

NOVEMBER 2021

STIGMA VIDEO SERIES TOOLKIT

For Community Health Centers



Primary Healthcare for All



OVERVIEW

The Arizona Alliance for Community Health Centers (AACHC) has developed a 3-part video series focused on reducing stigma around substance use disorder (SUD). The project was funded by the Maricopa County Department of Public Health through an Overdose Data to Action grant. This toolkit outlines how health centers can utilize the series for different audiences, including providers, staff, and patients. The series covers all components of the recovery journey – addiction, treatment, and recovery. You can [click here](#) for the full series outline and the topics discussed in each video. Each part is approximately five minutes long. We recommend viewers watch the series sequentially beginning with part 1, but videos can also be isolated for targeted education around specific topics based on your organization's needs and interests.

Providers/Staff

The series was originally designed to educate health center providers on SUD with the goal of reducing stigma. As health center providers and other team members interact with patients who may be struggling with substance use, this series can be an important tool in educating them on what these patients may be dealing with and the role they can play in the recovery journey.

- **Staff Meetings**

- Use videos from the series to help generate discussion around SUD and the role health centers play in meeting the needs of individuals and families struggling with substance use. [Click here](#) to access a discussion guide we've developed to accompany the series.

- **Lunch & Learns**

- Use the series as an education tool by hosting a 3-part lunch & learn series where teams can watch the videos in chunks rather than watching them individually. Depending on the format of the lunch & learn, the discussion guide could also be used with this approach.

- **Self-paced Learning**

- Post the series on your health center's intranet and encourage staff to view the videos when time allows.

Patients

Although providers are the primary audience for this series, it can also be used to help educate and encourage patients in their recovery journey.

- **Lobbies/Waiting Rooms**

- Have the videos playing in adult medicine and/or behavioral health waiting areas.

- **Recovery Groups**

- Use the video series as curriculum for recovery groups and to help generate discussion around the recovery journey. Many of the videos feature individuals in recovery, so the series may serve as an encouragement to others struggling with substance use.

- **Post-Office Visit Resource**

- If a patient is identified as someone struggling with substance use during an office visit, ask if they might be interested in learning about different treatment options and/or hearing from others who have been in their shoes. If they say yes, email them the appropriate video links and/or share them via your patient portal.

Public

The video series can also be used as an outreach tool through social media and other marketing/communication platforms.

- **Website**

- Post links to the video series on your website's SUD services page, or in the patient education/resources section.

- **Social Media**

- Use the videos (Section 2 and Video 3.3 in particular) to promote the SUD services your health center provides, such as Medication Assisted Treatment and Peer Support or Recovery Groups.
- Use the videos for social media outreach during relevant awareness events, such as:
 - National Prescription Drug Take Back Day (Oct. 24)
 - [Video 1.4: Substance Use as a Result of Prescription Drugs](#)
 - Sample post: *Prescription drugs can lead to substance use disorder. Protect yourself and your loved ones by participating in national prescription drug take back day. To learn more about the dangers of misusing prescription drugs, watch [this video](#).*
 - National Drug and Alcohol Facts Week (March 22–28)
 - [Video 1.2: The Connection Between Trauma and Substance Use Disorder](#)
 - Sample post: *Persons with an Adverse Childhood Experiences score of 5 or more are 5 to 7 times more likely to use substances. If you've experienced trauma and are struggling with substance use, visit our*

website or call us at [enter phone number] to learn more about how we can help.

- Sample post: *Over two-thirds of people seeking treatment for substance use disorder report one or more traumatic life events. If you've experienced trauma and are struggling with substance use, visit our website or call us at [enter phone number] to learn more about how we can help.*
- [Video 1.3: Genetics and Substance Use Disorder](#)
 - Sample post: *Did you know that genetics account for about 40% to 60% of a person's risk of addiction? If you're struggling with addiction, we want to help. Visit our website or call us at [enter phone number] to make an appointment.*
- [Video 1.4: Substance Use Disorder as a Result of Prescription Drugs](#)
 - Sample post: *Prescriptions are the fifth-most abused substance after alcohol (65.5% usage) and tobacco products (26.7% usage). If you're struggling with misusing prescription drugs you are not alone. Visit our website or give us a call so we can help.*

Special thank you to Maricopa County Department of Public Health, Albert Miller, all of the staff at Culture Mind Cinema, Janelle Jones, Dr. Alana Brunacini, Dr. Constance Tucker, Dr. John Brooklyn, and all of the participants in recovery that courageously shared their stories.