



# Brandeis Opioid Resource Connector

communities informing communities

## Anti-Stigma Resources Can Enhance Community Response to Opioid Crisis

The drug overdose crisis continues to worsen, [taking over 107,000 lives](#) in the US in 2021, with opioids the major contributor. A significant barrier to countering this public health emergency is the stigma attached to substance use disorder (SUD). Addiction stigma is prevalent among [healthcare professionals](#) and the [general population](#), and can undermine support for prevention and treatment programs. It can also [reinforce negative self-perceptions](#) among those with SUD, making them reluctant to seek help. Given these consequences, reducing stigma is now a [major objective](#) of agencies and organizations tasked with addressing the opioid crisis. Likewise, communities may wish to adopt anti-stigma initiatives and ensure that their programs and policies incorporate strategies to combat stigma.

To assist communities in addressing the opioid crisis, the [Brandeis Opioid Resource Connector](#) has compiled [over 70 program models and other resources](#) whose objectives include reducing stigma. Categories and examples of anti-stigma materials include:

- Stigma as a barrier to an effective opioid response: [background](#), [patient impact](#), [across continuum of care](#)
- Anti-stigma toolkits: [general guide](#), [for families](#), [anti-stigma training](#)
- Program models that specifically address stigma: [Life Unites Us](#) (PA), [Lift the Label](#) (CO), [Fix](#) (IN)
- National campaigns addressing stigma: [Shatterproof](#), [Annual Stigma of Addiction Summit](#)
- Descriptions and evaluations of anti-stigma strategies and programs: [effectiveness](#), [evidence base](#), [peer recovery](#)
- The role of language in perpetuating stigma: [Words Matter](#) (SAMHSA), [Addiction Language Guide](#) (Shatterproof), a [glossary](#) of destigmatizing terms (Recovery Research Institute)

We continue to add material on interventions to address the opioid crisis, with over 180 program models and 800 additional resources now available. As always, we encourage your feedback on promising opioid programs and policies, including those aimed at reducing stigma.

Best regards,

***The Brandeis Opioid Resource Connector Team***

