



Reducing Stigma, Gaining Faith In Prevention Forum, Part 2

Hosted by: **PreventionFIRST!**

Facilitated by: **Tracy Johnson, TTJ Group, LLC.**

Event assistance provided by: **Greater New Hope Missionary Baptist
Church and Interact for Health**





Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- For CHES credits, you must provide your CHES ID in the post event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training.



Opening Remarks

- Welcome by PF! **Nicole Schiesler**, President & CEO



REDUCING STIGMA, GAINING FAITH IN PREVENTION FORUM PART 2

**PREVENTION FIRST, INC
MAY 13, 2021**

**Tracy Johnson
TTJ Group, LLC**





DISCUSSION TODAY

- Continue to build relations among leaders of the faith community from various denominations with prevention professionals.
- Provide members of the faith community specialized strategies related to carrying out substance use/misuse prevention within a church setting.
- Increase the skills of congregations to implement substance use/misuse prevention and advocate for stigma reduction of substance use disorders.



FAITH & TRADITION
IN ACTION

THE POWER OF PREVENTION

TTJ Group LLC

Decreases the likelihood of youth engaging in risky behaviors (Substances, school drop out, violence, etc) and increases to help them succeed.

A collection of culturally appropriate and evidence-based programs & activities which.

Creating a healthy environment or delaying the onset of behavioral health problems.

PREVENTION ...

MUCH OF WHAT COMMUNITY MEMBERS LEARN ABOUT ALCOHOL, TOBACCO AND OTHER DRUG USE IS CONVEYED THROUGH WHAT THE FAITH COMMUNITY SAYS OR DOES NOT SAY ABOUT IT.



STIGMA





WHAT IS STIGMA?

- Stigma is a discrimination against an identifiable group of people, a place, or a nation. It is associated with a lack of knowledge, need for blame, fears, and rumors or myths (CDC).



HOW STIGMA IMPACTS:

In *Changing the Conversation* (2000), stigma was addressed as a “powerful, shame-based mark of disgrace and reproach that impedes treatment and recovery.”

1. **Differentiation and labeling:** Identifying which human differences are important and worthy of labeling is a social process and requires a significant amount of oversimplification in order to create groups. Differences must be socially judged to be relevant for labeling to occur.
2. **Linking to stereotypes:** The labeled differences must be linked to stereotypes
3. **Us and them:** The linking of negative attributes to differentiated groups facilitates a sense of separation between the “us” and the “them.” This implies that the labeled group is slightly less human in nature, and at the extreme, not human at all.
4. **Disadvantage:** As individuals are labeled and linked to undesirable characteristics, status loss and discrimination occur in areas including income, education, mental well-being, housing, health, and medical treatment.

Link and Phelan (2001)

STIGMA EXISTS WHEN FOUR SPECIFIC COMPONENTS COME TOGETHER:

STIGMA“STICKS & STONES”...

AFFIRMATIVE LANGUAGE	NEGATIVE LANGUAGE
Person who is seeking treatment for a substance use disorder	Addict, clean, dirty, substance abuse, off the wagon, relapse
Person who has (or has been diagnosed with)	Disabled, handicapped, special needs, mentally retarded, suffers with, afflicted by, victim of, confined to
Person with a psychiatric disability	Crazy, hysterical, delusional, disturbed, psycho, mentally ill, insane, demented
Person living with HIV/AIDS	HIV-positive
Gay, lesbian, bi or bisexual (adjectives)	Homosexual, gay/lesbian/bi as nouns
Sexual orientation	Sexual preference, gay lifestyle, homosexual lifestyle, same-sex attractions, sexual identity
Transgender person	Transgendered, a transgender (noun), transvestite, tranny
Transition	Sex change, pre-op/post-op

SUBSTANCE USE & STIGMA

The Real Stigma of Substance Use Disorders



In a study by the Recovery Research Institute, participants were asked how they felt about two people *“actively using drugs and alcohol.”*

One person was referred to as a
“substance abuser”



The other person as
“having a substance use disorder”

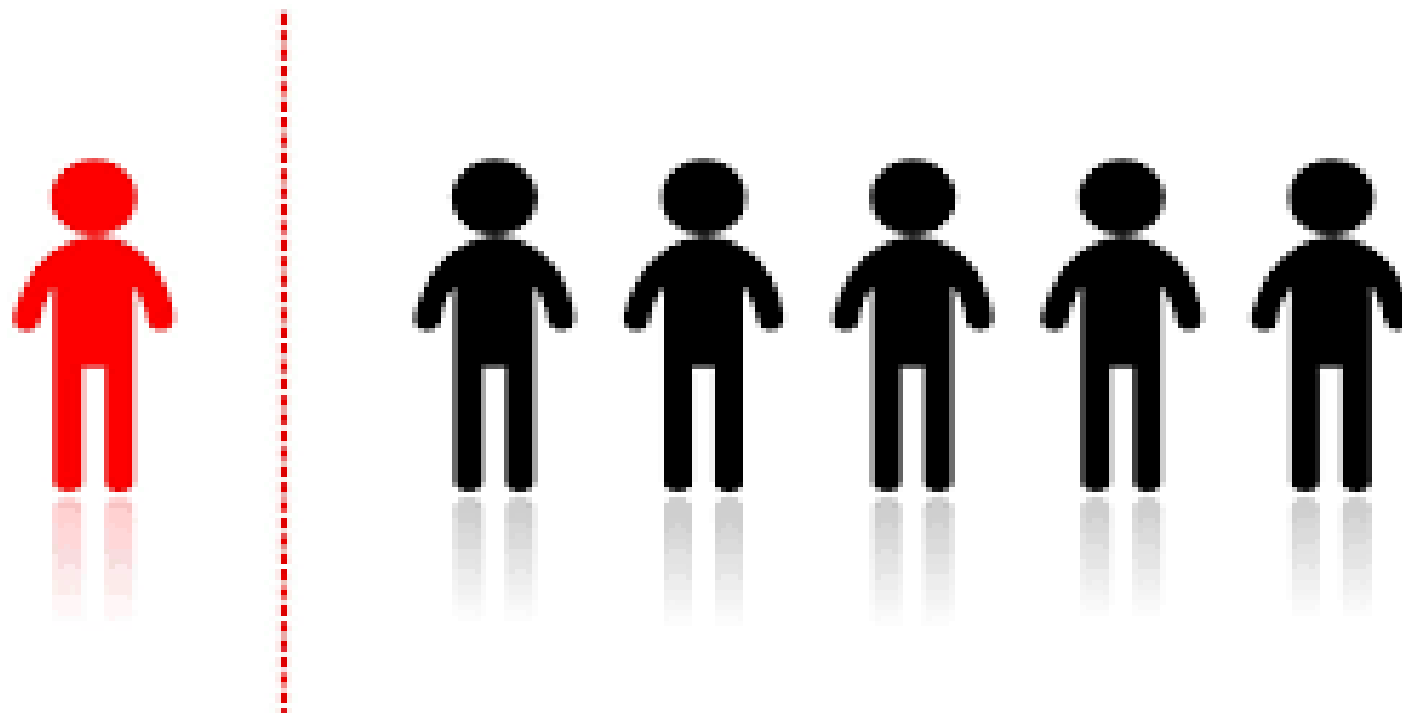


No further information was given about these hypothetical individuals.

**THE STUDY DISCOVERED THAT PARTICIPANTS FELT THE
“SUBSTANCE ABUSER” WAS:**

- less likely to benefit from treatment
- more likely to benefit from punishment
- more likely to be socially threatening
- more likely to be blamed for their substance related difficulties and less likely that their problem was the result of an innate dysfunction over which they had no control
- they were more able to control their substance use without help

STIGMA



ASSESSMENT TOOLS FOR PREVENTION & STIGMA

Answers the question, “What is going on in my Church and community?”

More specifically, it identifies:

- How BIG is the problem.
- The conditions that contribute to the problem
- The resources that currently exist
- Those missing resources
- The readiness of the community to address the problem

ASSESSMENT TOOLS FOR PREVENTION & STIGMA

- Gauge interest and/support of the congregation members
- Introduce & set the tone for the ministry
- Empower the process- Validates what already going on.
- Measures how ready is the members to participate
- Levels of Readiness (9 stages) from Tolerance – Professionalization

ASSESSMENT TOOLS FOR PREVENTION & STIGMA

- Inventory – provides an overview of the organization of the community. It helps identify what is currently existing. It is expected to ask the leadership of what they believe exist in the organization (i.e. Congregational Inventory)
- Interviews- Using individuals to have them provide what is their opinions and thoughts. It is immediate of “just in time” information which provides a snapshot of how people are feeling about a concern or issue,
- Focus Groups- Are sometimes unstructured free focusing format. The question and answer has a moderator and a recorder to write the comments down. Usually, several groups are identified. Seen as a representative of an overall group.



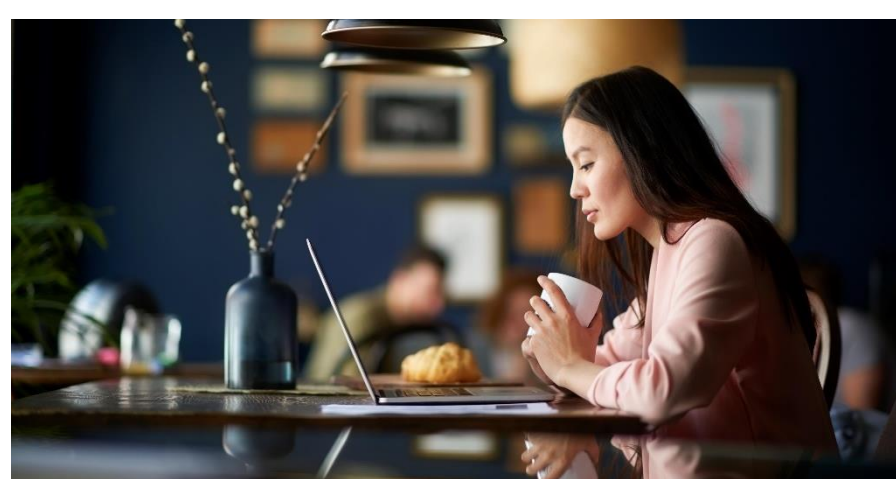
**Greater New Hope
Missionary Baptist Church**

Greater New Hope Missionary Baptist Church

- 24 members of their Family Life Ministry trained in Community Foundations in Prevention
- Launched their Prevention Ministry Coalition in June 2020 through a celebration in their church parking lot; presented the mission and goals for this initiative to their church
- Distributed 200 “Prevention Works” masks
- Held a truck-r-treat in October 2020 in their church parking lot; 150 people were served; distributed “Prevention Works” branded materials to children, youth and adults







ACTIVITY





STIGMA REDUCTION MATERIALS, TOOLS & STRATEGIES FOR FAITH

OTHER PREVENTION RESOURCES

- Mental Health First Aid - the National Council for Behavioral Health's
<https://www.mentalhealthfirstaid.org/>
- B.A.M. BH – (Break the stigma Ask for help. Make the call) - <https://sherays.com/bam/#!event-list>
- Faith Partners - www.faith-partners.org

OTHER PREVENTION RESOURCES

- OHMHAS- <https://mha.ohio.gov>
- SAMHSA- www.samhsa.gov
- Prevention First- [Centers | Center for Community Engagement | Focused Community Engagement \(prevention-first.org\)](http://prevention-first.org)

OTHER PREVENTION RESOURCES

- The Boris Lawrence Henson Foundation - [Home - The Boris Lawrence Henson Foundation \(borislhensonfoundation.org\)](https://borislhensonfoundation.org)
- STR8 Fathers Mental Health - [STR8 Mental | Dear Fathers](https://www.str8mental.org/dear-fathers)
- Great Lakes PTTC - [Preventing and Reducing Stigma in Community Sectors | Prevention Technology Transfer Center \(PTTC\) Network \(pttcnetwork.org\)](https://pttcnetwork.org)

OTHER PREVENTION RESOURCES

- Building Strong & Effective Partnerships Among Community & Faith Orgs.- <https://store.samhsa.gov/product/one-voice-one-community-building-strong-effective-partnerships-among-community-faith>
- Faith Matters! Race/Ethnicity, Religion in Substance Use - <https://www.aecf.org/resources/faith-matters-race-ethnicity-religion-and-substance-use/>
- National Center, the African American Behavioral Health Center of Excellence (AABH-COE)- <https://africanamericanbehavioralhealth.org>

STIGMA STRATEGIES

- Offering compassionate support
- Displaying kindness to people in vulnerable situations
- Listening while withholding judgment
- Seeing a person for who they are, not what drugs they use
- Doing your research; learning about drug dependency & how it works
- Treating people with drug dependency with dignity & respect

STIGMA STRATEGIES

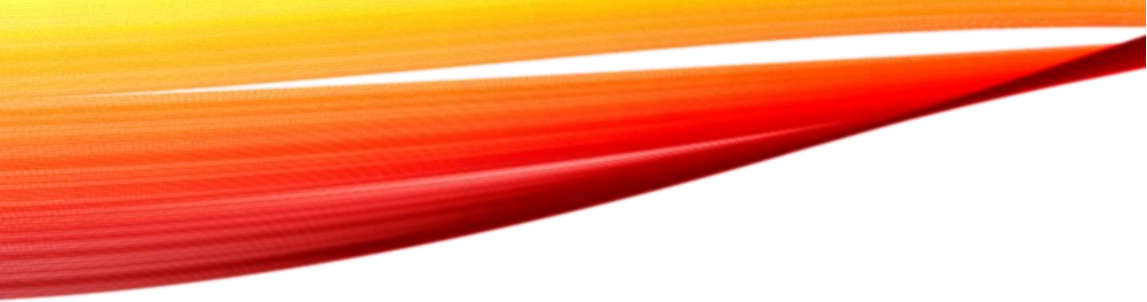
- Avoiding hurtful labels
- Using de-stigmatizing language
- Replacing negative attitudes with evidence-based facts
- Speaking up when you see someone mistreated because of their substance misuse
- Sharing your own stories of of being impacted by stigma

WHAT CAN FAITH BASED/SPIRITUAL GROUPS DO?


- Develop or assist in participating in the church neighborhood “Community Conversations” on reducing stigma.
- Learn and introduce the SAMHSA’s Eight Stages of Wellness for your congregation.
- Incentivize stigma reduction behavior with your church by recognizing members who display it.
- Become a “community fixture” more than just on Sunday or internal church events.
- Be the Change you want to see!

WHAT CAN FAITH BASED/SPIRITUAL GROUPS DO?

- “Love thy Neighbor” as an action and not only a quote
- Invite your congregation to participate in identifying within your church and how to begin reducing it.
- Help members understand the spiritual dimension of substance abuse problems and prevention
- Work with other community organizations to design and implement stigma reductions plans in your community.
- Develop a framework for integrating prevention within the congregation




A FAITH TOOL KIT



BUILDING PREVENTION WITH FAITH

A Faith-Based Substance Use/Misuse Prevention Toolkit



Prevention**FIRST!**
GUIDING COMMUNITIES TO A VIBRANT FUTURE

THIS TOOL KIT:

- Created by Empowering Communities & Prevention First!
- Combines Faith Partners Team Ministry with general strategies for preventing substance misuse/abuse.
- Created by Authors Vicki Culler & Dr. Katrina Wyche
- Edits & Updates in 2019
- Is **NOT** a curriculum, Does **NOT** need to be implemented from beginning to end
- Is **NOT** a one size fits all! **NOT** for every culture, faith, age group or city!

THIS TOOL KIT IS FOR INDIVIDUALS WHO:

- Are working to help their congregations become the asset-rich, nurturing, challenging, and healthy communities that they can be.
- Have been passionately committed to a recovery ministry for many years, but also see the urgent need for a prevention ministry.
- Are not part of a specific ministry group, but have a desire to incorporate prevention information and activities into their work within the congregation.

STRONGER TOGETHER
Faith & Community



QUESTIONS



**INTERACT
FOR HEALTH**

Your trusted source of health information

Reducing the Stigma of Addiction- A Toolkit for Community Partners

Thursday, May 13, 2021



**INTERACT FOR HEALTH PROMOTES
HEALTH EQUITY TO IMPROVE THE
HEALTH OF ALL PEOPLE IN OUR REGION.**

REDUCING TOBACCO USE



HEALTHY LUNGS AT PLAY!



THIS IS A
SMOKE & VAPE
FREE PARK



WE APPRECIATE YOUR COOPERATION



Miami Township



KLEEM INC

SCHOOL-BASED HEALTH CENTERS



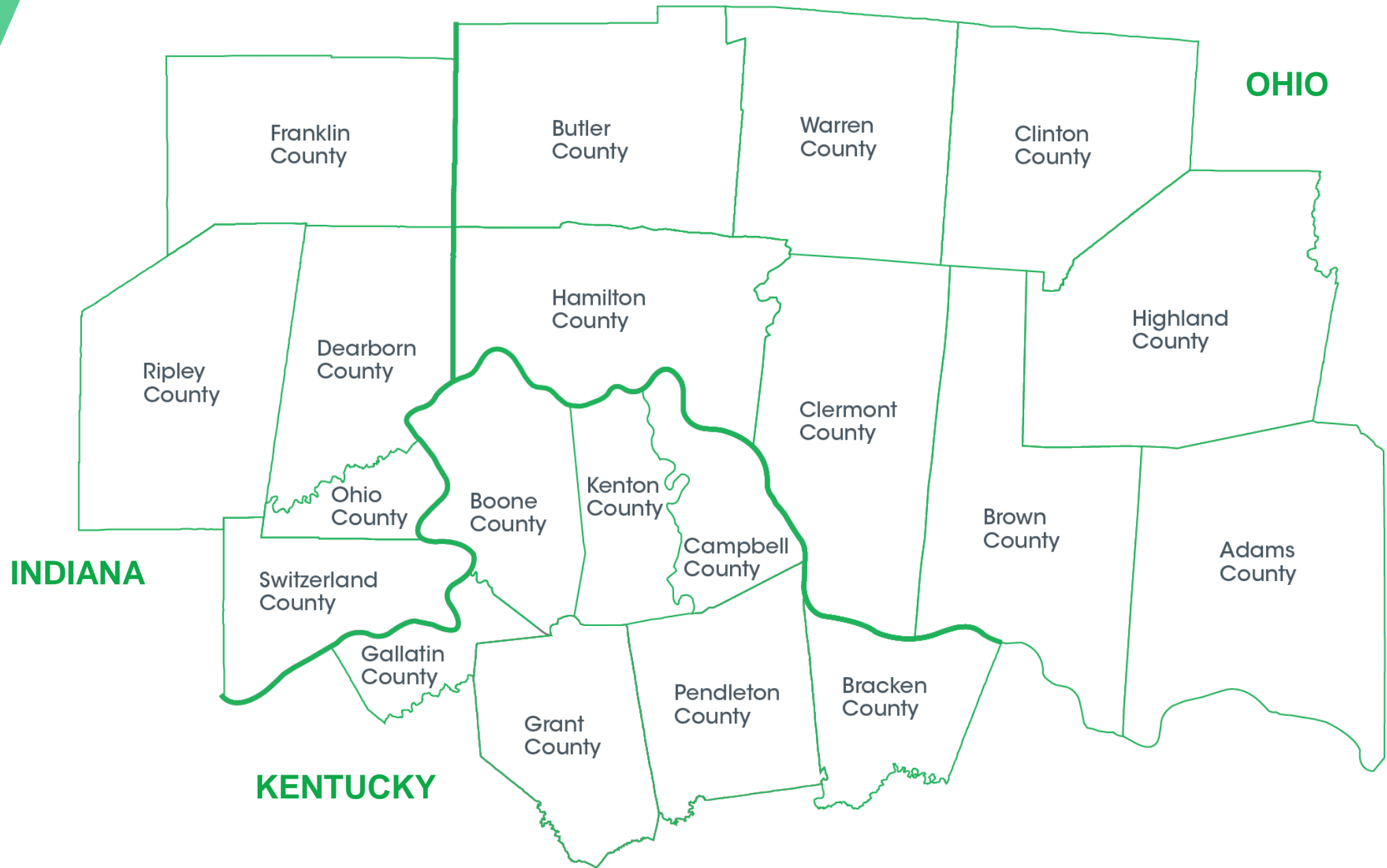
A photograph showing a woman with blonde hair and glasses placing her hand on the shoulder of a man in a blue shirt. The woman is looking towards the man. In the background, another woman is blurred. A large green graphic element is on the left side of the image.

ADDRESSING THE OPIOID EPIDEMIC



Goal: Reverse the trend of overdoses and deaths from opioids







**WHEN WE STAND
TOGETHER AS A
COMMUNITY, RECOVERY
WILL THRIVE.**



What is Stigma?

- Stigma is a mark of shame, disgrace or disapproval that sets a person apart from others. When people are labeled by their addiction they are seen as part of a stereotyped group rather than as individuals.
- The stereotyped group can be rejected or discriminated against.
- Stigma can also isolate families and loved ones of people with addiction, impacting their own social and emotional health.



How much does stigma impact your work?

- Not very much
- Somewhat
- Very much



Goals of the Campaign

1. Create a positive community of hope for those in recovery.
2. Increase perception of available resources in the community to help people struggling with addiction.
3. Change community perception of addiction.
4. Increase support for families and loved ones of those coping with addiction.



**COMMUNITY
IS HOW
RECOVERY
THRIVES.**

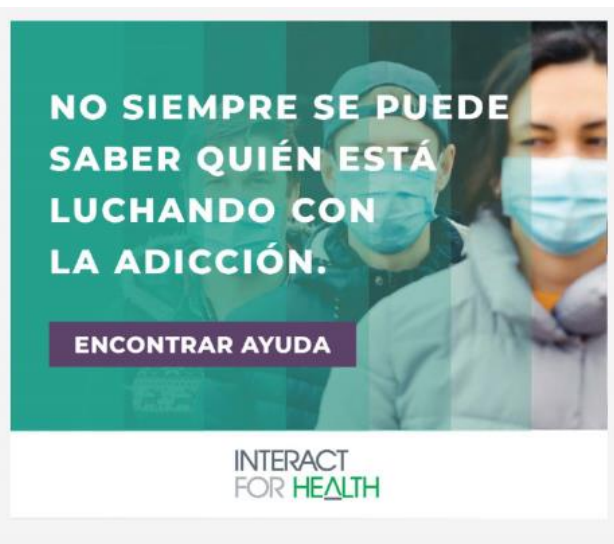


AS A COMMUNITY,
**WE ARE STRONGER
THAN ADDICTION.**



**WE ARE STRONGER
THAN ADDICTION.**

LEARN MORE



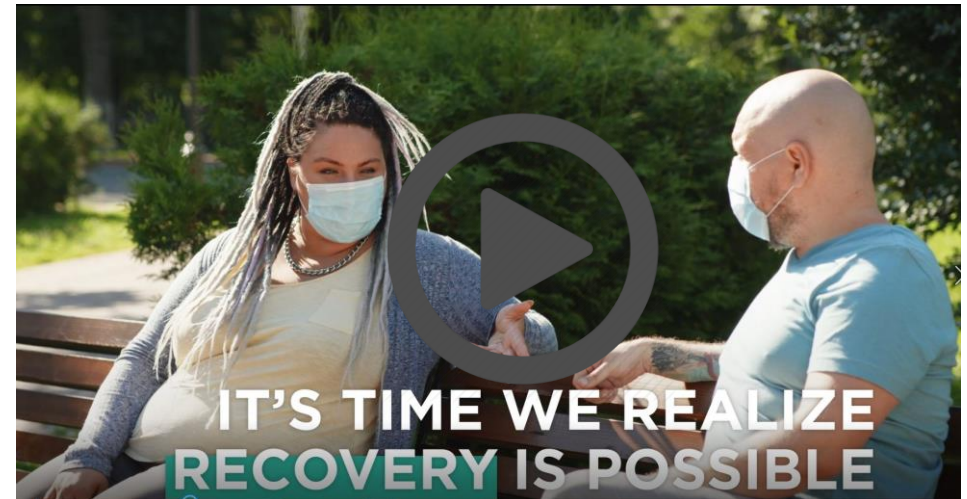
**NO SIEMPRE SE PUEDE
SABER QUIÉN ESTÁ
LUCHANDO CON
LA ADICCIÓN.**

ENCONTRAR AYUDA

INTERACT
FOR HEALTH

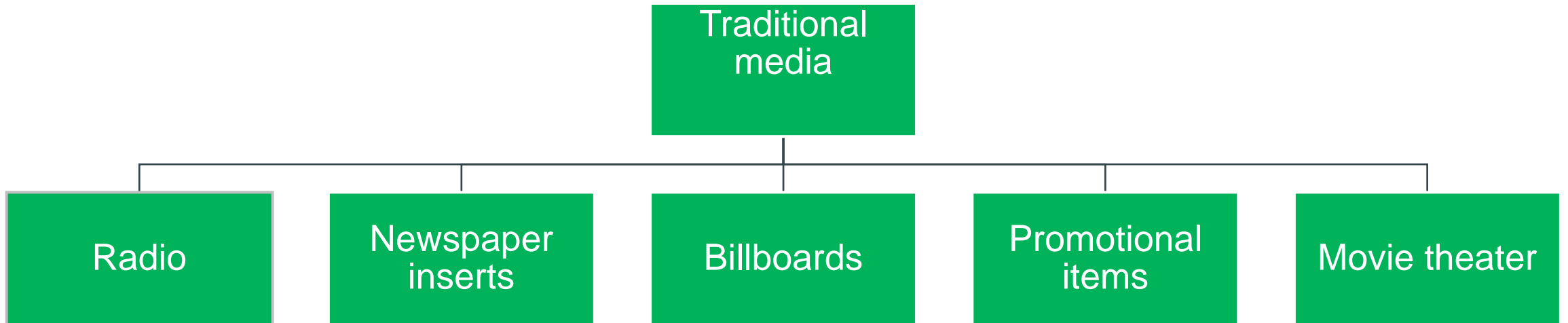


<https://www.youtube.com/watch?v=tSrE4MSmylc&feature=youtu.be>



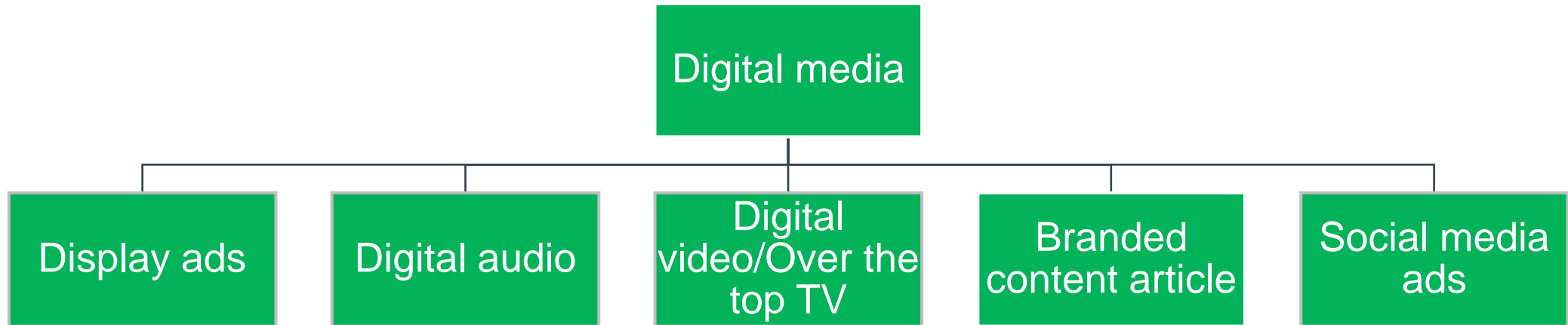


Implementation





Implementation





Preliminary Outcomes- Pilot Campaigns

The pilot campaigns resulted in the following:

29,893,618 impressions

63,137 clicks driven to grantee websites

.21% click through rate which is above the industry standard of .10%





Sharing with Partners

42 Partners have utilized the toolkit to date

7 States

Leveraged dollars of \$963,000+

Access at <https://www.interactforhealth.org/campaign-to-reduce-stigma-of-addiction/>



Questions?





No Menthol

SUNDAY

MAY 16, 2021 - "A NEW DAY!"

NoMentholSunday.org



KENTUCKY
TOBACCO
PREVENTION
& CESSATION
PROGRAM



THE CENTER FOR
BLACK HEALTH & EQUITY