

## Ending Stigma

**49 million** Americans live with addiction and **1 out of 3** people are directly impacted by the opioid crisis. Despite this crisis touching every community, stigma persists and gets in the way of treatment. Shatterproof spearheads a national movement to eradicate stigmas surrounding substance use disorder (SUD), those affected by it, and the medications utilized in its treatment.

### ● **Shatterproof Addiction Stigma Index (SASI)**

First published in October 2021, the SASI report serves as a comprehensive gauge of addiction stigma, seeking to garner increased attention, monitor progress, and hold the nation accountable for dismantling stigma. The report highlights the pervasive nature of stigma surrounding addiction, exposing deeply rooted negative beliefs among the public, healthcare professionals, and individuals with SUD. Moreover, SASI confirms the extensive biases, social exclusion, and ongoing harm experienced by those with SUD, exacerbating crises for families and impeding the nation's ability to coalesce around evidence-based solutions. An enhanced and expanded SASI will be published in the fall of 2024 will enable investigation of attitudes towards marijuana, customization of interventions for various groups, data-driven decision making, adaptation of strategies for inclusivity, and wide dissemination of impactful research findings.

**Shatterproof's National Stigma Initiative's foundational research identified six systems capable of effectively reducing stigma. Shatterproof's current efforts are concentrated on two of these systems:**

### ● **Community-Based Campaigns**

Shatterproof's community campaigns employs research findings from the National Stigma Initiative, allowing for successful examples to inform Shatterproof's approach, and develop a robust plan for effective behavior-change efforts. This ensures our efforts not only rely on research to reduce stigma around addiction, but also adapt to the changing nature of how people view addiction, always aiming for meaningful and positive change.

### ● **Healthcare Provider Engagement**

The SASI highlighted concerning data of healthcare professionals' attitudes towards SUD and individuals with SUD:

- 65% do not recognize SUD as a chronic illness like diabetes, arthritis, or heart disease.
- 45% believe medications used to treat opioid use disorder merely replace one form of drug addiction with another.

Healthcare provider stigma impacts the likelihood of patients seeking treatment. Recognizing the urgent need for education and stigma reduction, Shatterproof has partnered with the Elevance Health Foundation to develop an educational curriculum for healthcare professionals. The curriculum will be launched in 2024, aiming to enhance access, quality, and cultural competence of care.