



#STIGMAKILLS

An Online Toolkit to Help Readers Understand and
Reduce Substance Use Related Stigma

Put together by The Elizabeth Fry Society of
Peterborough – Summer 2021

The Elizabeth Fry Society of Peterborough

150 King St. 4th Floor

K9J 2R9

Peterborough, ON

ph: 705-749-6809 Toll Free: 1-800-820-7384

Fax: 705-749-6819

The Elizabeth Fry Society of Peterborough provides gender responsive services and programs which focus on community interventions for individuals who have been or are at risk of being criminalized.

We believe in the abolition of the prison system. We initiate social action and foster community involvement and responsibility in efforts directed at social change, reform of the criminal justice system, and development of community alternatives to incarceration.

We promote community awareness, knowledge and understanding of the issues faced by women involved in the criminal justice system and the conditions which contribute to women becoming criminalized.

The Elizabeth Fry Society of Peterborough



Table of Contents

About Substance Use-Related Stigma.....	3
Resources	5
Articles.....	5
Educational PDFs.....	6
Peterborough Based Supports	7
Supports	8
Training.....	8
Videos	9
Webinars	10
Harm Reduction.....	12
Naloxone	13
Where to Get a Naloxone Kit.....	13
Signs of an Opioid Overdose	13
Supports	15
Resources.....	15
References	16

Overdose Prevention Line

1-888-853-8542

This is a number you can call when you are using drugs alone. They will ask basic information before you use. If you do not respond for a period after using your substance, they will notify emergency services of your location for a possible overdose.

About Substance Use Related Stigma

Stigma is a tool used to mark people as different in a negative way. A core belief of substance use-related stigma is that substance use is a moral failure and therefore individuals who use substances are “bad” people. Stigma is a scapegoat for the societal mechanisms, like substance use policy, that create and maintain conditions for suffering and inequity.

Substance use related stigma:

- Is primarily maintained by substance use policy.
- Significantly increases the risk for overdose and accidental overdose death.
- Creates barriers for people to receive support and seek help for substance use & addiction.
 - Potential loss or punishment associated with letting others know you use substances creates fear that keeps people in active addiction despite wanting help.
 - i.e. fear of removal of children from the home or loss of access to seeing children.
- Blocks the introduction of new policy that can save lives and reduce harm.
- Dehumanizes.
- Intersects with classism and racism.
- Stereotypes individuals as a drug user regardless of if they are using substances.
- Blocks access to essential care, housing, jobs, etc.
- Creates feelings of shame, embarrassment, and isolation.
- Prevents individuals from learning about techniques to reduce bodily harm related to using substances.

Believing that using substances makes someone a bad person affects:

- Policy.
- Public attitudes.
- Quality of care (ex: healthcare)
 - i.e. being denied care/service, receiving inadequate care, being treated disrespectfully.
- The safety and wellbeing of people who use substances.
- The safety and wellbeing of people who do not use substances.

Ways to combat stigma:

- Learn and share the facts about substance use and addiction. Recognize the expertise of people with lived experience.

- Learn and share the facts about harm reduction, including safe supply and safer consumption sites.
- Learn how to use Naloxone and carry it with you.
- Lobby for and support policy change.
- Recognize the intersections between racism, classism, and substance use related stigma.
- Avoid perpetuating the narrative of “deserving” (of inclusion/help/resources) versus “undeserving” people who use substances.
- Recognize the common threads among different experiences of substance use related stigma.
- Recognize the common threads among the different circumstances that bring people to substance use.
- Become curious about how your own attitudes, beliefs, and behaviours are influenced by stigma.
- Name stigma when you notice it in your environment/interactions.
- Use person-first language.
 - Ex: “They have an addiction” or “They use substances” instead of “They are a drug addict/user”.

Resources

These are a collection of resource compiled by the Summer 2021 Placement Students of the Elizabeth Fry Society of Peterborough. This resource is intended to begin to educate people on the effects and impacts of stigma on multiple levels. We advise all people to continue their own education to further their understanding of the issue of substance use-related stigma and how to participate in combating it.

Articles

Addressing the Stigma that Surrounds Addiction

An article by Dr. Nora Volkow from the National Institute on Drug Abuse.

American Psychiatric Association - Stigma, Prejudice and Discrimination Against People with Mental Illness

An article covering the facts, types, effects and how to address stigma.

Discrimination Against Drug Users

An article about how stigma around drug use and addiction has created discriminatory policies.

Fight stigma and support mental health

Article from the Eisenberg Family Depression Centre in the University of Michigan about how to be a mental health advocate.

Respect to Connect: Undoing Stigma

An article from the National Harm Reduction Coalition around undoing stigma.

The War On Drugs Is Built On Racism. It's Time To Decolonise Drug Policies.

An article on racism and drug policies.

Visions Journal - Turning voices into action

Journal article about stigma and how to help reduce it, put forth by the BC Partners for Mental Health and Substance Use Information Here to Help project.

Educational PDFs

Brock University - So You Want To Reduce Stigma Towards People Who Use Drugs

Educational PDF on how to reduce stigma, how to run anti-stigma campaigns, and tips for ending stigma.

CAMH - Beyond the Label

An educational kit to promote awareness and understanding of the impact of stigma on people living with concurrent mental health and substance use problems put forth by the Centre for Addiction and Mental Health.

Canada Drug Policy Coalition - Evidence Around Harm Reduction and Public Health-Based Drug Policies

The international consensus reveals that harm reduction and progressive, public health-based drug policies save lives and improve community safety for all. They are solutions where everyone wins.

Pregnancy and Substance Use: A Harm Reduction Toolkit

Pregnant people and their families can use this information to understand their rights, access services, and find high-quality, evidence-based care. This is a New York made resource.

UBC - Research 101 : A Manifesto for Ethical Research in the Downtown Eastside

Research 101 was a series of six weekly workshops to discuss research and ethics in the Downtown Eastside (DTES). Research 101 was but one of several components of this wider work to gather local knowledge and expertise on community ethics in the DTES into materials that could help empower the community. Six to thirteen representatives from several diverse DTES organizations met each week to discuss their experiences with research, the wider context of research in the DTES, and community expectations for more ethical research practice. These guidelines are based on our discussions and build on the work of the many other organizations, communities and individuals who have gone before us in expressing what it means for university researchers (and other people coming from outside the DTES community) to treat communities like the DTES with the respect and dignity they deserve and expect.

Peterborough Based Supports

A Question of Care

A Question of Care is a Peterborough-based capacity-building initiative focused on building and strengthening skills, knowledge, and awareness to address the intersections between substance use, stigma, mental illness, and trauma. QoC creates spaces for mutual learning, respectful dialogue, and fostering collaboration between community members, as well as multi-sectoral collaboration and interdisciplinary practice between professionals.

Four County Crisis

Crisis intervention support for people from Haliburton, Northumberland, Peterborough & the City of Kawartha Lakes. Mobile Crisis Intervention Workers provide assessment, supportive counseling, intervention, and referral to community resources.

Crisis Support: 705-745-6484

Toll Free: 1-866-995-9933

Kawartha Crisis Support

Confidential, unconditional, and nonjudgmental support and information.

Phone: 1-866-298-7778

PARN - Harm Reduction Supplies

Harm Reduction services are being provided at the old Greyhound bus station at 220 Simcoe Street in downtown Peterborough. Regular open office hours are:

Monday – 9am to 7pm

Tuesday – 1:30 pm 5pm

Wednesday – 9am to 7pm

Thursday – 9am to 5pm

Friday, 9:30 am to 7:00

Harm Reduction delivery services in Peterborough can also be reached at 705-559-0656.

Peterborough Drug Strategy

The Peterborough Drug Strategy is a collective of community-based organizations in Peterborough City and County that actively work towards reducing the harms of substance use for individuals, families, and our community.

Telecare Distress Centre of Peterborough

A 24-hour, local call center which offers a non-judgmental, confidential listening ear to anyone in need.

Phone: 705-745-2273

Supports

2-1-1

211 is a free, multilingual, 24/7 helpline answered by Community Navigators who help callers connect with services and programs in their community.

ConnexOntario

ConnexOntario is an information and referral service, focusing on mental health, addiction, and problem gambling services in the province. They support Ontarians via phone, webchat, and email 24/7. Their staff offers supportive listening to help you discover the resources available.

Training

CAMH - Addiction 101

A short course for those who are concerned about friends, family, or their own substance use, or who work with people who have substance issues.

CAMH - Concurrent Disorders

This module provides basic information about concurrent disorder.

CAMH - Harm Reduction

This module provides basic information about harm reduction.

CAMH - Understanding Stigma

The Centre for Addiction and Mental Health has put forth this course, which is designed to help healthcare providers and frontline clinicians develop strategies to improve patient-provider interactions and overall care for people with mental illness including addiction.

CCSA - Understanding Stigma

The Canadian Centre on Substance Use and Addiction has put forth this module to create basic information around stigma.

Overdose Response with Naloxone

Learn what an opioid overdose is, how to recognize an overdose, and how to respond using naloxone.

Videos

[Imogen Tyler - Stigma \(Sound Design\) - YouTube](#)

A short video that briefly describes stigma and introduces the concept of “stigma machines”, a systemic analysis.

Time: 1 minute

[How does stigma contribute to social inequalities? Webinar with Prof Imogen Tyler - YouTube](#)

This video explores the origin and history of stigma as a mechanism for slavery. “[Stigma] functions to devalue entire groups of people for the purpose of fortifying existing social hierarchies and very often to create new opportunities for extraction of...capital and the re-distribution of wealth upwards.” – Prof. Imogen Tyler

Time: 58 minutes

[Stigma and Mental Illness - YouTube](#)

This innovative video is a joint project of the IWK Health Centre and the Mental Health Commission of Canada (MHCC). It was designed to help combat the stigma attached to mental illness and will be used to educate health care providers and hospital staff across the country who work with children and youth.

Time: 11 minutes

[Reducing Stigma - Have That Talk](#)

The stigma around mental illnesses can keep people from getting the help they need and keep people from supporting each other through difficult times. Everyone can help to reduce stigma in our community. Get some ideas about how we can all help decrease stigma.

Time: 4 minutes

[TEDtalk - Addiction: A Story of Stigma, A Story of Hope | Scott McFadden](#)

Scott McFadden is a Licensed Addictions Counselor, who also identifies as a person in long term recovery from heroin and other drugs. He shares a harrowing story of incarceration and a long journey to recovery while explaining the dynamics of addiction and the labels, shame, and stigma which have become the greatest obstacles to turning around the opioid epidemic. He shows us the need to talk to one another to overcome the secret places where shame resides.

Time: 18 minutes

[TEDtalk - Everything you think you know about addiction is wrong | Johann Hari](#)

What really causes addiction — to everything from cocaine to smart-phones? And how can we overcome it? Johann Hari has seen our current methods fail firsthand, as he has

watched loved ones struggle to manage their addictions. He started to wonder why we treat addicts the way we do — and if there might be a better way. As he shares in this deeply personal talk, his questions took him around the world, and unearthed some surprising and hopeful ways of thinking about an age-old problem.

Time: 15 minutes

[TEDtalk - Imagine There Was No Stigma to Mental Illness | Dr. Jeffrey Lieberman](#)

Dr. Jeffrey Lieberman, Professor and Chair of Psychiatry at Columbia University and past President of the American Psychiatric Association, envisions that breaking down the barrier which arises from our stigmatizing mental health would result in better treatment for millions of individuals.

Time: 22 minutes

[TEDtalk - Is Safe Supply a Viable Option to the Overdose Crisis? | Guy Felicella](#)

TED Talk: Canada's contaminated street drugs are forcing people to gamble with their lives. Every day, eleven Canadians lose that gamble: they overdose and die. Guy Felicella played that deadly game of Russian Roulette for twenty years while struggling with a heroin addiction in the Vancouver Downtown East Side. He argues that, with a radical shift in thinking, we can change the narrative of Canada's overdose epidemic and it can also change the approach of other jurisdictions around the world. "Parents must educate children about drugs earlier," he says, "and policymakers must urgently scale up programs that offer drug users a safer supply."

Time: 14 minutes

[TEDtalk - What They Don't Tell You About Mental Illness | Elizabeth Medina](#)

1 out of 4 people suffer from mental illness. Look around you, and chances are out of the closest 3 people, 1 of you may be suffering from mental illness. Elizabeth speaks volumes from her own experience battling mental illness and how it is not a personal problem, but a communal one for which we are all responsible to address.

Time: 14 minutes

[What Does a Person Who Uses Drugs Look Like? | Voices From the Frontlines](#)

Voices From the Frontlines shares the stories of activists who are working to end the drug war. Lorenzo Jones, executive director of A Better Way, discusses how the drug war dehumanizes Black and Brown people who use substances.

Time: 1 minute

Webinars

[Fentanyl and Harm Reduction Strategies](#)

Learn more about fentanyl, a potent, synthetic opioid pain medication that has been associated with the recent surge in opioid related overdose deaths. Fentanyl has been found as a contaminant in the illicit drug supply and plays a significant role in the current wave of overdose deaths in New York City and around the United States. The webinar explains how to recognize a fentanyl-related overdose and how to use a harm reduction response.

Time: 2 hours

Naloxone: Preventing Opioid Overdose in the Community

Learn from National Harm Reduction Coalition's Medical Director, Dr. Kimberly Sue, how to prevent opioid overdose in the community in this free, archived webinar for Icahn School of Medicine at Mount Sinai's weekly webinar HepCure series.

Time: 1 hour

The Coldest Silence: Crystal Meth and the Impact on Black MSM

Learn more about the impact of methamphetamine use among Black men who have sex with men (MSM), how harm reduction strategies can support Black gay men using crystal meth, and effective harm reduction interventions. In collaboration with The Counter Narrative Project and Black Emotional and Mental Health Collective (BEAM), this webinar is part of a series focused on raising awareness around the impact of crystal meth on Black MSM.

Time: 1 hour

What Prescribers Should Know About COVID-19, Substance Use, and Safe Supply

Put on by The BC Centre on Substance Use (BCCSU) to bring a webinar around Covid, Substance Use and Safe Supply. Watchers need to register to watch by providing a name and email address.

Time: 1 hour minutes

Harm Reduction

PRINCIPLES OF HARM REDUCTION

Harm reduction is a set of practical strategies and ideas aimed at reducing negative consequences associated with drug use.

Harm Reduction is also a movement for social justice built on a belief in, and respect for, the rights of people who use drugs.

FOUNDATIONAL PRINCIPLES CENTRAL TO HARM REDUCTION

Harm reduction incorporates a spectrum of strategies that includes safer use, managed use, abstinence, meeting people who use drugs “where they’re at,” and addressing conditions of use along with the use itself. Because harm reduction demands that interventions and policies designed to serve people who use drugs reflect specific individual and community needs, there is no universal definition of or formula for implementing harm reduction.

However, National Harm Reduction Coalition considers the following principles central to harm reduction practice:

Accepts, for better or worse, that licit and illicit drug use is part of our world and chooses to work to minimize its harmful effects rather than simply ignore or condemn them

Establishes quality of individual and community life and well-being – not necessarily cessation of all drug use – as the criteria for successful interventions and policies

Ensures that people who use drugs and those with a history of drug use routinely have a real voice in the creation of programs and policies designed to serve them

Recognizes that the realities of poverty, class, racism, social isolation, past trauma, sex-based discrimination, and other social inequalities affect both people’s vulnerability to and capacity for effectively dealing with drug-related harm

Understands drug use as a complex, multi-faceted phenomenon that encompasses a continuum of behaviors from severe use to total abstinence, and acknowledges that some ways of using drugs are clearly safer than others

Calls for the non-judgmental, non-coercive provision of services and resources to people who use drugs and the communities in which they live in order to assist them in reducing attendant harm

Affirms people who use drugs (PWUD) themselves as the primary agents of reducing the harms of their drug use and seeks to empower PWUD to share information and support each other in strategies which meet their actual conditions of use

Does not attempt to minimize or ignore the real and tragic harm and danger that can be associated with illicit drug use

Revised 2020

FOR MORE RESOURCES, VISIT [HARMREDUCTION.ORG](https://harmreduction.org)

[f /HarmReductionCoalition](https://www.facebook.com/HarmReductionCoalition) [y /HarmReductionCoalition](https://www.youtube.com/channel/UCjKkz3z3z3z3z3z3z3z3z3z) [t @harmreduction](https://twitter.com/harmreduction) [i @harmreduction](https://www.instagram.com/harmreduction)

**NATIONAL
HARM REDUCTION
COALITION**

Naloxone

Naloxone (also known as Narcan®) is a medication called an “opioid antagonist” used to counter the effects of opioid overdose, such as morphine or heroin overdose. Naloxone is used in opioid overdoses to counteract life-threatening depression of the central nervous system and respiratory system, allowing an overdose victim to breathe normally. It is a non-scheduled (i.e., non-addictive), prescription medication. Naloxone only works if a person has opioids in their system; the medication has no effect if opioids are absent. Anyone can be trained in administering Naloxone in the face of an overdose.

Where to Get a Naloxone Kit

If you do not have a Naloxone kit, pick one up for FREE (with training on the spot!) at the Elizabeth Fry Society of Peterborough at 150 King St. 4th Floor, or call (705) 768-4334 - 24/7.

Or contact any of these other community agencies:

PARN - 220 Simcoe St. (705) 559-0656

4CAST - 130 Hunter St. W (705) 876-1292

One Roof Community Centre - 99 Brock St. (705) 874-1812






CMHA - 465 George St. (705) 748-6687

360 Degree Nurse Practitioner Led Clinic - 360 George Street N, #45 (705) 874-3900

Signs of an Opioid Overdose


- Loss of consciousness.
- Unresponsive to outside stimulus.
- Awake, but unable to talk.
- Breathing is very slow and shallow, erratic, or has stopped.
- For lighter skinned people, the skin tone turns bluish purple, for darker skinned people, it turns grayish or ashen.
- Choking sounds, or a snore-like gurgling noise (sometimes called the “death rattle”).
- Vomiting
- Body is very limp.
- Face is very pale or clammy.
- Fingernails and lips turn blue or purplish black.
- Pulse (heartbeat) is slow, erratic, or not there at all.

5 STEPS TO RESPOND TO AN OPIOID OVERDOSE

STEP 1		SHOUT & SHAKE their name & their shoulders
STEP 2		CALL 9-1-1 If unresponsive.
STEP 3		GIVE NALOXONE: 1 spray into nostril or inject 1 vial or ampoule into arm or leg.
STEP 4		PERFORM RESCUE BREATHING AND/OR CHEST COMPRESSIONS.
STEP 5		IS IT WORKING? If no improvement after 2-3 minutes, repeat steps 3 & 4. Stay with them.

RECOVERY POSITION If the person begins breathing on their own, or if you have to leave them alone, put them in the recovery position.

head should be tilted back slightly to open airway



hand supports head knee stops body from rolling onto stomach

SIGNS OF OPIOID OVERDOSE

- Person can't be woken up
- Breathing is slow or has stopped
- Snoring or gurgling sounds
- Fingernails and lips turn blue or purple
- Pupils are tiny or eyes are rolled back
- Body is limp

ontario.ca/OpioidOverdose



Supports

BeSafe App

This app connects the user with members that will contact either emergency services or a pre-listed emergency contact (roommate, friend, etc.) when the user of the app has been unresponsive for 1 minute after drug use.

PARN - Harm Reduction Supplies

Harm Reduction services are being provided at the old Greyhound bus station at 220 Simcoe Street in downtown Peterborough. Regular open office hours are:

Monday – 9am to 7pm

Tuesday – 1:30 pm 5pm

Wednesday – 9am to 7pm

Thursday – 9am to 5pm

Friday, 9:30 am to 7:00

Harm Reduction delivery services in Peterborough can also be reached at 705-559-0656.

Overdose Prevention Line

1-888-853-8542

This is a number you can call when you are using drugs alone. They will ask basic information before you use. If you do not respond after using your substance, they will notify emergency services of your location and a possible overdose.

Resources

CAMH - Harm Reduction

This module provides basic information about harm reduction.

Homelessness and Harm Reduction

This trauma-informed, harm reduction curricula can improve the efficacy of providers to engage people who are both experiencing homelessness and using drugs.

Good Samaritan Act

Good Samaritan laws offer legal protection to people who give reasonable assistance to those who are, or whom they believe to be, injured, ill, in peril, or otherwise incapacitated.

Overdose Response with Naloxone

Training on what an opioid overdose is, how to recognize an overdose, and how to respond using naloxone.

Safe(r) Drug Use - Fact Sheet

A resource sheet on safe consumption and safer drug use.

References

- Centre for Addiction and Mental Health. (n.d.). *Addressing Stigma*. Retrieved from CAMH: <https://www.camh.ca/en/driving-change/addressing-stigma>
- National Harm Reduction Coalition. (2020). *How to Assemble Naloxone Kits*. Retrieved from National Harm Reduction Coalition: <https://harmreduction.org/issues/overdose-prevention/naloxone-kits-materials/>
- National Harm Reduction Coalition. (2020). *Principles of Harm Reduction*. Retrieved from National Harm Reduction Coalition: <https://harmreduction.org/about-us/principles-of-harm-reduction/>
- National Harm Reduction Coalition. (2020). *Responding to Opioid Overdose*. Retrieved from National Harm Reduction Coalition: <https://harmreduction.org/issues/overdose-prevention/overview/overdose-basics/responding-to-opioid-overdose/>
- National Harm Reduction Coalition. (2020). *Understanding Naloxone*. Retrieved from National Harm Reduction Coalition: <https://harmreduction.org/issues/overdose-prevention/overview/overdose-basics/understanding-naloxone/>
- Neufeld, S. D. (2021). *Reducing Substance Use and Stigma in Peterborough. Peterborough Drug Strategy*. Brock University.
- Neufeld, S. D. (2021). *So You Want To Reduce Stigma Towards People Who Use Drugs*. Brock University.
- Verywell Mind. (2021). *What is Stigma?* Retrieved from VeryWell Mind: <https://www.verywellmind.com/mental-illness-and-stigma-2337677>