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WHAT IS OPIOID USE DISORDER?

Opioid use has been a problem, not only across the U.S., but also here in Indiana. Addressing the opioid epidemic is a top priority for public health. It also helps build stronger communities and allows those with substance use disorders to lead healthier, more productive lives.

A number of contributing environmental and individual factors have led to the misuse of opioids in Indiana, including over-prescription. Increased availability can lead to an over-dependency on painkillers. Some factors can include poverty, social changes or peer influences. Individual risk factors can include mental illness, depression and changes in family situations.

The addiction rates in Indiana have risen since 2010. According to the Indiana State Department of Health, drug-poisoning deaths in the state increased nearly 96 percent from 923 to 1,809 between 2010 and 2017.

Many neuroscientists and addiction-medicine specialists, who study people with substance use disorders (SUD) and the brain changes that occur with SUD, have concluded that addiction is a chronic, often relapsing disease of the brain. Although the initial decision to take drugs may be voluntary, chemical and neurological changes to the brain severely restrict a person’s self-control while increasing the positive physical and emotional responses to using drugs. The disease hinders one’s ability to resist intense impulses to take drugs – despite harmful consequences to the addicted individual and to those around him or her.¹

STIGMA: A BARRIER TO THOSE WITH OPIOID USE DISORDER

People who struggle with addiction to opioid drugs such as prescription painkillers, heroin or other illicit drugs, face a wide range of stigmas. A stigma is a mark of disgrace that sets a person or a group apart. When people are labeled primarily because of their addiction, they are being negatively stereotyped. Biased, hurtful words, attitudes and behavior represent prejudices against people with substance use disorder, and often lead to their discrimination and social exclusion. Stigmas can also create physical and mental barriers to seeking treatment.

Many people are unaware they are projecting stigma through their actions or choice of words. According to the National Council for Behavioral Health, learning what to say and what not to say can make a big difference in reducing the stigma around opioid use disorder.²

How can we help reduce stigma?

- Remember that stigma is a mark of disgrace that sets a person or a group apart.
- Avoid biased, hurtful words, attitudes and behaviors that represent prejudices against people with opioid use disorder.
- Begin to use language and actions that help reduce stigma around opioid use disorder.
- Learn what to say and what not to say to reduce stigma.
- Use language that puts the person first and “Take the Pledge” to help reduce the stigma at the Know The O Facts and under the Take The Pledge tab.

²2015 research on stigma for people with addiction disorders conducted by the Massachusetts Bureau of Substance Abuse Services, Department of Public Health, Executive Office of Health and Human Services.
INDIANA’S RESPONSE

Helping more Hoosiers achieve recovery has been one of Governor Holcomb’s top priorities since the first day of his administration. Reducing the stigma that can prevent people from getting treatment is a key element of the Next Level Recovery initiative. The state of Indiana applied for and received a federal 21st Century Cures funding grant for a statewide targeted response to the opioid crisis. As a result, Indiana Family & Social Services Administration launched the Know the O Facts campaign to help build awareness and understanding about opioid use disorder.

By educating Hoosiers that a person with opioid use disorder has a disease that is treatable and there is hope of recovery – we help fight the battle against the opioid crisis.

KNOW THE O FACTS CAMPAIGN

The Know the O Facts campaign was designed to create awareness about opioid use disorder.

Additionally, the campaign encourages the use of words and phrases that support those struggling with opioid use disorder and provides encouragement.

Educating Hoosiers that their language makes a difference helps to reduce the stigma around opioid use disorder. Reducing the stigma helps to bring down barriers for those seeking treatment.

The Know the O Facts website provides a central source of information for Hoosiers to better understand opioid use disorder and to learn key facts so they’re better equipped to help others overcome opioid use disorder.
KEY MESSAGES

It’s important for people to know the facts:

1) Opioid use disorder is a disease.
2) There is treatment for a person with opioid use disorder.
3) Recovery is possible.

ENGAGING THROUGH SOCIAL MEDIA

Know the O Facts graphics and tailored social media posts have been developed to support the key messages. You can use them to share and promote the campaign on your social media channels, including Facebook and Twitter.
POSTING AND HASHTAG USAGE

Tweets should follow a format of headline, link (when appropriate) and hashtag. We recommend using the hashtag #KnowTheOFacts on all social media platforms and to drive traffic to KnowTheOFacts.org when appropriate. Talk it up before, during and after an event. The campaign hashtags identified include:

#KnowTheOFacts

#ItIsADisease

#ThereIsTreatment

#RecoveryIsPossible

#LanguageMatters

#OpioidUseDisorder
POSTING TIPS

Below are a few quick tips to help you make the most of your social media posts and join in sharing the Know the O Facts campaign on Facebook and Twitter.

- Be sure to keep your posts brief. People are more likely to read short posts than lengthy ones.
- Connect with partners and tag them in posts where appropriate. Ask them to share the posts or promote the content.
- Don’t forget to use the campaign hashtags on Twitter and Facebook to label your message and to allow people to search and find posts with that hashtag.
- Engage with our social media handles through likes, mentions and shares.
  - Twitter: @INDrugCzar
  - Facebook: https://www.facebook.com/KnowTheOFacts/

Social media is powerful, effective and economical. Remember – it’s a conversation, not a monologue. And it’s only successful if you’re actively engaged. So dive in! Post. Share. Follow. Like. Comment. There’s an effective, far-reaching world out there at your fingertips.
GRAPHIC RESOURCES & EXAMPLE POSTS

Logo and graphics files are available to download at KnowTheOFacts.org under the Tools & Resources tab. Social media posts and accompanying graphics developed for use in promoting the campaign may also be accessed under the Tools & Resources tab. See examples below.

Post 1 Content:

Education leads to understanding. The more you know about opioid use disorder, the more the stigma can be reduced. KnowtheOFacts.org #KnowtheOFacts

Post 1 Graphic:

Education leads to understanding

#KnowTheOFacts
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 2 Content:

A person with opioid use disorder often feels disgraced, hopeless, embarrassed and excluded. These feelings are barriers to acknowledging the problem and seeking treatment. Learn how words make a difference at http://bit.ly/KnowTheOFactsStigma #KnowtheOFacts #LanguageMatters

Post 2 Graphic:
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 3 Content:

Opioid use disorder is a disease that can be treated. KnowtheOFacts.org #ItIsADisease #KnowtheOFacts

Post 3 Graphic:

FACT 1
It’s a disease.
Many diseases are treatable, including opioid use disorder. Learn about treatment for opioid use disorder at KnowtheOFacts.org. #KnowTheOFacts #ThereIsTreatment
Post 5 Content:

Recovery from opioid use disorder is a process that is possible with the support of others. #RecoveryIsPossible #KnowTheOFacts

Post 5 Graphic:
Post 6 Content:

Recovery is a long, complicated process. Be patient. People often have setbacks. It’s important for them to know that you still support them when things get tough. #RecoveryIsPossible #KnowThe0Facts

Post 6 Graphic:

Support Someone in Recovery

Be patient.

Source: www.thenationalcouncil.org
Post 7 Content:

The support of peers, family and friends fuels hope. Hope leads to recovery. Learn how you can provide support at KnowtheOFacts.org #RecoveryIsPossible

(Note: Graphic available in jpg or gif format.)

Post 7 Graphic:

Support → Hope → Recovery

#KnowTheOFacts
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 8 Content:

Kind words can encourage those with opioid use disorder to seek treatment. KnowtheOFacts.org #KnowtheOFacts #LanguageMatters #ThereIsTreatment

Post 8 Graphic:

Kind words matter

#KnowTheOFacts
POST 9 CONTENT:

Make a difference in how people think about opioid use disorder. Take the pledge and encourage others to take it, too! bit.ly/KnowTheOFactsPledge #KnowTheOFacts #LanguageMatters

POST 9 GRAPHIC:
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 10 Content:

Words matter. Think before you speak and be part of the solution to help break down barriers that stop people from seeking treatment. Learn what words to use at: http://bit.ly/KnowTheOFactsStigma #LanguageMatters #KnowTheOFacts

Post 10 Graphic:

![Language Matters Table]

<table>
<thead>
<tr>
<th>SAY THIS</th>
<th>NOT THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person with Opioid Use Disorder</td>
<td>Addict, user, druggie, junkie, abuser</td>
</tr>
<tr>
<td>Disease</td>
<td>Drug habit</td>
</tr>
<tr>
<td>Person living in recovery</td>
<td>Ex-addict</td>
</tr>
<tr>
<td>Person arrested for a drug violation</td>
<td>Drug offender</td>
</tr>
<tr>
<td>Substance dependent</td>
<td>Hooked</td>
</tr>
<tr>
<td>Medication is a treatment tool</td>
<td>Medication is a crutch</td>
</tr>
<tr>
<td>Had a setback</td>
<td>Relapsed</td>
</tr>
<tr>
<td>Maintained recovery; substance-free</td>
<td>Stayed clean</td>
</tr>
<tr>
<td>Negative drug screen</td>
<td>Clean</td>
</tr>
<tr>
<td>Positive drug screen</td>
<td>Dirty drug screen</td>
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</tbody>
</table>
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 11 Content:

Need help finding addiction treatment resources in Indiana? Check out this link. [https://www.in.gov/recovery/1029.htm](https://www.in.gov/recovery/1029.htm)

Post 11 Graphic:

![Find addiction treatment in Indiana](Image)
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 12 Content:

Everyone has their “Aha!” moment - the moment a person with opioid use disorder realizes it’s a disease and it is beyond their own control. #ItIsADisease

Post 12 Graphic:

It’s a disease.

#KnowTheOFacts
GRAPHIC RESOURCES & EXAMPLE POSTS

Post 13 Content:

“They came in and told me they would be releasing me in a few hours, and I’m laying in the hospital detoxing - I knew I wasn’t going to be able to get up and even walk out of the hospital. That was really my “Aha!” moment that this is a disease that I cannot control.” - Felisha T. #ItIsADisease #KnowTheOFacts

Post 13 Graphic:

When was your “Aha!” moment?

#KnowTheOFacts
ADDITIONAL POSTS & VIDEO STORY

The opioid crisis not only affects the person with the addiction - it affects the well-being of the entire family. Let's work together to help reduce the stigma around this crisis and support those struggling with opioid use disorder. #ItIsADisease #LanguageMatters #KnowTheOFacts

Did you know that biased, hurtful words, attitudes and behaviors represent prejudices against people with opioid use disorder? They often lead to discrimination and social exclusion. Learn how words make a difference at KnowTheOFacts.org. #LanguageMatters

Did you know that your language and kindness are instrumental in supporting those with opioid use disorder? Learn what words to use. #LanguageMatters #KnowTheOFacts www.KnowTheOFacts.org

Want to hear real stories from real Hoosiers about their experience with opioid use disorder and when they knew they needed treatment? Watch this new video that explains why opioid use disorder is a disease. https://youtu.be/ysWBIUq_90Y via @YouTube

For more information and materials, refer to the KnowTheOFacts.org website.