

NEW MEXICO DEPARTMENT OF HEALTH

EPIDEMIOLOGY & RESPONSE DIVISION

OVERDOSE PREVENTION PROGRAM

Stigma, Media, & Overdose Prevention

Presenter: Desiree Valdez

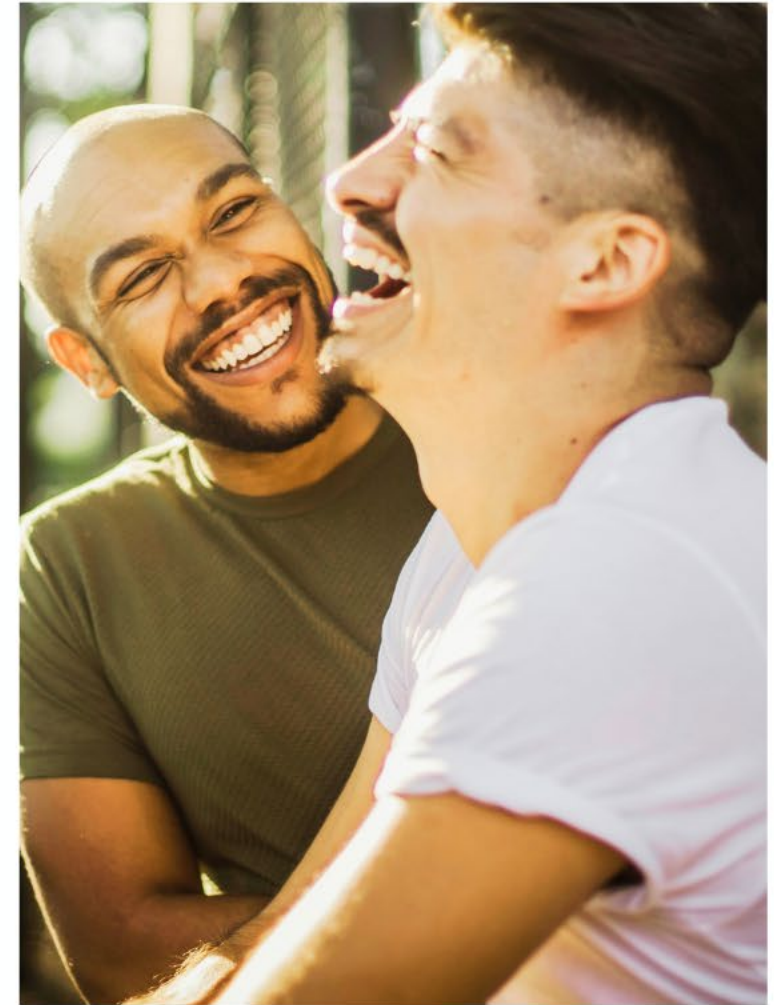
Overdose Information Dissemination Coordinator

February 2022



Overview

- What is Stigma?
- Stigma & Health Actions
- Identifying Stigma in Messaging & Media
- Reducing Harm in Messaging





“Anything that’s human is mentionable, and anything that is mentionable can be more manageable.

When we can talk about our feelings, they become less overwhelming, less upsetting, and less scary.”

FRED ROGERS

What is Stigma?

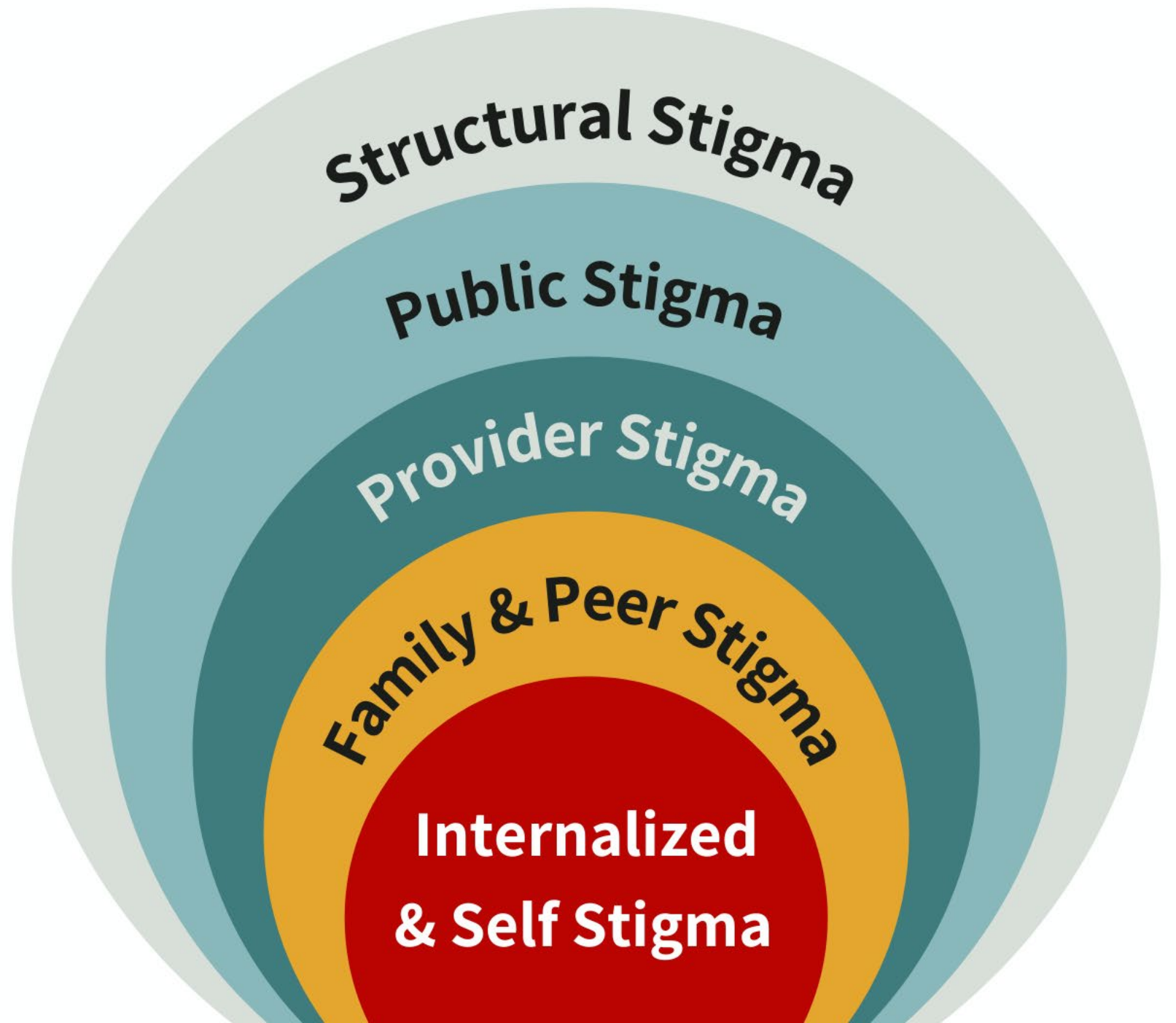
"THE NEGATIVE SOCIAL ATTITUDE ATTACHED TO A CHARACTERISTIC OF AN INDIVIDUAL THAT MAY BE REGARDED AS A MENTAL, PHYSICAL, OR SOCIAL DEFICIENCY."

AMERICAN PSYCHOLOGY ASSOCIATION



The Impact of Stigma

Model from Southwest
Clinical Trials Network
training about Substance
Use Stigma (2021)





How Stigma Affects Health Actions

- Seeking Care & Treatment
- Providing Care & Treatment to Those Experiencing SUD
- Maintaining Treatment & Recovery
- Serving Patients/Clients in Treatment & Recovery
- Opportunities to Thrive



Stigma in Media

AG wants to bring controversial fentanyl test strips to New Mexico

State law would need to be changed to allow addicts to use the strips

Share



Updated: 6:46 PM MST Jan 4, 2022





Stigma in Messaging

- Color Choice
- Language

HEALTH ALERT:

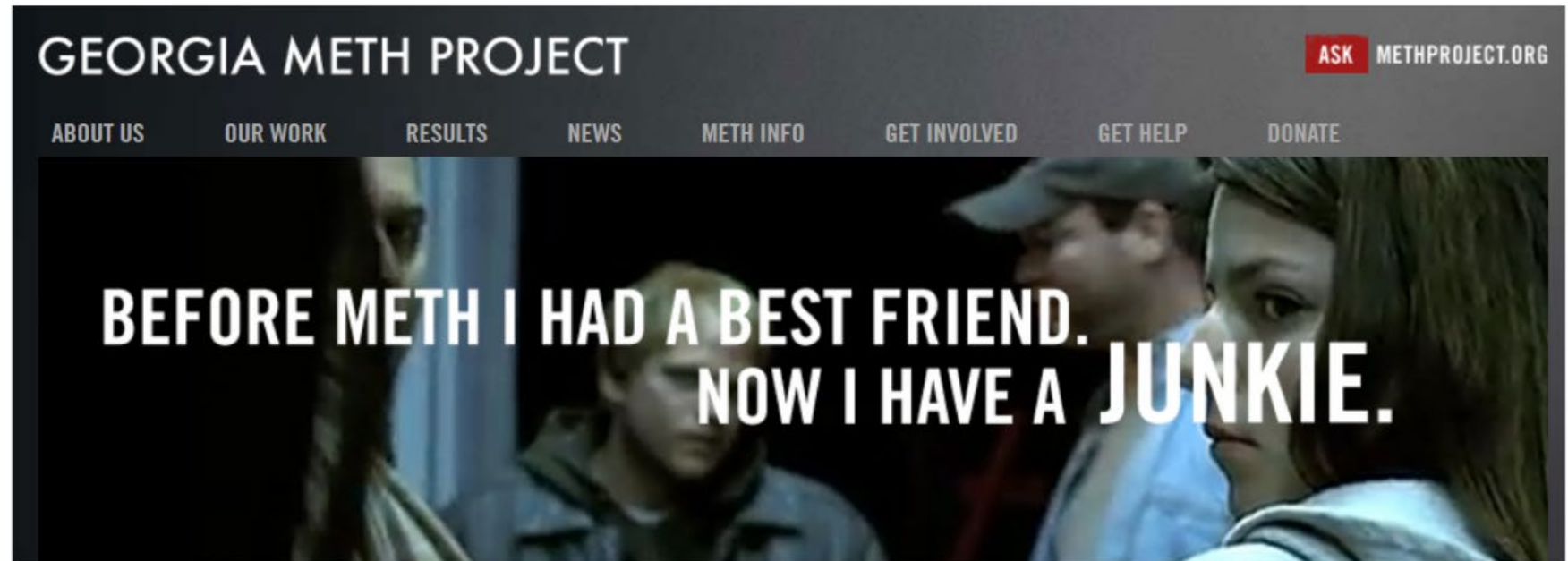
**FENTANYL IS KILLING
NEW YORKERS**

Fentanyl is a dangerous opioid that's showing up in **heroin, cocaine, street pills marked as Xanax®** and other drugs. It's involved in more overdose deaths than ever before.

! ANYONE USING DRUGS, EVEN CASUALLY, IS AT RISK.

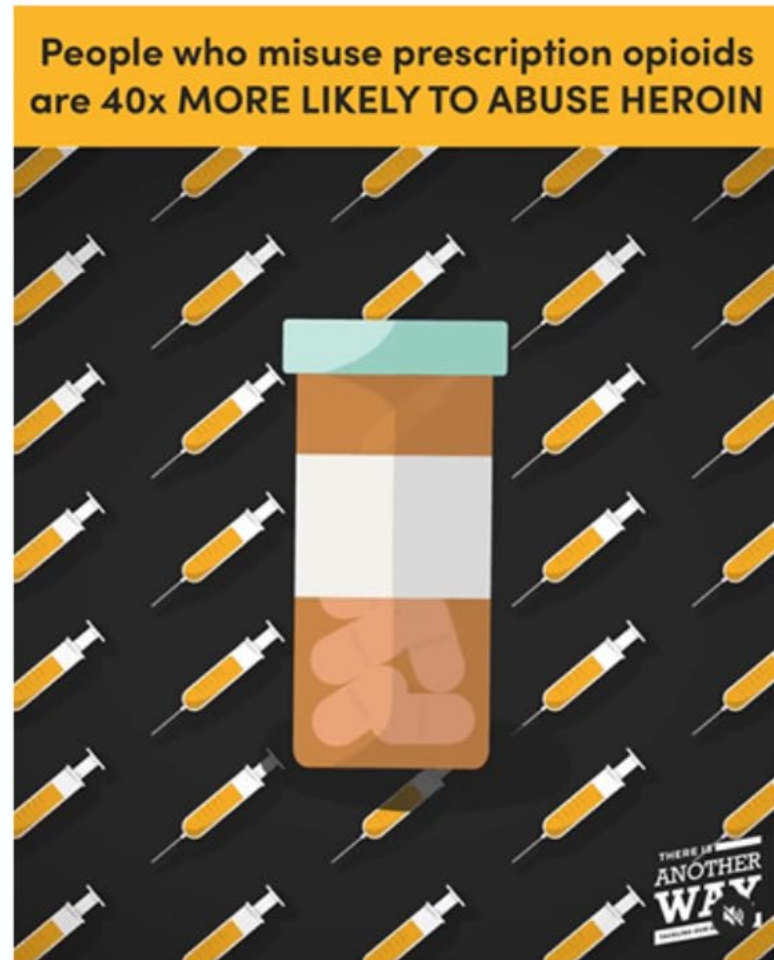
Stigma in Messaging

- Image Choice
- Color Choice
- Language



Stigma in Messaging

- Image Choice
- Language



Opioid Overdoses

Learn about opioid overdoses and prevention efforts in the County of Santa Clara.



Not if you don't drink or take pills it can't. Just wondering why fb put this in my feed? I am a caffeine addict. That's all. I drink three times a year and never use pain killers unless I am prescribed them...

Like · Reply · 15w

**STIGMA IN SOCIAL MEDIA COMMENT
RESPONSES TO NMDOH MEDIA CAMPAIGNS**



i would think its the heroin and the needles the city supplies to the dopeheads



Like · Reply · 15w

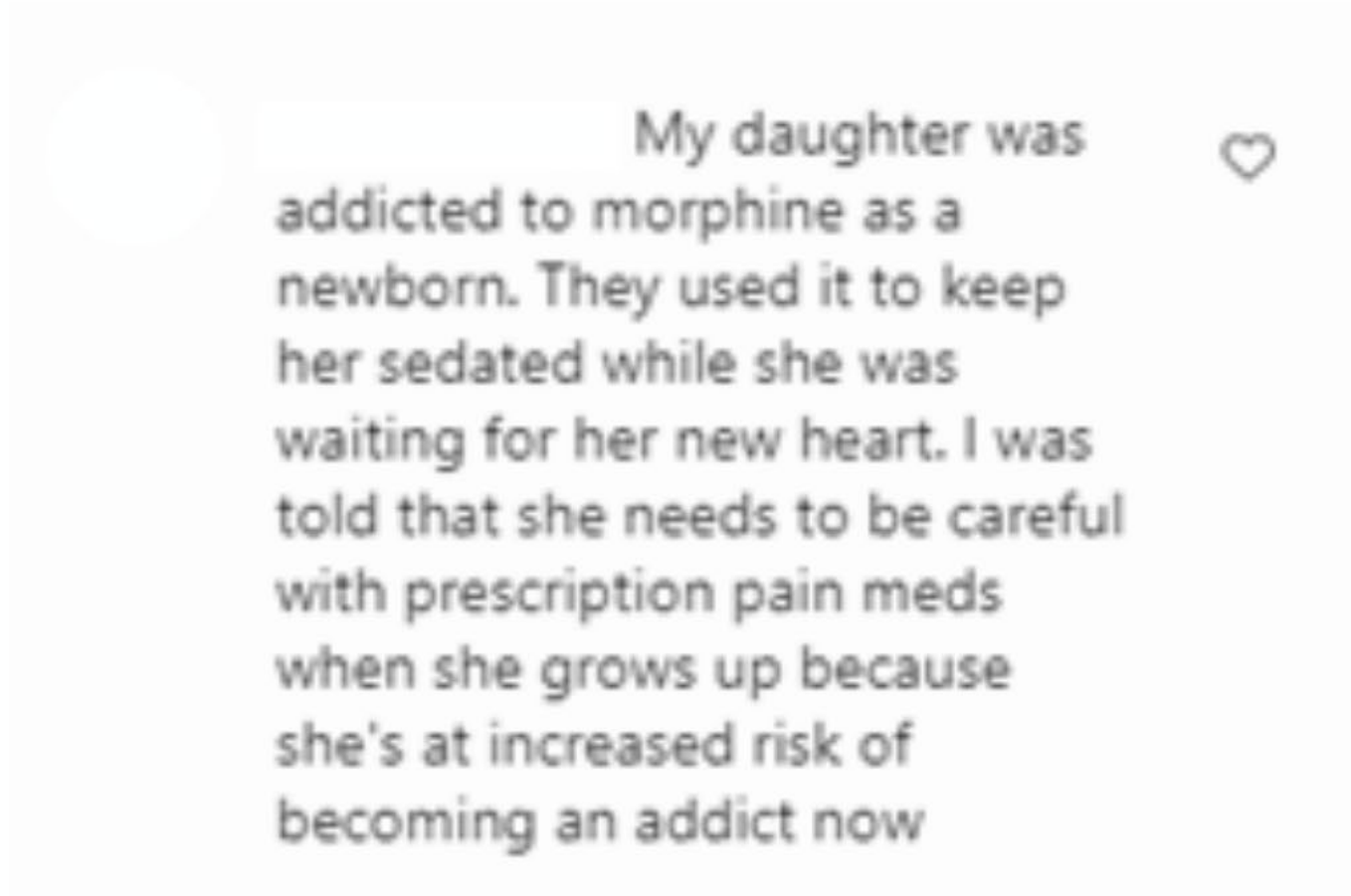


Write a reply...



Press Enter to post.

**STIGMA IN SOCIAL MEDIA COMMENT
RESPONSES TO NMDOH MEDIA CAMPAIGNS**

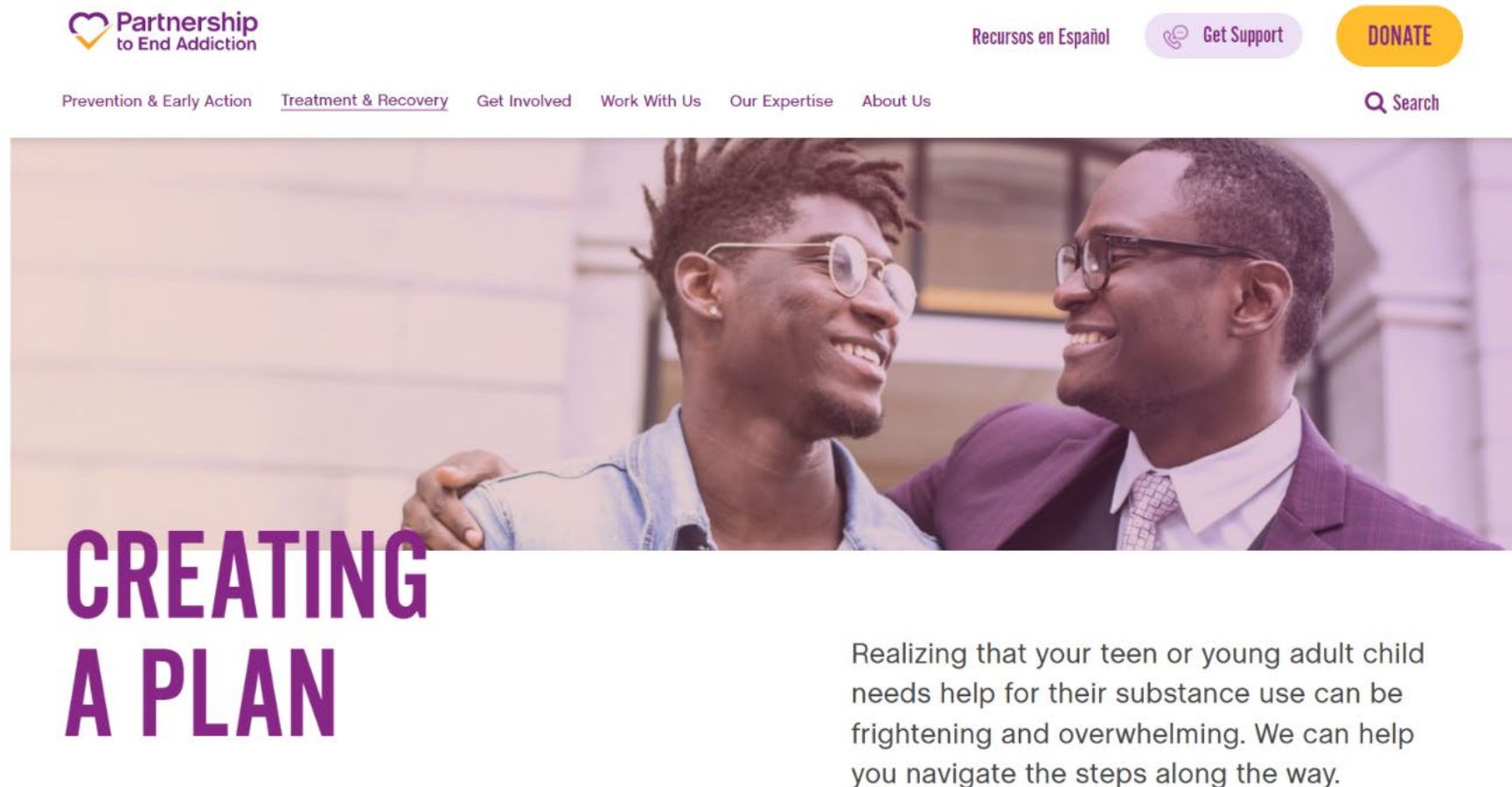


STIGMA IN SOCIAL MEDIA COMMENT RESPONSES TO NMDOH MEDIA CAMPAIGNS



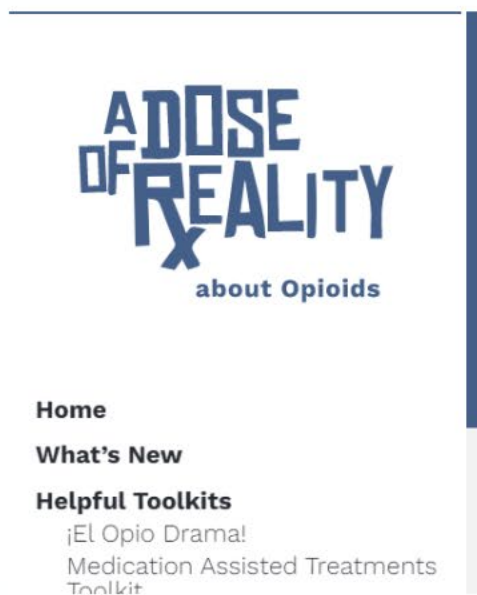
Reducing Stigma in Messaging

- Color Choice
- Image Choice
- Language





Reducing Stigma in Messaging



Helpful Toolkits



- Color Choice
- Image Choice
- Language

Reducing Stigma in Messaging

- Color Choice
- Image Choice
- Language

FENTANYL CAN CAUSE OVERDOSE

Fentanyl is showing up in pills, heroin, and cocaine. Overdose due to fentanyl has increased dramatically but is preventable.

FENTANYL FACTS

WHAT IS FENTANYL?

Fentanyl is a powerful synthetic opioid/pain-relieving drug prescribed for the treatment of extreme pain. It is now found in many street drugs, including pills, heroin, and cocaine, and only a small amount can cause an overdose.

HOW DO I KNOW IF FENTANYL IS IN MY DRUG SUPPLY?

Fentanyl may taste and look different or produce a different feeling than heroin or other drugs. Sample a small amount when uncertain about new drug supplies.

Fentanyl test strips can help you check your supply for illicit fentanyl. Test strips can be purchased online.

NO DRUG IS 100% SAFE

Source: HarmReduction.org, CA Dept. of Public Health

YOU CAN PREVENT OVERDOSE

FIND YOUR LOCAL HARM REDUCTION PROGRAM

Visit [NMHIVGUIDE.ORG](https://nmhivguide.org) to get info on harm reduction programs near you.

NEW MEXICO GOOD SAMARITAN LAW

You are legally protected, barring a warrant, probation, or parole, **when you call 911** to help a friend or family member experiencing an overdose.

ALWAYS CARRY NALOXONE WITH YOU

You can **contact your county Public Health Office, Harm Reduction programs, and substance use treatment offices to get naloxone (Narcan)**. You can also request naloxone from a local pharmacy without a prescription because New Mexico has a standing order allowing registered pharmacists to dispense naloxone. **To get Narcan anywhere in NM call: 505-270-5943**

AVOID USING ALONE & GO SLOW

Take turns using when you're with other people so there is someone to give **first aid** if someone overdoses.

KNOW THE SYMPTOMS OF OVERDOSE AND HOW TO PROVIDE FIRST AID

If someone overdoses, **give them naloxone, call 911 immediately, and provide rescue breathing** until they can breathe on their own.

CONSIDER TREATMENT WITH PRESCRIBED MEDICATION LIKE BUPRENORPHINE OR METHADONE

Besides reducing or eliminating the need to use other opioids like heroin, these medicines protect against opioid overdose. Find more about **Medication Assisted Treatment** at DoseofReality.org



CDC Rx Awareness Campaign

Reducing Harm in Our Messaging

INNOVATING OUR WORK AND ADAPTING TO THE COMMUNITIES WE SERVE

- Understanding current attitudes
- Create person-centered and inclusive messaging
- Dispelling stigma
- Providing education when needed





Contact Info & Program Websites

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NMDOH Overdose Prevention Program

<https://www.nmhealth.org/about/erd/ibeb/pos/>

Another Way NM

<https://anotherwaynm.org/>

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