

INTERACT FOR HEALTH

Your trusted source of health information

Chat
box

WELCOME.

We're glad you're here.

- All participants are in listen-only mode
- We encourage frequent use of the chat box to participate and ask questions
- Say hello now using the chat box to tell us your **name and organization**

**INTERACT
FOR HEALTH**

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Reducing the Stigma of Addiction: Webinar and Toolkit

Wednesday, October 21, 2020
1 to 2 p.m.





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

GRANTS

Education

Research

Policy

Engagement

Grants

EDUCATION

Research

Policy

Engagement

Grants
Education
RESEARCH
Policy
Engagement

Grants
Education
Research
POLICY
Engagement

Grants

Education

Research

Policy

ENGAGEMENT

REDUCING TOBACCO USE



SCHOOL-BASED HEALTH CENTERS

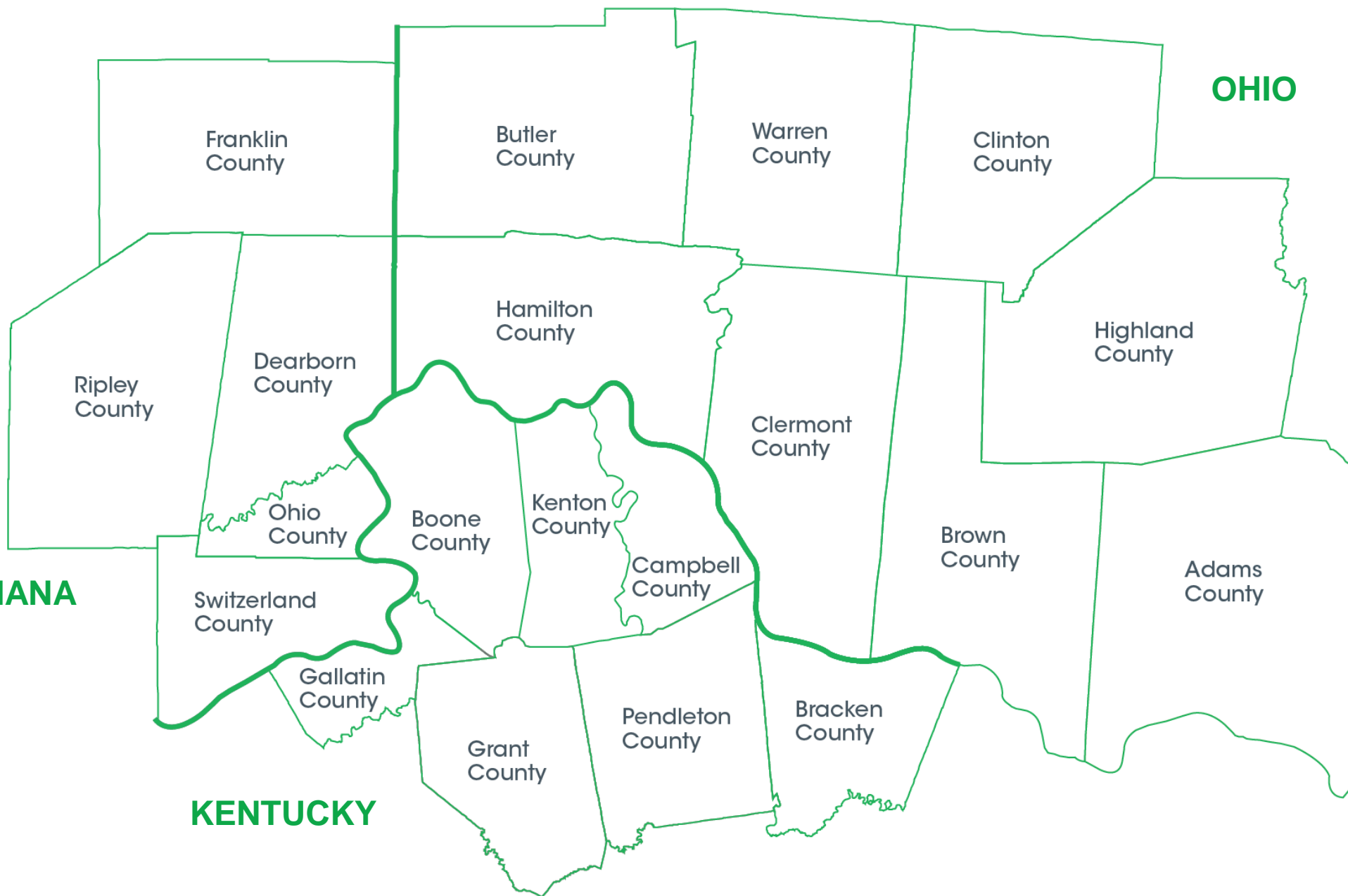


A photograph showing a woman with blonde hair and glasses placing her hand on the shoulder of a man in a blue shirt. The man is seen from the back/side. In the background, another woman is blurred. A large green diagonal shape is overlaid on the left side of the image.

ADDRESSING THE OPIOID EPIDEMIC



INDIANA



OHIO

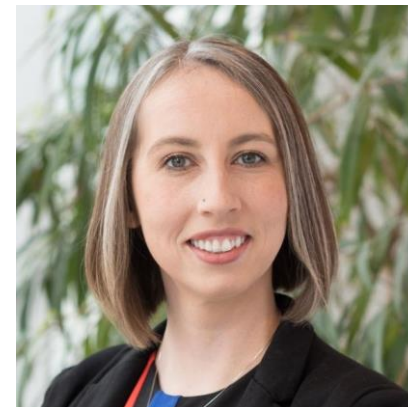
KENTUCKY



Sonya
Carrico



Lisa
Myers



Michelle
Lydenberg



Emily
Gresham- Wherle



Mary
Francis



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.



What is Stigma?

- Stigma can also isolate families and loved ones of people with addiction, impacting their own social and emotional health.
- Because of the stigma surrounding addiction, policymakers may be reluctant to allocate resources, primary care providers may be less willing to screen for and address substance abuse problems.
- Individuals may delay seeking treatment. Delaying treatment can put an individual at a higher risk of an overdose.



Campaign Development

- In 2018, Funders Response to the Heroin Epidemic (FRHE) put out a RFP for a marketing firm to develop a regional messaging campaign to reduce the stigma of addiction.
- Significant time was spent consulting with community partners to create a toolkit of parts that would resonate across audiences.
- Toolkit includes marketing materials, color guides and sample messages. Users of the toolkit are able to personalize the pieces with their own logo and website.

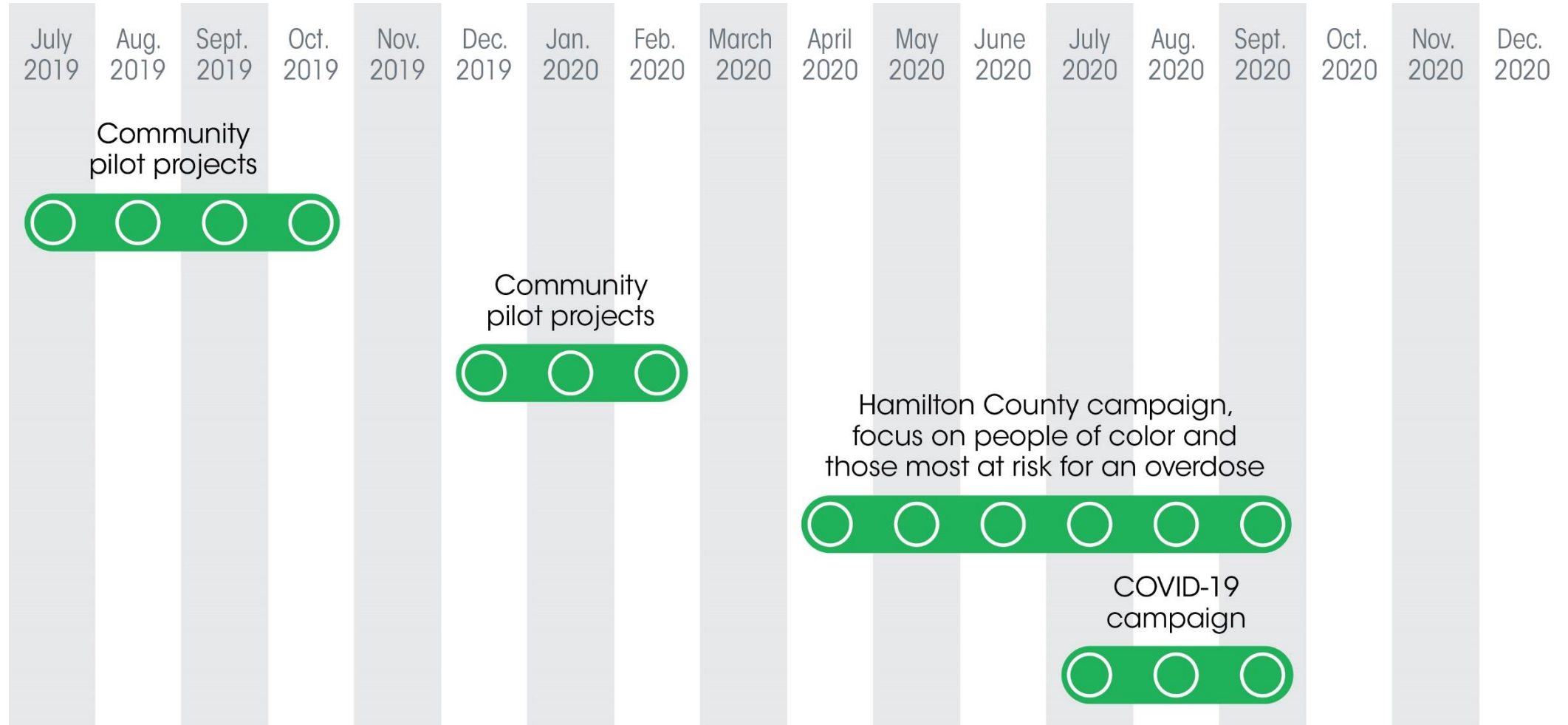


Goals of the Campaign

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



Implementation





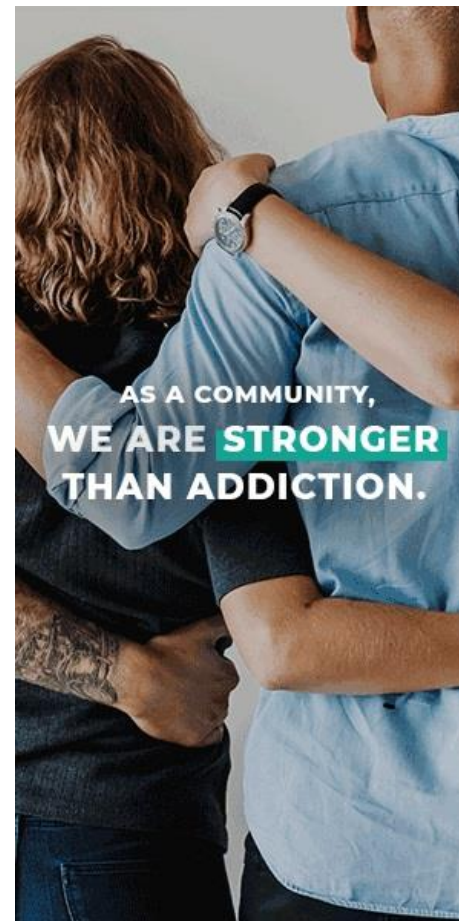
**COMMUNITY
IS HOW
RECOVERY
THRIVES.**



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



**WE ARE
STRONGER
THAN
ADDICTION.**



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



**WE ARE
STRONGER THAN
ADDICTION.** [LEARN MORE](#)



**WE ARE STRONGER
THAN ADDICTION.** [LEARN MORE](#)

**WHEN WE STAND TOGETHER
AS A COMMUNITY, RECOVERY
WILL THRIVE.** [LEARN MORE](#)




ADDICTION FEEDS ON ISOLATION.
WHEN WE STAND TOGETHER,
RECOVERY THRIVES.

[LEARN MORE](#)

 HAMILTON COUNTY
Mental Health &
Recovery Services Board

**YOU CAN'T ALWAYS
TELL WHO IS
STRUGGLING WITH
ADDICTION.**

[LEARN MORE](#)

 HAMILTON COUNTY
Mental Health &
Recovery Services Board



LA ADICCIÓN CRECE CON EL
AISLAMIENTO. CUANDO NOS
APOYAMOS MUTUAMENTE,
LA RECUPERACIÓN PROSPERA.

[ENCONTRAR AYUDA](#)

INTERACT
FOR **HEALTH**



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

[ENCONTRAR AYUDA](#)

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FOR **HEALTH**

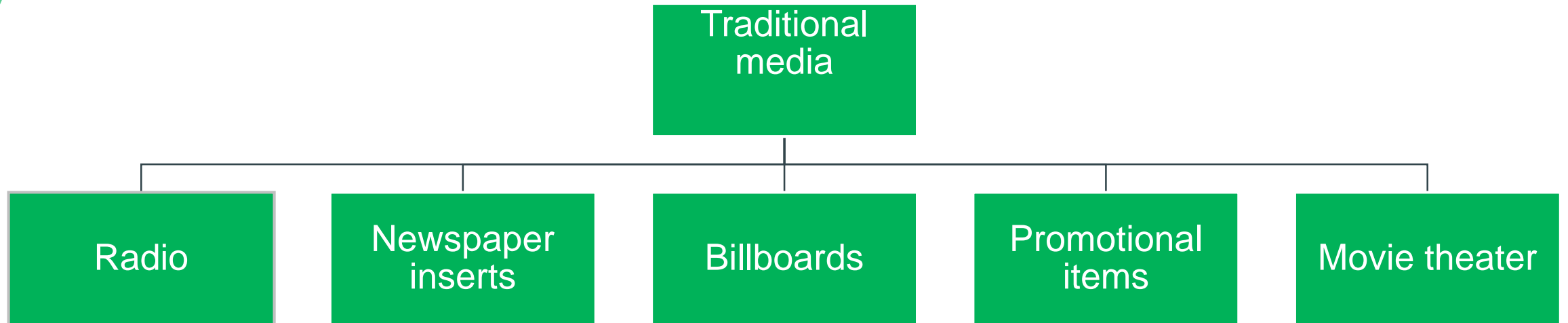


<https://www.youtube.com/watch?v=tSrE4MSmylc&feature=youtu.be>



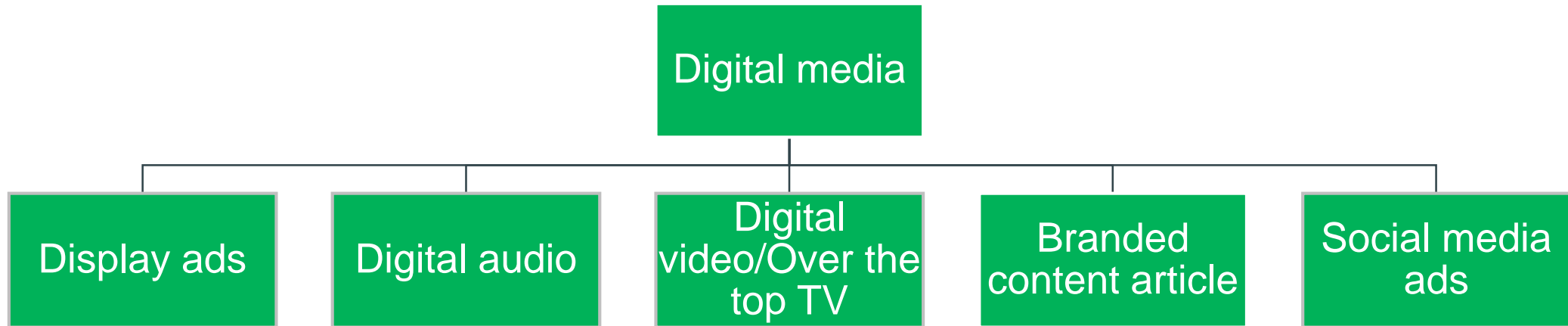


Implementation





Implementation





Reducing the Stigma of Addiction

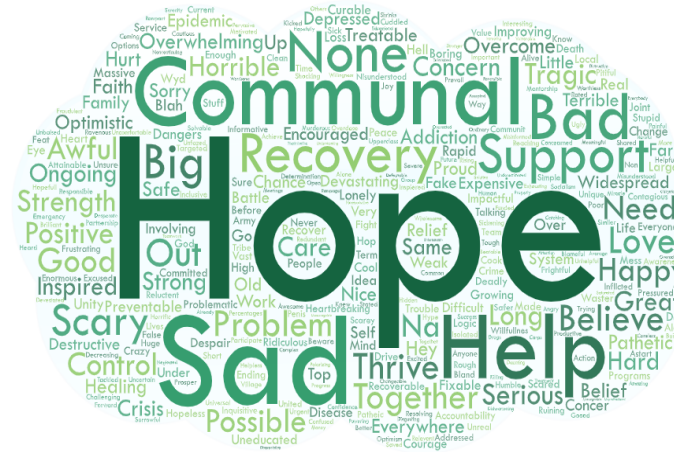
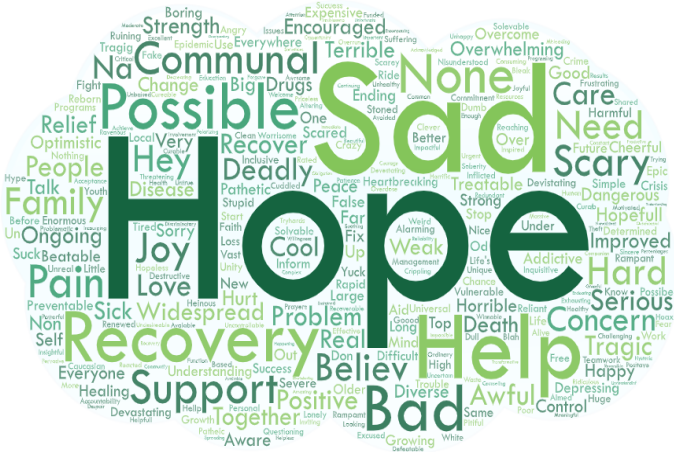
The pilot campaigns resulted in the following:

29,893,618 impressions

63,137 clicks driven to grantee websites

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





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Warren County, Ohio

- Partnered with health department and economic development office
- A website was developed to serve as a landing page for people to find local resources
www.co.warren.oh.us/HelpForAddiction
- Over 4 million impressions and a click through rate (web/geofence) of .17, which exceeds the .10 industry standard





Transitions, Inc.



- Boone and Kenton counties
- 7.2 million impressions and a click through rate (web/geofence) of .19, which exceeds the .10 industry standard
- Increase of 189% of the number of admissions to managed withdrawal
- 207% increase in the number of assessments in residential



How to Access the Toolkit

- Visit: <https://www.interactforhealth.org/campaign-to-reduce-stigma-of-addiction/>
- Complete online Google form
- Receive email with Dropbox link from Interact for Health staff
- Download materials from Dropbox and brand the materials with your logo



Questions?

