Deep Dive: Substance Use Disorders

April 26, 2019
12:00 - 1:00 PM ET
Welcome!

- As we get started, please type into chat…
  - Name
  - Location
  - What brought you to this call?
  - Are you a part of an Open School Chapter?
  - Share an emoji if you are participating in the Recover Hope Campaign!
Welcome!

- **Objectives:**
  - **Develop a common understanding** of substance use disorders (SUD) as a chronic medical condition that can be successfully treated
  - **Prepare** to lead local work to support the ambitious aims of the IHI Open School Recover Hope Campaign
  - **Review best practices** for harm reduction and treatment of SUD
  - **Demonstrate the power and impact of personal stories** and emphasize the importance of engaging people with lived experience of SUD in improvement efforts
  - **Generate momentum** to achieve our shared goal for the Change the Narrative Challenge
Today’s Agenda

- Welcome and Introductions
- IHI Open School Overview
- Recover Hope Campaign Overview
- Substance Use Disorder Deep Dive
- Sharing Stories from Experience
- Debrief and Next Steps
Help us get to know you!

In the chat box, select “All Participants” as the recipients and share:
- Your Name
- Location
- What motivated you to join this call?
- What would you like to learn from today’s call?
Introductions

Emileigh Canales, MPH
Quality Improvement Analyst; Campaign Faculty

Meghan Cowden, RN, BSN
Nurse; Chapter Network Coach

Kristen Swain, RN, BSN
Performance Improvement Project Manager; Chapter Network Coach

Gina Deitz
Senior Program Manager

Katie McCormack
Network Manager

Hannah Flath
Program Coordinator

Maggie Houle
Project Assistant
Welcome!

Sara Goldsby MSW, MPH

Director, Department of Alcohol and Other Drug Abuse Services, South Carolina, and long-time leader in the IHI Open School
Welcome!

Julie Cole LMSW, CACII, LAC

Addictions Counselor, Health Coach, Person in Long-Term Recovery
Welcome to today’s session!
Please use chat to “All Participants” for questions
For technology issues only, please chat to “Host”
Follow the instructions in the pop-up box to connect your audio (either by phone, or through your computer)
Overview of the IHI Open School
Our Mission

“Advance quality improvement, patient safety, and leadership competencies of current and next health and health care professionals worldwide.”
Our Strategy

- **Online Courses**: Educational modules and activities
- **Community**: Interprofessional Chapters and networks
- **Project-Based Learning**: Guided experiential training
Online Courses

- **30+** online courses in Improvement Capability, Patient Safety, Person- and Family-Centered Care, Triple Aim for Populations, Leadership – all free to students, residents, and faculty
- **More than 790,000** students and residents registered on IHI.org and taking courses
- **More than 4 million** course completions
- **More than 1,500** institutions use the courses as a core part of their training programs or curriculum
Project-Based Learning

Quality Improvement Practicum

1. Learner(s) complete required courses
2. Learner(s) identify local faculty, health system sponsor(s), and project
3. Learner(s) create: charter, cause and effect diagram, 2 PDSA cycles, run charts, summary
4. Learner(s) complete project
5. IHI approves and awards Practicum Certificate of Completion

Leadership & Organizing for Change

- Organizing & Leadership Training
- Improvement Science
- Subject Matter Knowledge

Change
IHI Open School Community

- **795,000+ students and residents registered**
- **Over 945 Chapters started in over 95 countries**
- **Over 50% of our Chapters are interprofessional**
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 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.
Learn more about the Recover Hope Campaign!

IHI Open School
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

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

PREVENTION
Prevent substance use disorders and unhealthy substance use

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

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

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

Learn more about the Recover Hope Campaign!
Campaign Timeline

Foundation
Jan – Dec 2018

Kick-Off
Dec 2018

Change the Narrative Challenge
April - May 2019

Peak
July 2019

Measurable Aim
April 2019

Evaluation & Next Steps
April – June 2020
**Campaign Timeline**

1. **January 2019** – Campaign Momentum Call
   *Other activities:*
   - Leadership Alliance Roundtable Call with Michael Botticelli
   - Update of educational content on SUD

2. **March 2019** – *Leadership and Organizing for Change* course and IHI Opioid Treatment online training begin

3. **April - May 2019** - Collective Action #1: Change the Narrative Pledge

4. **July 2019** - Leadership Academy

5. **September 2019** – *Leadership and Organizing for Change* course and QI Virtual course begin

6. **October 2019** – Collective Action #2: Race to Recover Hope

7. **December 2019**: IHI National Forum

8. **February 2020**: Collective Action #3: TBD

9. **April 2020**: Celebration of campaign conclusion!

*Measurement pushes in May 2019, November 2019, March 2020*
Take part in the Change the Narrative Challenge

- **What**: a friendly competition across our networks to get 20,000 people to commit to change the narrative on substance use disorders by signing the pledge
- **Who**: anyone can form a team (Open School Chapters, your organization, or your group of friends and fellow change agents)
- **When**: April 15 – May 15, 2019
- **How**: [www.ihi.org/RecoverHope](http://www.ihi.org/RecoverHope)

The team and individual who collects the most signatures on the pledge will be eligible to win Change Agent of the Year Award and funding for four spots to IHI Forum or a scholarship to an IHI virtual expedition of your choice.
Recover Hope Campaign
Change the Narrative Pledge

The IHI Open School Recover Hope campaign aims to improve the lives of 50,000 people living with substance use disorders around the world by April 2026. Our network of change agents will act together to promote awareness, prevention, and treatment of substance use disorders.

We believe that the first step in this journey is to change the narrative. To recognize substance use disorder as a chronic medical condition — not a moral failing — and to see people with substance use disorders as deserving of empathy, respect, and high-quality treatment.

Stop stigma and take a stand for person-first, recovery-focused language.

<table>
<thead>
<tr>
<th>Instead of using this stigmatizing language...</th>
<th>I pledge to use this language instead:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drug user/Abuser</td>
<td>Alcoholic/Drunk</td>
</tr>
<tr>
<td>• Drug habit</td>
<td>• Substance use disorder</td>
</tr>
<tr>
<td>• Abuse</td>
<td>• Use</td>
</tr>
<tr>
<td>• Problem</td>
<td>• Risky</td>
</tr>
<tr>
<td>Person is clean</td>
<td>Person in recovery</td>
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<td>Positive or Negative (toxicology results)</td>
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<tr>
<td>Substitution or replacement therapy</td>
<td>Treatment or medication for substance use disorder</td>
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</table>

Signed by: _______________________________ Date: ________________

Signature: _______________________________

Learn more and get involved with the IHI Open School Recover Hope campaign at ihi.org/OpenSchool or by emailing openschool@ihi.org

Adapted with permission from the Brigham Comprehensive Opioid Response and Education (B-CORE) program
Recover Hope Campaign Resources

• **Register** to participate in the 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 GCL or Campaign Leadership Team member for coaching by emailing **openschool@ihi.org**
Over 1,600 pledges have been signed thus far!
“Words are important. If you want to care for something, you call it a flower; if you want to kill something, you call it a weed.”

-Don Coyhis
“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.”

- Dolores Huerta

Picture: https://news.harvard.edu/gazette
Overview of Substance Use Disorders

Sara Goldsby, Director, South Carolina Department of Alcohol and Other Drug Abuse Services
Why do people use alcohol and other drugs?

To feel good (to create)
- To have feelings
- To have sensations
- To have experiences

To feel better (to remove)
- To lessen anxiety, stress, fear, depressions, hopelessness
Substance Use Disorders (Addiction)

- Compulsive non-medical use of a substance
- Loss of control over use despite negative consequences
- Can include physical dependence (but not necessarily)
There is one place that all of these factors converge: the brain. Addiction, as a disease, irrefutably starts in this once place.
Addiction: Substance Use Disorder

- A disease of the brain
- Preventable
- Chronic

- Treatable
- Not Curable
- Sometimes Fatal

# Chronic Disease Comparison

<table>
<thead>
<tr>
<th><strong>Diabetes</strong></th>
<th><strong>Addiction</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>● Genetic predisposition</td>
<td>● Genetic predisposition</td>
</tr>
<tr>
<td>● Lifestyle choices are a factor in development of the disease</td>
<td>● Lifestyle choices are a factor in development of the disease</td>
</tr>
<tr>
<td>● Severity is variable</td>
<td>● Severity is variable</td>
</tr>
<tr>
<td>● There are diagnostic criteria</td>
<td>● There are diagnostic criteria</td>
</tr>
<tr>
<td>● Once diagnosed, you’ve got it</td>
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Why is the **science** of addiction and recovery important?

For the individuals, family and professionals:
- Helps explain the unexplainable
- Reduces stigma, blame, and anger

What other diseases have seen a reduction in stigma and blame due to science?
Defining Recovery:

A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.

– SAMHSA, 2011
“One size does not fit all. You must have options to fit you at different stages, options appropriate to your age, your background, where you are in your recovery path; you may need different things when you’re 22 than when you’re 40.”

-Social Worker, NY

(SAMHSA, 2010)
Guiding Principles of Recovery

Recovery emerges from hope:

The belief that recovery is real provides the essential and motivating message of a better future – that people can and do overcome the internal and external challenges, barriers, and obstacles that confront them.
Guiding Principles of Recovery

Recovery is based on respect:

Community, systems, and societal acceptance and appreciation for people affected by mental health and substance use problems – including protecting their rights and eliminating stigma & discrimination – are crucial in achieving recovery.
Guiding Principles of Recovery

Recovery is person-driven:

Self-determination and self-direction are the foundations for recovery as individuals define their own life goals and design their unique path(s).
Language is Important

“Clean and Sober”

- Have you heard these terms used with someone who is diagnosed with cancer, diabetes, hypertension?
- Laden with moral implications
- Stigma – dirty is usually followed by an epithet that is racial, sexist, or religious in nature
- Alternative – Drug Free or Free from illicit or non-prescribed medications
- Mutual Aid Group usage
## Most Respectful Way to Refer to People is as People

<table>
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<tr>
<th>Current</th>
<th>Alternative</th>
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| Clients / Patients / Consumers | The people in our program  
The folks we work with  
The people we serve                           |
| Alex is an addict       | Alex is addicted to alcohol  
Alex is a person with a substance use disorder  
Alex is in recovery from drug addiction |
| Matthew is manipulative | Matthew is trying really hard to get his needs met  
Matthew may need to work on more effective ways of getting his needs met |
| Kyle is non-compliant   | Kyle is choosing not to…  
Kyle would rather…  
Kyle is looking for other options |
| Mary is resistant to treatment | Mary chooses not to…  
Mary prefers not to…  
Mary is unsure about…               |
| Jennifer is in denial   | Jennifer is ambivalent about…  
Jennifer hasn’t internalized the seriousness of…  
Jennifer doesn’t yet understand… |

Adapted from FAVOR SC and Addiction Technology Transfer CEnter Network
Most Respectful to Refer to People as People

Choose to use language that:

- Is more inclusive, less stigmatizing
- Puts the person-first
- Avoids defining the person by their disease or behaviors
- Removes blame
- Recognizes that the person is trying to get their needs met the best way they know how
Recover Hope Campaign
Change the Narrative Pledge

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Personal Impact

Julie Cole LMSW, CACII, LAC

Addictions Counselor, Health Coach, Person in Long-Term Recovery
Questions?
Debrief and Next Steps

10 minutes
What can you do?

1. Commit to change the narrative on substance use disorders with us and **sign the pledge**
2. **Sign up to participate in the challenge** with your team (your OS Chapter, organization or institution, or group of friends), or as an individual
3. Share the **pledge** with your networks!
4. Email **openschool@ihi.org** with questions
5. Join our **Change the Narrative Call on May 1 at 3:00pm ET** to meet other participants, share stories, and talk about best practices
Resources for the Challenge

- Change the Narrative Challenge Toolkit

- Direct your networks to the online pledge, or download and print a PDF version to collect handwritten signatures
  - Report out on any handwritten signatures you collect through this form
  - The pledge is available in Spanish and Portuguese

- Share this infographic on the evidence behind the impact of our language

- Add this image to your email signature to increase visibility
Thank you!