Celebration Call: Change the Narrative Challenge

Recover Hope Campaign

May 22, 2019
Welcome!

As we get started, please type in the chat:
- Name
- Location
- Team name if you were part of a team
- Number of pledges you collected
Objectives

- **Celebrate** successes of the participants in the Change the Narrative Challenge
- **Build momentum** to continue collecting commitments to Change the Narrative on substance use disorders
- **Learn how to engage** in the next steps of the campaign and how to get involved.
Today’s Agenda

- Welcome and Introductions
- Change the Narrative Overview
- Celebrate our winners!
- Welcome Don Berwick
- Organizing next steps with Kate Hilton
- Next steps for the Recover Hope Campaign
Welcome to today’s session!
- Please use chat to “All Participants” for questions
- For technology issues, please chat to “Host”
- Follow the instructions in the pop-up box to connect your audio (either by phone, or through your computer)
Before we start:

If you haven’t already, please type in the chat:

- Name
- Location
- Team name if you were part of a team
- Number of pledges you collected
Campaign Leadership Team

Nick Christian
University of Texas

Insharah Sajanlal
Ryerson University

Marija Zivcevska
University of Toronto

Sarah Xiao
University of Toronto

Emileigh Canales
Campaign Faculty
IHI Open School Team

Gina Deitz
Senior Program Manager

Katie McCormack
Network Manager

Greg Alfaro
Project Manager

Hannah Flath
Program Coordinator

Maggie Houle
Project Assistant
Change the Narrative Challenge
CTNC by the numbers

- 94 Participants
  - 10 Countries: Brazil, Canada, Colombia, Ethiopia, Haiti, India, Ukraine, Pakistan, Philippines, United States
- 22 Open School Chapters
- professionals, people with lived experience, students, doctors, professors, community organizations

- Collective goal = over 15,000 pledges combined
And the final number is......
6,206
From the Field

A nurse who is responsible for training residents that come into her hospital has incorporated this into standard training. This will be about 200 residents per year.

Story of a patient who shared that she is fearful that she will suffer as her chronic severe pain is only controlled by the use of opioids. She is scared of the stigma and does not tell people about her pain. She shared “What if the only combination of medications that work for me and no longer able to be prescribed? What will I do?”

Self identified person with a substance use disorder used this pledge to talk to her friends and family about how the language they use impacts her.

“[this pledge] An opportunity to turn a tragedy into a way to help and motivate others would be a blessing to me.” from a mother who had lost her daughter to SUD.
Share your experience

• What was the response from people who you asked to sign the pledge?
• Were there common questions among people you interacted with?
• What was your favorite moment of the challenge?
• What have you learned?
Deltas

- Did you encounter resistance?
- How would you adapt your team’s strategy based on what you know now?
- What could the OS team have done to be more supportive?
And the winners are.....
WINNER: Team

Prof Preethi
Dean of Chitkara School of Health Sciences

577 pledges!
WINNER: Individual

Ricarven Ovil
Universite Notre Dame d’Haïti

525 pledges!
Recovery Hope Campaign Celebration.

Ricarven OVIL
Chapter Leader for IHI Open School at FMSS-UNDH
Ricarven OVIL
5th year, Medical Student
Stakeholder/ Allies

- Deans
- Executive secretary
- Team of distribution and supervision of the exam
Lycee Alexandre Petion
Second time LAP
Thank you!!!!!!!
Welcome Don Berwick

Donald M. Berwick, MD, MPP
President Emeritus and Senior Fellow, IHI
Former Administrator of the Centers for Medicare & Medicaid Services
Kate Hilton

Kate B. Hilton, JD, MTS
Faculty
Institute for Healthcare Improvement
Senior Engagement Consultant
ReThink Health
Change the Narrative Challenge

How did we mobilize our network with the CTNC?

- Created a common ask with an actionable next step
- 94 teams involving hundreds of people
- Teams across 10 different countries
- By asking others to ask, created community of those with understanding of common values
Ladder of Engagement

Join a leadership team
Host an event
Volunteer
Make a behavioral change regularly
Make a behavioral change 1x
Attend an event
Sign a pledge
Engage in social media
Mobilizing vs Organizing
## Mobilizing versus Organizing

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<th>Mobilizing</th>
<th>Organizing</th>
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<td>Transformative leaders</td>
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<td><strong>Building Membership</strong></td>
<td>Targeting (engaging latent interest)</td>
<td>Building agency among distributed network of leaders</td>
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<td><strong>Structure</strong></td>
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<td><strong>Accountability</strong></td>
<td>Staff: Delegate tasks, hold data, minimal training</td>
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<td><strong>Issues</strong></td>
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Organizing Theory of Change

People:
Recruiting and developing leadership

Power:
Building a community around that leadership to create power

Change:
Using this power to address the challenge the constituency is called to face

... people acting together to change the status quo
Organizing = People, Power & Change

(1) Who are our People?
(2) How can we get the Power we need…?
(3) To achieve the Change we want?
Recover Hope Campaign
Strategy

**We aim to improve the lives of 50,000 people affected by substance use disorders by April 2020**

**AWARENESS**
Raise awareness and reduce stigma with a focus on equity

**PREVENTION**
Prevent substance use disorders and unhealthy substance use

**TREATMENT & RECOVERY:**
Improve treatment for individuals with substance use disorders

**1. Change the Narrative**
Sharing stories to raise awareness of substance use disorders as a chronic disease, reduce stigma, and confront systematic oppression underlying substance use

**2. Save Lives from Overdose**
Train individuals to recognize overdoses and intervene by administering naloxone

**3. Improve Pain Management**
Support best practice opioid prescribing and alternative pain management in health systems

**4. Reform Curricula**
Promote education and training on prevention, diagnosis, and treatment of substance use disorders into trainings, organizational events, resident programs, and university curricula
Recover Hope Campaign

**Mission:** promote awareness, prevention, and treatment of substance use disorders with the aim of *improving the lives of 50,000 people affected by substance use disorders by April 2020.*

**Vision:** A world in which substance use disorders are not seen as a source of shame but as chronic diseases that can be prevented, managed, and treated; in which individuals are free of suffering caused by substance use disorders, communities thrive, and health care systems serve patients equitably and compassionately.
Campaign Timeline

Measurable Aim
- April 2020

Peak – Collective Training
- September 2019

Evaluation & Next Steps
- April – June 2020

Change the Narrative Challenge
- April - May 2019

Kick-Off
- Dec 2018

Foundation
- Jan – Dec 2018
Recover Hope Campaign Resources

- Change the Narrative Challenge and access our toolkit, which includes sample emails, social media graphics, and more!
- Access Campaign Action Guides to guide your work on:
  - Changing the Narrative
  - Saving Lives from Overdose
  - Improving Pain Management
  - Reforming University and Organization Curricula
- Review resources to learn about substance use disorders
- Connect with a Campaign Leadership Team member for coaching by emailing openschool@ihi.org
Staying Involved with the Campaign

- **Continue organizing with the Change the Narrative Pledge!** Help us get to 20,000 by April 2020.
- **Connect with the RHC for 1:1 coaching**
  - Email [OpenSchool@ihi.org](mailto:OpenSchool@ihi.org)
  - We’ll be reaching out to everyone individually in the next couple of days for coaching
- **Join our upcoming Momentum Call** – “Motivating the Middle” on June 13 at 12:00pm ET
- **Take the Fall 2019 Leadership & Organizing for Change course** to learn to lead a successful project
Open School Leadership Academy

- July 31 – August 2, 2019 at the IHI Office in Boston, MA
- Training for students and Chapters participating in the Recover Hope Campaign or leading work to improve the prevention, treatment, and awareness of substance-use disorders.
- Will equip attendees with skills in community organizing, leadership, and improvement science to use them as they lead change efforts locally.
- Email openschool@ihi.org with any questions.
Thank you!