

Community of Practice (CoP) Integrating Addiction Treatment Services Into Primary Health Care

Thursday, November 6, 2025

1:00 p.m. to 2:00 p.m. ET

Office Hours

2:00 p.m. to 2:30 p.m. ET

Disclosure

This webinar was produced for the Health Resources and Services Administration (HRSA), Bureau of Primary Health Care under contract number 47QRAA18D00FZ/75R60224F80097. This publication lists non-federal resources in order to provide additional information to consumers. Neither HHS nor HRSA has formally approved the non-federal resources in this manual. Listing these is not an endorsement by HHS or HRSA.

Session Two

Building Shared Language Around Addiction

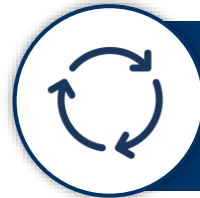
Today's Agenda



Welcome, New Participant Introductions, and Session 1 Recap



Building Shared Language and Role-Play: Talking with Patients About Addiction



Reflection and Assessment: Interactive Discussion and Plan-Do-Study-Act (PDSA) Activity



Session Wrap-Up, Questions, and Between-Session Activity

Your CoP Facilitators



Todd “Akiva” Mandell, MD



Jenny Twesten, MPH

New to the Group?

Please Share:

1. Your name
2. Your organization
3. Is your organization located in a rural or urban area?
4. Your role/title



Session Objectives

Participants in this CoP session will be able to:

- Formulate language choices that reduce stigma.
- Describe the importance of shared language and scripting among all health center staff.
- Apply anti-stigma language when collaborating with other providers.
- Prepare to talk with patients about addiction.



Language Discussion

What is **stigma**?



Definition for Our CoP



Stigma is a discrimination against an identifiable group of people, a place, or a nation.

How Does Stigma Affect People with SUD and Health Care Providers?

Feeling stigmatized can reduce the willingness of individuals with SUD to seek treatment.

Stigmatizing language can negatively influence health care provider perceptions of people with SUD, which can impact the care they provide.



Examples

Instead of...

Use...

Addict

- Person with substance use disorder

Former addict

- Person in recovery or long-term recovery

User

- Person with OUD or person with opioid addiction (when substance in use is opioids)
- Patient

Alcoholic

- Person with alcohol use disorder

Habit

- Substance use disorder
- Drug addiction

Abuse

For illicit drugs:

- Use

For prescription medications:

- Misuse
- Used other than prescribed

Who Needs to Use De-Stigmatizing Language?

- Everyone who works in your practice is part of the treatment team.
- Avoiding use of “old” language even in treatment team when patients are not present.
 - Example: medication-assisted treatment (old term); use medication for opioid use disorder (MOUD)



EVERYONE

Let's Practice



AM is a 68-year-old Caucasian male. He presents to your office for follow up on a gout flare. His physical is remarkable for a tender, red, and swollen little toe. His uric acid level (gout indicator) is mildly elevated, but his red cell MCV and GGTP (liver enzyme) are also elevated for the first time suggesting a higher level of alcohol consumption.

How do each of the care team members begin a discussion about his presentation?

Ongoing Training & Education

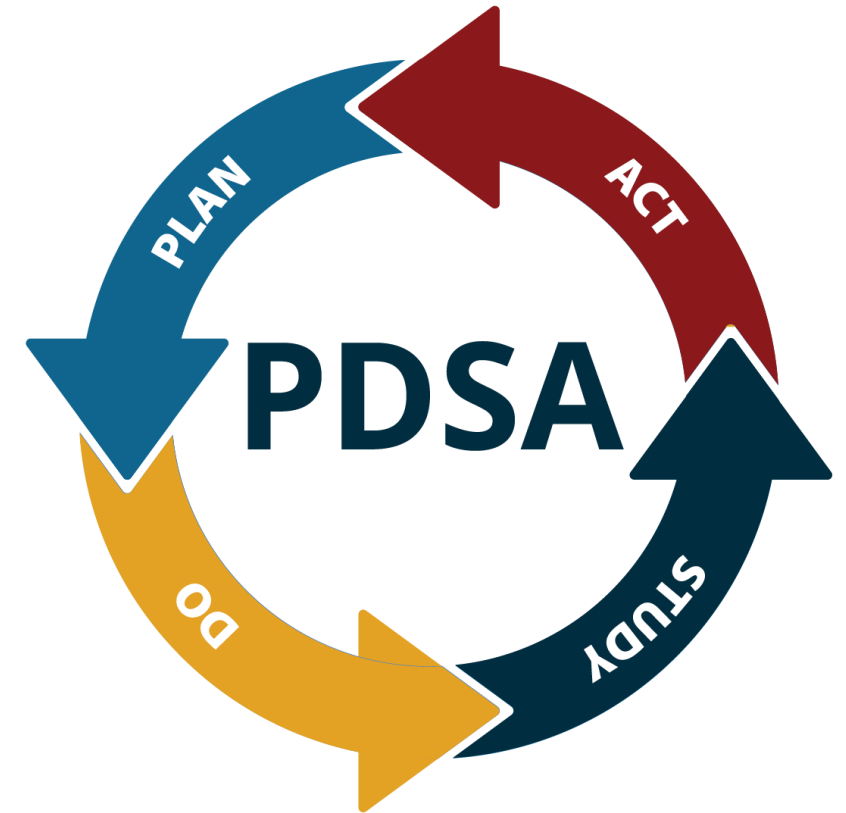


**Ongoing Training
& Education
Supports an
Inclusive
Environment**

- Develop & require onboarding training for all staff on stigma.
- Provide ongoing refresher trainings for all staff, including skill-building.
- A message must be received at least 7 times, in 7 different ways, to be “heard” and result in behavior change.

Reflection and Assessment

1. What shared language exists around substance use disorder (SUD) at your health center?
2. Where might this shared language be refined or expanded?
3. How can you influence language choices to reduce stigma around SUD?
4. What resources and supports could your health center use to improve communication around addiction?



Resources and References

- Centers for Disease Control and Prevention. (2022, February 17). *Understanding addiction to support recovery*. YouTube.
https://youtu.be/xnJ814OsZJo?si=PXbwGw2faAwfqd_r
- National Institute on Drug Abuse (2023, November 17). *Your Words Matter – Language Showing Compassion and Care for Women, Infants, Families, and Communities Impacted by Substance Use Disorder*. <https://nida.nih.gov/nidamed-medical-health-professionals/health-professions-education/words-matter-language-showing-compassion-care-women-infants-families-communities-impacted-substance-use-disorder>

Health Center Satisfaction Assessment

We'd love your feedback on today's session!

Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.

You must complete the assessment to claim continuing education credit.

Thank you for your time!



<https://www.surveymonkey.com/r/CoP4Session2>

Thank you!

See you on Thursday, November 20,
at 1:00 p.m. ET



Office Hours