

Policy Memo:

Increasing numbers of community members who seek care for substance use disorders by reducing negative stigma.

Purpose:

Using simple communication, largescale advertising, and educational forums, this policy intends to improve the numbers of individuals with substance use disorders who seek help.

Key message:

Substance use disorders are serious issues that carry a negative stigma. Individuals should not be afraid of social stigmas when considering receiving care.

Action steps:

- 1) Distributing easy to understand literature such as flyers and brochures to provide information regarding treatment for substance use disorders.
- 2) Create educational programs with local schools and community centers to provide further education regarding substance use treatments and stigmas.
- 3) Educate local counselors and law enforcement to recognize what substance use disorders may look like and how to approach individuals with these issues.
- 4) Establish support groups for those battling substance use disorders to work together and support each other through treatment.

Expected outcome:

Largescale reduction of substance use disorders in affected communities. A greater number of individuals seeking treatment without outside intervention. Resulting in a stronger, more connected community.