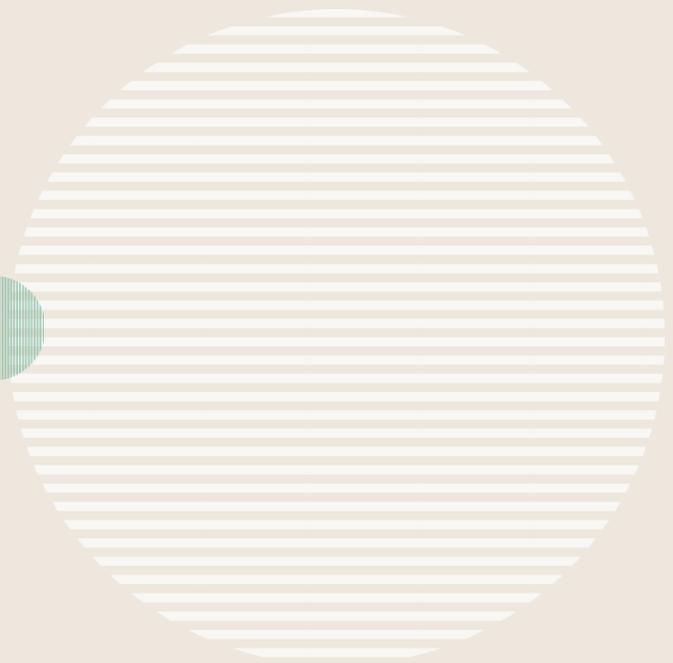


IHI OPEN SCHOOL



# IHI Open School Recover Hope Campaign – Change the Narrative Challenge Toolkit

April 2019

This toolkit is designed to support you as you engage in the Change the Narrative Challenge with resources and suggestions to help you recruit others, manage and sustain your work, and spread the word about the Recover Hope Campaign.

Additional Open School tools can be found in the [Chapter Resource Library](#) and additional Recover Hope Campaign tools can be found on the [Take Action](#) page. Still can't find what you're looking for? Let us know at [openschool@ihi.org](mailto:openschool@ihi.org). Whether you engage as an individual, team, or community, we are committed to supporting the work you are doing!

## Contents

What is the Recover Hope Campaign?	3
What is the Change the Narrative Challenge?	3
Five Steps to Join the Change the Narrative Challenge as a Change Agent	4
Timeline and Key Dates	6
Leveraging Change the Narrative Challenge as a Recruitment Opportunity	8
Appendix: Sample Emails to Send to Your Network	9

## What is the Recover Hope Campaign?

The [Recover Hope Campaign](#) is a global initiative to improve the lives of 50,000 people living with substance use disorders by April 2020. We will do this by embarking on various collective action activities and quality improvement projects to raise awareness, promote prevention, and improve the treatment of substance use disorders. Our goal is to activate 150 Open School Chapters and 150,000 change agents to lead this work together as an Open School community.

Our vision is that individuals will launch projects in one of these four focus areas and form learning communities that exchange ideas, successes, challenges, and support so that we can effectively achieve collective impact.

- [Change the Narrative](#)
- [Save Lives from Overdose](#)
- [Improve Pain Management](#)
- [Reform Curricula and Training](#)

## What is the Change the Narrative Challenge?

We believe the first step in the Recover Hope journey is to Change the Narrative. The shame and stigma surrounding substance use disorders often leads those affected to feel isolated, hopeless, and unable to share their experiences with others who could support them towards recovery. Changing the narrative from despair to hope and replacing judgment with compassion will save lives and restore justice to the way we prevent and treat substance use disorders.

We need to recognize that 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.

### **It's time to stop the stigma and take a stand.**

On April 15, 2019, we launched the [Change the Narrative Challenge](#) to collect [pledges](#) from 20,000 people around the world who will commit to using person-first, recovery-focused language around substance use disorders. Instead of using stigmatizing language, pledgees will commit to using person-first and recovery-focused language to discuss substance use disorders. This language recognizes and empowers the vulnerable, often marginalized population of those living with substance use disorders.

For 30 days, change agents, teams, and IHI Open School Chapters will compete to collect the most pledges from their community with the goal of raising awareness and reducing stigma associated with substance use disorders, and improving the lives of individuals who have experienced or are currently experiencing a substance use disorder.



IHI Open School

# 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 2020. 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.*

Instead of using this stigmatizing language...	I pledge to use this language instead:
Drug user/Abuser   Alcoholic/Drunk   Junkie   Addict	Person with a substance use disorder
<ul style="list-style-type: none"> <li>• Drug habit</li> <li>• Abuse</li> <li>• Problem</li> </ul>	<ul style="list-style-type: none"> <li>• Substance use disorder</li> <li>• Use   Misuse</li> <li>• Risky   Unhealthy   Heavy use</li> </ul>
Person is clean	Person in recovery   Abotinent   Not drinking or using drugs
Relapse	Recurrence   Return to use
Clean or Dirty	Positive or Negative (toxicology results)
Substitution or replacement therapy	Treatment or medication for substance use disorder

## Five Steps to Join the Change the Narrative Challenge

### 1. Assemble a Team and Recruit Members

- a. Gather a team of passionate individuals committed to changing the narrative of substance use disorders.
- b. Your team members may include Chapter members, colleagues, faculty, co-workers, or community members who share the same passion and enthusiasm for the Challenge.
- c. Individuals are also welcome to participate in the challenge without a set team in place.

### 2. Set an Aim and Schedule your First Meeting

- a. If you're participating in the Challenge with a team, set up a launch meeting to clarify your goals, define the tactics you'll use, and begin planning your first steps together.
- b. Review the [Change the Narrative Pledge](#) and discuss how substance use disorders affect your community. Why do you think it's important to change the narrative?

- c. Set a **specific goal** for the number of pledges you will collect. Be ambitious!
- d. To get started, create an “organizing sentence” that will help you or your team create an aim and structure for how you participate in the Change the Narrative Challenge:
  - i. “I am organizing (WHO — leadership & constituency) to do (WHAT — measurable aim) by (HOW — tactics) because (WHY — motivating vision) by (WHEN—timeline).”

### 3. Register to Participate in the Challenge

- a. [Register to participate](#) in the Change the Narrative Challenge as a team or as an individual.
- b. **Please note:** When you recruit people from your networks to sign the pledge, they will need to note on the pledge form that they heard about the Recover Hope Campaign from you or your team. So, it’s important to clearly identify your team name, organization, or Chapter when you sign up! This is how pledges will be associated with your Team for the competition, so don’t forget this step.

### 4. Map out your Timeline and Change Efforts

#### a. Why does this matter to you? How do we get organized?

- i. Plan a short presentation or “elevator speech” to practice talking with your colleagues or fellow students about why this pledge is important to you
- ii. Organize a public outreach blitz through social media or email campaigns. We encourage you to use the [pledge form](#) and this [promotional video](#) in your outreach.
- iii. Encourage your team members to feel confident approaching individuals in the office, at home, or even on the street to ask them to sign the pledge.

#### b. When will you collect pledges?

- i. Is there an upcoming All Staff meeting at your office? Are you meeting with friends for a walk this weekend? Will you be attending choir practice next week? Identify times between April 15 and May 15 during which you can talk to friends, family, and colleagues about the pledge.
- ii. If you’re participating in the challenge with a team, schedule days and times between April 15 to May 15 (Doodle Poll is a very useful tool!) for members of your team to collect pledges together as a large group, in smaller groups, or as individuals.

#### c. Where will you be collecting the pledges?

- i. Your team may consider collecting pledges from your university, work places, school, local community centers, clinics, farmers markets, or neighborhoods with high foot traffic. Think outside the box!

#### d. How will you collect pledges?

Think of activities to mobilize and collect commitment. You might consider:

- i. Setting up a table at your organization or school to draw attention:
  1. For example, you could ask team members stand at a high traffic area at your institution with a large printout of the recovery language/pledge, or
  2. Print a poster of the Change the Narrative pledge and leave it in a common area (i.e., lunch room) for people to sign
- ii. Plan an event within your community to discuss why this matters to you and have an open conversation about the realities of substance use disorders. We encourage you to invite people with lived experience, if you can.

- iii. Collaborate with local, community-based organizations who are working towards similar goals. Attend their meetings or events and ask them to share the pledge with their networks!

## 5. Collect and Track your Pledges

- a. If you are using the [online pledge form](#), be sure to remind people to list that they heard about the pledge from you or your team. This is how pledges will be associated with your team for the competition.
- b. If you are using a printed version of the [pledge form](#), track your pledges in bulk through [this link](#).
- c. Evaluate, reflect, and celebrate – and be sure to do this regularly! What have you accomplished together? What can you improve upon for next week? What new tactics do you want to test?

## Timeline and Key Dates

### April 1 – April 14: Pre-Challenge

- Gather your team, [sign up to participate](#) in the Change the Narrative Challenge, and set an aim of how many pledges you want to collect.
- Build awareness and promote the Challenge before the launch to generate excitement with an engaged audience via social media (using #RecoverHopeCampaign), e-mail blast, and word of mouth.
- Contact the IHI Open School Campaign Leadership Team ([openschool@ihl.org](mailto:openschool@ihl.org)) to connect with other individuals, teams, and Chapters in your area who are participating in the Challenge.
- Begin planning events and outreach to collect pledges throughout the month.

### April 15: Challenge Launch and Kick-Off

- Announce and launch the Change the Narrative Challenge across your networks! Drive traffic to the [online pledge form](#) by promoting it to your established networks and reaching out to new ones. Remind people to sign the pledge and identify your team name.
- Take a team photo and share it to your networks with #ChangeTheNarrative and #RecoverHopeCampaign.
- Advertise any pledge collection events that you've planned and make sure you have plenty of printed copies of the [pledge form](#) if you need them.

### April 16 – May 14: Challenge Underway

- Join the Recover Hope Campaign Momentum Call: Deep Dive on Substance Use Disorders on **April 26, from 12:00 - 1:00 PM ET**. To join the call, simply visit [this page](#) and follow the instructions to connect to WebEx.
- Keep your audience engaged and excited about the Challenge with regular updates and activity via social media. Share IHI Open School blog posts, newsletters, and social media posts from other Chapters to keep the momentum going.
- Continue to share the electronic pledge form and remind people to sign the pledge under your team name.

- Evaluate your progress towards achieving your aim and continue to brainstorm ways to achieve your team goals.
- If you experience any unexpected challenges, please reach out to the Campaign Leadership Team – we’re here to help! You can email [openschool@ihl.org](mailto:openschool@ihl.org). If individuals from your networks want more information about the Campaign or Challenge, feel free to direct them to the [Recover Hope Campaign website](#).

### May 15: End of Challenge

- Tally any printed pledges you’ve collected and record them [here](#).
- Announce the final number of Pledges your team has collected to your networks and thank them for participating in the Challenge! If you’re participating in the Challenge as a team, be sure to thank your team members for their support, as well.
- Get in touch with the Campaign Leadership Team to learn more about other Campaign activities and projects. Consider and discuss what your team wants to tackle next!

### Challenge Wrap-Up Celebration

- Join the IHI Open School and Campaign Leadership Team, as well as Dr. Don Berwick, on **Wednesday, May 22 at 3:00 PM ET** for a webinar to share stories and celebrate achievements from the Challenge. To join the call, simply visit [this page](#) and follow the instructions to connect to WebEx.

## Change the Narrative Challenge Resources

Access Change the Narrative Challenge resources in [this folder](#). These resources include:

- Change the Narrative Challenge [Logo](#), to share on Twitter, Facebook, or to add to your email signature.
- [This filter](#), which you can apply to your Facebook profile picture.
- This toolkit!

Additional Resources:

- Share the [online pledge form](#) with your networks, or [download a PDF copy](#) of the pledge to print so that you can collect hand-written signatures.
  - Sample outreach emails are available in the Appendix
- This [empowering promotional video](#), which features three Campaign Leaders discussing why the Change the Narrative Challenge matters to them and why reducing stigma is so important.
- Use the hashtags #RecoverHopeCampaign and #ChangeTheNarrative when posting to social media.
- Check out the [IHI Open School Blog](#) for inspiration on planning events, organizing your internal team and external stakeholders, and leading a movement.

## Leveraging the Challenge as a Recruitment Opportunity

Mobilization efforts like the Change the Narrative Challenge are a great opportunity to recruit new members to your Open School Chapters or to launch a new Chapter, because you are engaging people based on shared values. Recruit changemakers that engaged in the Challenge and invite them to a meeting to discuss further action, including additional Recover Hope Campaign projects. Join other change agents who are leading projects globally to prevent and treat substance use disorders.

*Interested in learning how to launch a project in one of these other focus areas? Visit the [Recover Hope Campaign website](#) for additional information and resources.*

## Appendix: Sample Outreach Emails

### 1. Email to Friends and Family

- a. *Please personalize this email as appropriate and consider blind copying contacts when sending to prevent replies to all contacts.*

*Subject Line:* Will you help me reduce stigma?

Dear (family, friends, and colleagues),

I am reaching out to you with an important request that, with your help, will have a lasting impact for our community.

I am participating in the IHI Open School's [Change the Narrative Challenge](#). This is a global effort to take collective action to reduce the long-held stigma surrounding substance use disorders. The shame of substance use disorders often leads those affected to feel isolated, hopeless, and unable to share their experiences with others who could support them towards recovery. By committing to use person-first, recovery-focused language, we can change the narrative from despair to hope and replace judgment with compassion. This will save lives and restore justice to the way we prevent, treat, and reduce harm of substance use disorders.

We need 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. **Will you take a stand against stigma with me?**

**Before May 15th, please fill out this simple [online form](#)**, pledging to use person-first, recovery-focused language from now on. **Remember to list (your team name)** as the name of the team that sent you the pledge.

Finally, **please share this pledge with your network:** peers, colleagues, friends, family, and community leaders. We need everyone to commit to reducing stigma around substance use disorders to make true and lasting improvements. Feel free to copy this email and share.

Thank you for your consideration and dedication to improving the health and vitality of our community.

In solidarity and with much appreciation,  
(your name)

### 2. Recruitment Email to an Organization, Department, Large Group, etc.

*Subject Line:* Will you join me to change the narrative?

Dear (name of group):

This past December, the IHI Open School launched the [Recover Hope Campaign](#): an international initiative aimed at improving the lives of 50,000 people living with substance use disorders by April 2020. We will do this by engaging our network of learners and change agents in various collective action activities and quality improvement projects to raise awareness, promote harm reduction, and improve the treatment of substance use disorders (SUD).

We are proud to announce the launch of the campaign's first collective action activity, the [Change the Narrative Challenge!](#) This is a friendly competition across our networks to get 20,000 people to commit to using person-first, recovery-focused language by signing the [Change the Narrative pledge](#). Changing the narrative, the way

people talk and think about substance use disorders, will reduce the long-held stigma surrounding SUD and create pathways to better care and save lives.

As members of the (group), you are a team of leaders who believe that now, perhaps more than ever before, we must change the dialogue about health care to one that makes the pursuit of health and healing paramount. We believe the Change the Narrative Challenge is in direct alignment with your mission (describe why they would have a stake in this challenge)

We want to create a movement and we can't do it without you! **Can you commit to engaging your (group, organization, department) in the Change the Narrative Challenge?**

Between April 15 - May 15, we invite you to:

1. [Register](#) your organization to participate in the challenge as a team.
2. Ask your networks to pledge to use the language of recovery. Share the [online pledge form](#) and remind people to list your organization as their "team name".
3. Print a [PDF version of the pledge](#) for folks to sign in-person and share how many handwritten pledge signatures you've obtained [here](#).

The top team and top individual who collect the most pledges by May 15, 2019 will earn exciting prizes! Looking for inspiration on how to share the pledge with your networks? Check out [these ideas](#) and get creative with us to stop stigma and take a stand for person-first, recovery-focused language.

Are you ready to change the narrative on substance use disorders?

In Solidarity,  
(your name)