

Introduction

The Rural Opioid Technical Assistance-Regional (ROTA-R) project aims to reduce stigma across Missouri with a multi-level approach.

Starting with the development of a substance use disorder (SUD) stigma reduction plan, the ROTA-R team used research and conducted interviews of employers and people in the recovery community. Target audiences included employers/businesses, people supporting individuals in recovery, and the public.

The plan identified three innovative tools that will be highlighted:

1) Missouri Recovery Friendly Workplace (RFW) Designation training and resources; 2) Missouri Resources page; 3) Stigma Campaign.



1) RFW Designation Process



Figure 1 (left): Phases of RFW Designation Process.

The Missouri Recovery Friendly Workplace Designation process is utilized to **educate**, designate, and connect Missouri **businesses** statewide. Employers have reported a shift in culture, and higher self-efficacy for better supporting the overall health of employees.

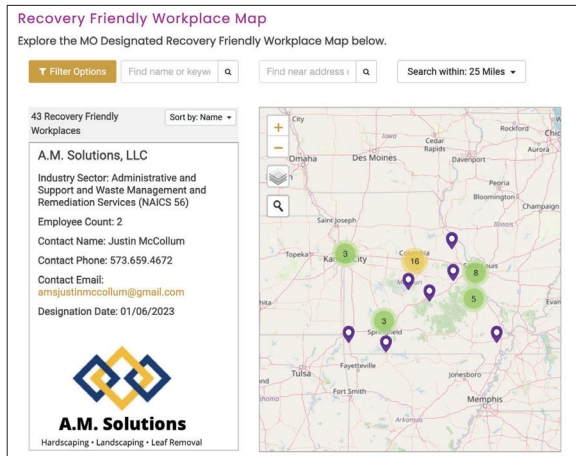


Figure 2 (above): Map of RFW Designated businesses on RFW website.



2) Missouri Resources Page

The Missouri Resources page **connects** Missourians to local resources, including mental health help, naloxone acquisition, recovery housing, the Missouri Prevention Resources Network, and more.



Figure 3 (left): Missouri Resources Page with DHSS Drug Overdose Dashboard for 2023



3) Stigma Campaign

The Stigma Campaign offers tactile steps and trainings to combat stigma related to SUD, mental health, harm reduction, and/or medicated assisted treatment/medications for opioid use disorder. Stickers and educational posters that link to the campaign website have been distributed across the region.

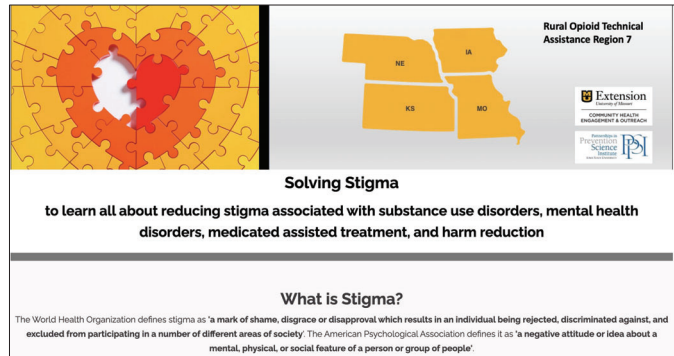


Figure 4 (above): Stigma Campaign Website heading.



Figure 5 (above): Stigma Campaign Stickers.

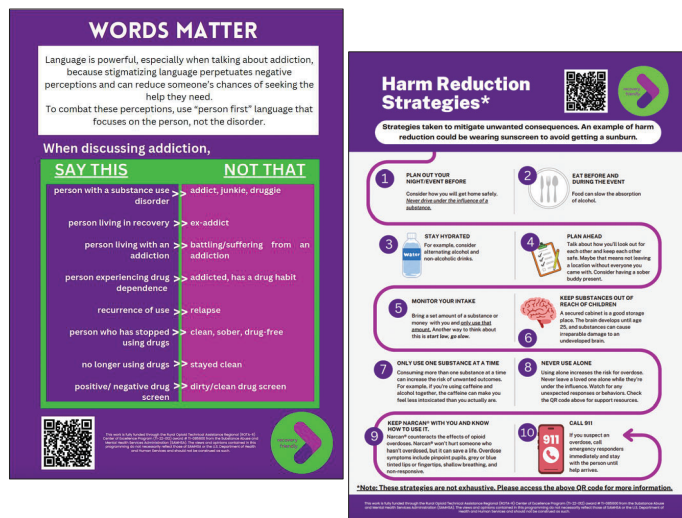


Figure 6 (above): Stigma Campaign Posters targeting use of language and harm reduction strategies.

Conclusion

Through this multi-level approach to reduce stigma, ROTA-R aims to address Extension's goals of improving the economic opportunity and health and well-being of Missourians.

Learn more or contact our team

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