovery, are often discriminated against at their jobs, lose their housing, and are poorly treated by healthcare professionals. Learn how you can help end stigma in [insert community name]:

<https://healingcommunitiesstudy.org/about-oud/stigma.html> #EndStigma



**Post 7:**

Each person has their own path to remission and recovery from #opioidusedisorder, but research shows that medications for opioid use disorder (MOUD) offer the most effective treatment. Start your path to remission and recovery here: [insert HCS community specific link – e.g., [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName)] #recoveryispossible #MOUDisRealRecovery #MOUDworks





**Post 8:**

Medications for #opioidusedisorder (OUD) are effective, research-supported, and an important path to remission and recovery for many with the disease. Learn more: [insert HCS community specific link – e.g., [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName)]

**[Can replace with local images when available]**



**Post 9:**

Stigma leads some to believe that taking medication for opioid use disorder is “replacing one drug for another” and “not real recovery.” In fact, people who take FDA-approved medications are more likely to stay alive so they can enter remission, seek recovery, and stay in recovery. Learn more: <https://healingcommunitiesstudy.org/about-oud/moud.html> #MOUDisRealRecovery

**Use of medications for opioid use disorder IS NOT substituting one addiction for another.**

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**Post 10:**

The words we use to talk about opioid use disorder and addiction matter. Commit to changing your language and help to end stigma. Learn how you can help end stigma in [insert community name]: [insert HCS community specific link – e.g., [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName)] #EndStigma

**Words Matter**

Use these recommended terms to reduce stigma when talking about opioid use disorder.

Instead of...	Use...
<ul style="list-style-type: none"><li>• Addict</li><li>• User</li><li>• Substance or drug abuser</li><li>• Junkie</li><li>• Substance dependence</li><li>• Former addict</li><li>• Reformed addict</li></ul>	<ul style="list-style-type: none"><li>• Person with opioid use disorder (OUD) or person with opioid addiction</li><li>• Patient</li><li>• Person in recovery or long-term recovery</li></ul>

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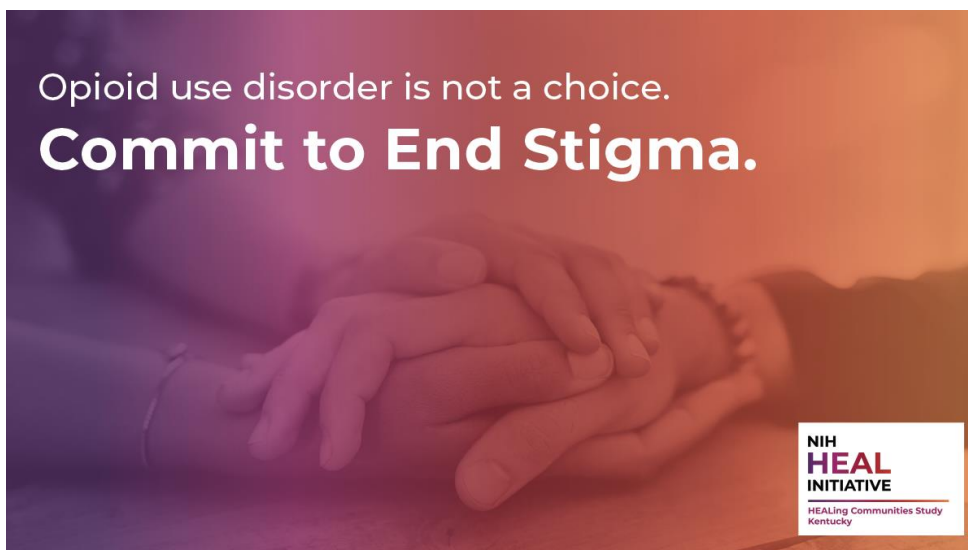
### Post 11:

When someone is treated with medications for opioid use disorder (MOUD), it does not substitute one drug for another. Buprenorphine and methadone help reduce opioid cravings and withdrawal. These medications restore balance to the brain circuits affected by addiction, allowing the patient's brain to heal while working toward recovery. ([National Institute on Drug Abuse, 2016](https://nida.nih.gov/videos/medications-opioid-use-disorder-video)) <https://nida.nih.gov/videos/medications-opioid-use-disorder-video>



### Post 12:

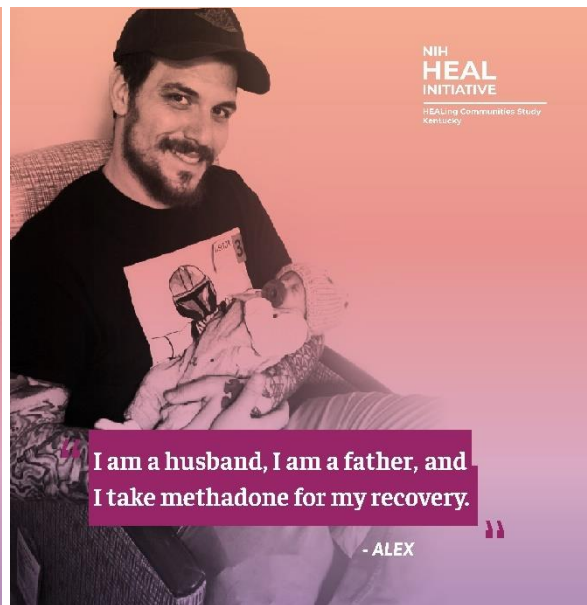
Fear of being judged or discriminated against keeps people with #opioidusedisorder from getting the medical help they need and increases their chances of dying from an overdose. Learn how you can help end stigma in [insert community name]: [insert HCS community specific link – e.g., [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName)] #EndStigma #MOUDworks





**Post 13:**

People with #opioidusedisorder (OUD) can recover when they have our support to get and stay in treatment with medications for OUD. Learn more: <https://healingcommunitiesstudy.org/about-oud/moud.html>



**Post 14:**

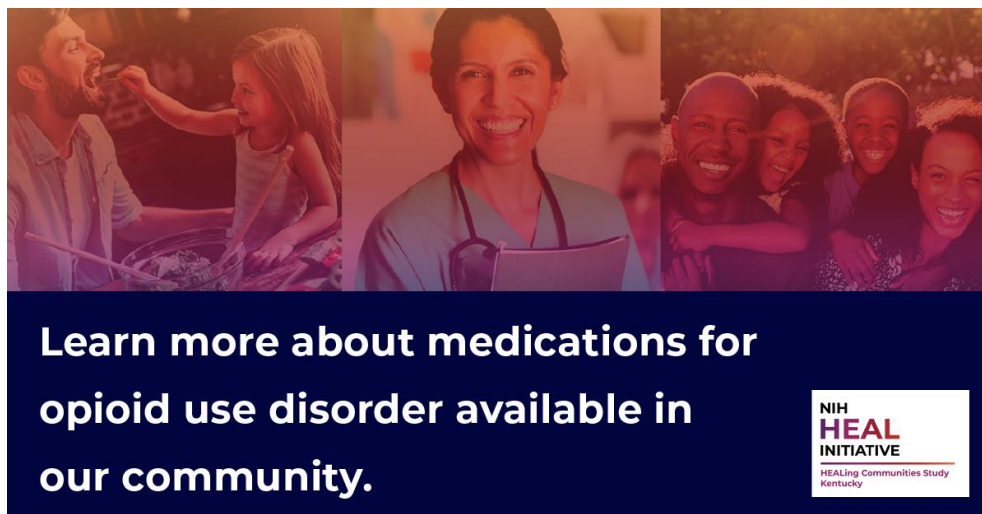
If you are one of the thousands of Kentuckians with an #opioidusedisorder, there is hope. Learn how to make medication treatment part of your path to remission and recovery: <https://healingcommunitiesstudy.org/about-oud/moud.html> #RecoveryisPossible #HealTogetherKY



**Healthcare Providers**

**Post 15:**

Why do we recommend medications for opioid use disorder (MOUD)? Because they save lives! People with opioid use disorder who stop using opioids often relapse. Relapse to opioid use after a period of abstinence is dangerous and puts a person at high risk of fatal overdose. Medications lower the risk of relapse and death. They also help keep people in treatment, improve their relationships with others, and increase workforce participation. [Insert HCS community specific link; e.g., [HEALTogetherKY.org/Boyd](https://HEALTogetherKY.org/Boyd)] #HealTogetherKY #MOUDSavesLives





**Post 16:**

Why do we recommend medications for opioid use disorder (MOUD)? Because they save lives! Buprenorphine and methadone treatment decrease mortality by 50% in patients with OUD. These medications also help patients manage symptoms and achieve long-term remission and recovery. Learn more: [Insert HCS community specific link; e.g., [HEALTogetherKY.org/Boyd](https://HEALTogetherKY.org/Boyd)] #BupeWorks #MethadoneWorks



**Post 17:**


It is the clinical standard of care to discuss medications that treat #opioidusedisorder with patients who have this disorder. Healthcare providers, discuss the below facts with your patients and help save lives!





Tips for discussing

# MEDICATIONS FOR OPIOID USE DISORDER (MOUD)

with patients.

Source: SAMHSA's Tip 63: Medications for Opioid Use Disorder



-  Review the proven effectiveness of methadone, buprenorphine, and naltrexone.
-  Discuss the risks and benefits of medications, treatment without medication, and no treatment.
-  Reference the safety and effectiveness of the medications when used appropriately.
-  Educate the patient on how the medications work, how to take them, and where and how to access treatment with each medication.

**Post 18:**

Medication treatments for opioid use disorder are evidence-based, life-saving practices. Yet less than half of private and public treatment programs offer medications for #opioidusedisorder. Learn how you can help provide or refer to medication treatments for opioid use disorder:

<https://pcssnow.org/>.



**Opioid Use Disorder is not a Choice.**

Commit to helping your patients access medication treatment.

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**Post 19:**

Using medications, including buprenorphine and methadone, is the standard of care for treatment of opioid use disorder. Learn how to provide the best possible care to your patients at

<https://pcssnow.org/medications-for-opioid-use-disorder/>.



**Help expand access to medication treatment for opioid use disorder**

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**Post 20:**

Healthcare providers have a responsibility to address stigma and help patients seek treatment for #opioidusedisorder. At [insert name of organization or business], we pledge to provide a stigma-free environment for our patients. Learn more: [insert HCS community specific link – e.g., [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName)]

Medications for opioid use disorder (MOUD)  
*Save Lives.*

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**Post 21:**

Three medications are approved by the FDA to treat #opioidusedisorder. Methadone and buprenorphine lower the risk of relapse and death and can help patients enter remission and stay in recovery. There are important differences in these medications. Learn more: [Insert HCS community specific link, e.g., [HEALTogetherKY.org/Boyd](http://HEALTogetherKY.org/Boyd)] #HealTogetherKY

	Methadone	Buprenorphine	Naltrexone
Treats Withdrawal	✓	✓	X
Decreases Cravings	✓	✓	may reduce cravings somewhat
Treats Pain	✓	✓	X
Reduces Infections	✓	✓	data not available
Reduces Crime	✓	✓	data not available
Withdrawal Needed	X	X	✓
Saves Lives	✓	✓	data not available

# Partner Engagement Outreach

**PURPOSE:** Send this to partner organizations to secure their support in sharing campaign content.

## Sample Email

Hi [Director, Communications Director, or other staff name listed on website or social media],

I am working with [insert Coalition name] on the HEALing Communities Study. Led by University of Kentucky, this project is sponsored by the National Institutes of Health (NIH) and Substance Abuse and Mental Health Services Administration (SAMHSA) and aims to decrease opioid overdose deaths in [insert county name] and 15 other Kentucky communities. Learn more about our work here: [www.HealTogetherKY.org](http://www.HealTogetherKY.org).

I am writing to ask for your help. From [insert date – date], our coalition is running a campaign to address stigma around medications for opioid use disorder (MOUD). Stigma leads some people to believe that taking MOUD (often referred to as MAT) is “replacing one drug for another” and “not real recovery.” In fact, people who take [FDA-approved medications](#) like buprenorphine (Suboxone®), methadone, and naltrexone (Vivitrol®) are more likely to stay in recovery and enjoy healthy, productive lives.

We will be sharing content over the next several weeks and would be so grateful if you could help us get life-saving information out to our community members.

Best wishes,

[Signature line]

[insert your coalition’s social media accounts and hyperlink]

## Sample Direct Message (sent through the desired social media platform’s message feature)

I am working with [insert Coalition name] on the HEALing Communities Study. Led by the University of Kentucky, this project aims to decrease opioid overdose deaths in [insert community]. We are planning a communication campaign [insert date – date] to combat stigma of medications for opioid use disorder. Would you be willing to share our content? Can I message you when posts are available to share? Or would you be willing to have quick conversation about how your organization can support our campaign? Thank you, [insert Name]



# Sample Newsletter

**PURPOSE:** Send this to partner organizations and ask them to include in their newsletters to help end stigma of medications for opioid use disorder.

## REMOVING THE STIGMA OF MEDICATIONS FOR OPIOID USE DISORDER

No matter who we are or where we come from, we all know at least one person impacted by opioid use disorder (OUD). An estimated 2.1 million Americans have OUD<sup>1</sup>. [Insert community specific data on opioid overdose deaths and other impacts, if available].

The good news is there are many proven ways to help prevent serious consequences from opioid use, including opioid overdose education and naloxone distribution (OEND) programs; strategies to reduce inappropriate opioid prescribing; and FDA-approved medications for opioid use disorder (MOUD), particularly buprenorphine and methadone. Unfortunately, the stigmatization of people with OUD and their loved ones keeps many from accessing these evidence-based practices.

Some gains have been made in reducing stigma around medical disorders. For instance, public education and widespread use of effective medications has demystified depression, making it somewhat less taboo now than it was in past generations. However, little progress has been made in removing the stigma around OUD. People with opioid use disorder continue to be blamed for their disorder. The public and even many professionals in the healthcare and criminal justice systems continue to view addiction as a result of moral weakness and flawed character. This keeps people with OUD from getting the best possible care and leads to overdose deaths.

What many do not realize is that opioid addiction is a brain disease characterized by an inability to stop the use of opioids, despite the negative consequences associated with its use. Addiction requires treatment – it does not require hitting rock-bottom because rock-bottom can be death. More importantly, OUD is treatable and people who use medications like buprenorphine (Suboxone®) and methadone are more likely to stay alive, be able to enter into remission, have a meaningful recovery, and enjoy healthy, productive lives.

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<sup>1</sup> Substance Abuse Center for Behavioral Health Statistics and Quality. Results from the 2016 National Survey on Drug Use and Health: Detailed Tables. SAMHSA. <https://www.samhsa.gov/data/sites/default/files/NSDUH-DET-Tabs-2016/NSDUH-DET-Tabs-2016.htm>. Published September 7, 2017. Accessed March 7, 2018.



## **The Need for Change**

Alleviating stigma is not easy. Some people may have concerns that reducing stigma will make opioid use “normal” or somehow encourage people to use opioids in a harmful way. That is simply not the case— we need to reduce stigma about *treatment for OUD* (particularly MOUD) so that those who are affected by this disorder have one less barrier to taking those critical first steps toward a life that they feel is worth living. We do this while continuing to educate our communities about the dangers of opioid *use* and risk for overdose.

Change needs to come from all angles and from within all areas of the community, which involves the hearts and minds of policy makers, the families of people with opioid use disorder, and healthcare professionals. There must be wider recognition that opioid use disorder is a disease, and that there are FDA-approved medications that can help prevent death.

## **Be the Change**

Everyone can make a difference by creating a stigma-free environment for people with OUD in your family, community, workplace, and/or health care setting. Learn more: [\[insert HCS community specific link – e.g., \[www.HealTogetherKY.org/CommunityName\]\(http://www.HealTogetherKY.org/CommunityName\)\]](#)

# Sample PSA Scripts

**PURPOSE:** Sample copy to record and distribute a community-oriented public service announcement (PSA) for air on radio stations at no cost in order to fulfill their obligation to serve the public interest.

**NOTE:** This script is ~:30 seconds in length. Edit as needed to meet your placement specifications.

## Option 1

Opioid-use disorder is a chronic disease that affects many residents in [\[insert community name\]](#). Like other chronic diseases, it can be treated with medication. Medications like buprenorphine and methadone are the most effective way to save lives by preventing overdose. They also help people enter remission from opioid use disorder, stay in treatment, and achieve long-term recovery. Learn more about medications for opioid-use disorder available in our community at [\[insert HCS community specific link; e.g., HEALTogetherKY.org/Boyd\]](#).

## Option 2

Are you worried about your use of heroin, fentanyl, or prescription opioids? You are not alone. Thousands of Kentuckians have an opioid use disorder and have questions about seeking and staying in treatment.

But there is hope. Buprenorphine and methadone save lives by preventing overdose. Research shows that these medications are the most effective way to manage opioid cravings, treat the difficult symptoms of withdrawal, and help you stay in treatment long-term.

Learn more about medications for opioid-use disorder available in our community at [\[insert HCS community specific link; e.g., HEALTogetherKY.org/Boyd\]](#).

## Option 3

Are you or a loved one struggling with opioid use disorder? Now is the time to seek treatment. FDA-approved medications like buprenorphine and methadone are the most effective way to save lives by preventing overdose. They also help people enter remission from opioid use disorder, stay in treatment, and achieve long-term recovery. Learn more about medications for opioid-use disorder available in our community at [\[insert HCS community specific link; e.g., HEALTogetherKY.org/Boyd\]](#).

#### **Option 4**

Opioid use disorder is a disease that can be treated. Overcoming it takes more than willpower. People who take FDA-approved medications like buprenorphine and methadone are more likely to stay alive so they can enter remission, seek recovery, stay in recovery, and enjoy healthy, productive lives. However, stigma keeps millions from accessing this life-saving treatment. Learn more at [www.HealTogetherKY.org/CommunityName](http://www.HealTogetherKY.org/CommunityName).

NOTE: speak website address phonetically (e.g., www dot HealTogetherKY dot org forward slash [insert community name]).

# Sample Op/Ed

**PURPOSE:** Sample copy to send to local newspapers in HCS communities

**NOTE:** Edit as needed to meet your placement specifications.

From: [signatory, title]

For more information contact:

[Local contact info]

Opioid overdoses remain one of the principal causes of death in our community, especially among younger people. [INSERT LOCAL STATISTICS IN ONE SENTENCE HERE].

We know how destructive and dangerous opioids and opioid use disorder (OUD) can be. However, our own prejudices and misunderstandings can directly contribute to unnecessary deaths and broken lives.

These are strong words. Here's why we say so.

The fact is that chronic, repeated opioid use changes the brain in ways that make cure through will power alone extraordinarily difficult or impossible. Medications for OUD block the effects of opioids in many different areas in the brain, including areas that regulate breathing, and have been scientifically demonstrated to be effective. They are a key tool in helping to put OUD into remission and preventing opioid overdose and death so the individual can have a chance for a meaningful recovery.

This treatment is provided by licensed physicians and other health care providers that work in a variety of different settings such as specialty substance use treatment clinics, primary care practices, federally qualified health centers, or community mental health centers. Many people with OUD also need other medical and behavioral health treatments along with recovery support services that offer additional forms of supportive treatment and therapy. Medications that are typically prescribed and used here in [NAME OF COMMUNITY] include [NAMES OF MEDICATIONS TYPICALLY USED LOCALLY].

That's the good news. Here's the bad news. Too often, people make comments such as "It is just substituting one drug for another." "If you have to take something, you are still an addict."

When such attitudes prevent people from seeking help, staying in treatment, taking their

medication, or supporting their friends and family who are in treatment, the effects can be tragic. It can mean lives and families stay broken; it can mean death from an opioid overdose.

Conversely, successful treatment can mean people with OUD can hold a job, parent their children, and keep a healthy relationship with parents and siblings. Sometimes people can reduce or eventually stop taking medications for treatment of their OUD. Sometimes they need to continue taking medications for treatment of OUD long-term.

We are glad that people with diabetes can take insulin to retain their eyesight and kidney function, stay off of dialysis, and try to remain as healthy as possible for as long as possible. It will be a good thing indeed when we can feel and say the same thing about people taking medications for OUD.

We use this term, “medications for opioid use disorder” (or MOUD) precisely because of our concern about stigma about such medications. The term emphasizes that chronic, repeated opioid use is a disorder or disease of the brain. The brain has changed. Even appropriate, prescribed use of opioids can lead to tolerance and withdrawal – this is an expected biological response to taking opioids daily.

You can do something very important to help reduce overdose deaths and help people rebuild their lives. You can encourage referring people with OUD to treatment providers who are experienced in providing MOUD treatment. You can respect the courage and commitment to treatment and recovery among people who are using these medications.

In addition, you can try using this language: “persons with opioid use disorder” recognizes both these are people who are not merely their dependence, and that dependence is a disease of the brain that can be treated.

For more information about where to refer people to obtain such medications under appropriate supervision, contact [\[NAME OF REFERRAL ORGANIZATION, TREATMENT FINDER WEBSITE, ETC\]](#).



# References

1. Pescosolido, B. A., & Martin, J. K. (2015). The stigma complex. *Annual review of sociology*, 41, 87.
2. Andraka-Christou, B., Totaram, R., & Randall-Kosich, O. (2022). Stigmatization of medications for opioid use disorder in 12-step support groups and participant responses. *Substance abuse*, 43(1), 415-424.
3. Schalkoff, C.A. (2022). Understanding the opioid epidemic in rural Ohio: A mixed methods analysis of moral values, stigma, and medication for opioid use disorder (MOUD). Disertations Publishing, The University of North Carolina at Chapel Hill ProQuest. <https://www.proquest.com/docview/2758999546?pq-origsite=gscholar&fromopenview=true>

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