

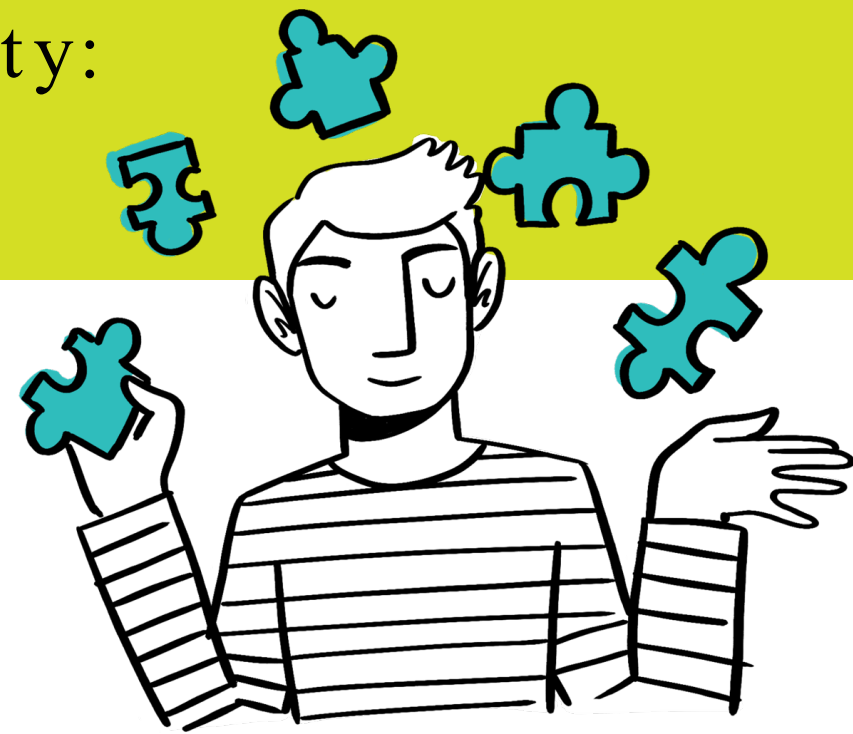


NRV RECOVERY
ECOSYSTEM

New River Valley

Recovery Ecosystem

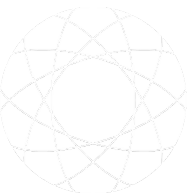
Addressing Stigma in the Community:
An Overview of the NRV's Stigma
Awareness and Education Efforts



APRIL 2025

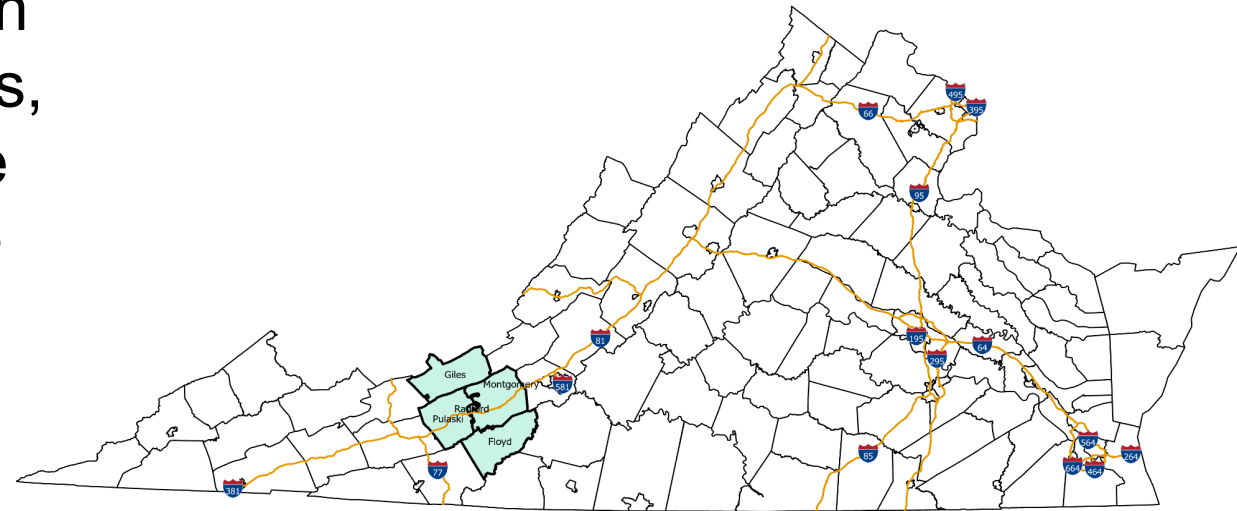
Agenda

- Intro: What is the New River Valley Recovery Ecosystem?
- Understanding Stigma
- Methods for Addressing Stigma & Assessing Results



Establishing the Ecosystem

The NRV Recovery Ecosystem addresses the impacts of substance use disorder in our region, bringing together Floyd, Giles, Montgomery, and Pulaski counties, the city of Radford, and partnering service agencies.



Leveraging Assets & Resources

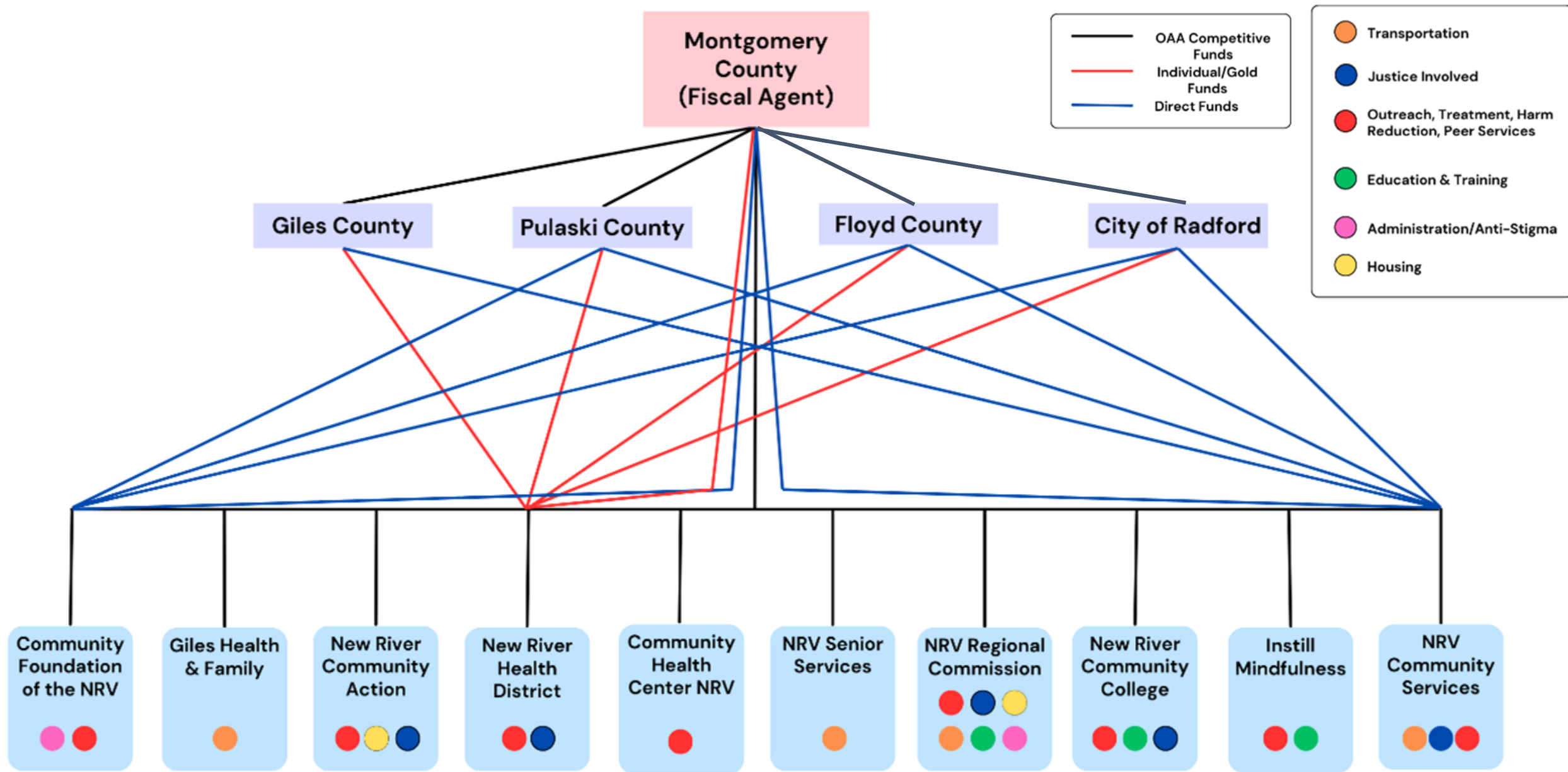
- Regional Cooperation Track Record
- Service Agency Expertise & Commitment
- 5-year Comprehensive Program Plan
- \$1.96M in Local Allocation Match
- \$4.38M in Cooperative Competitive Funds



Building on Success

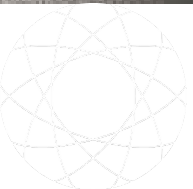
- Connecting to existing networks
- Building on programs that work
- Listening to stakeholders
- Flexing and applying lessons learned





Transportation Highlights

- 3 service agency providers
- 5 vehicles purchased
- Increase in operational hours, 7:00am - 10:00pm



Outreach and Treatment Highlights

- Development of Peer Coalition
- Development of Rise Above, a mobile harm reduction program through NRHD (certified safe syringe program)
- Expansion of data collection (referrals and linkages)
- Expansion of Community Health Center OBOT Program



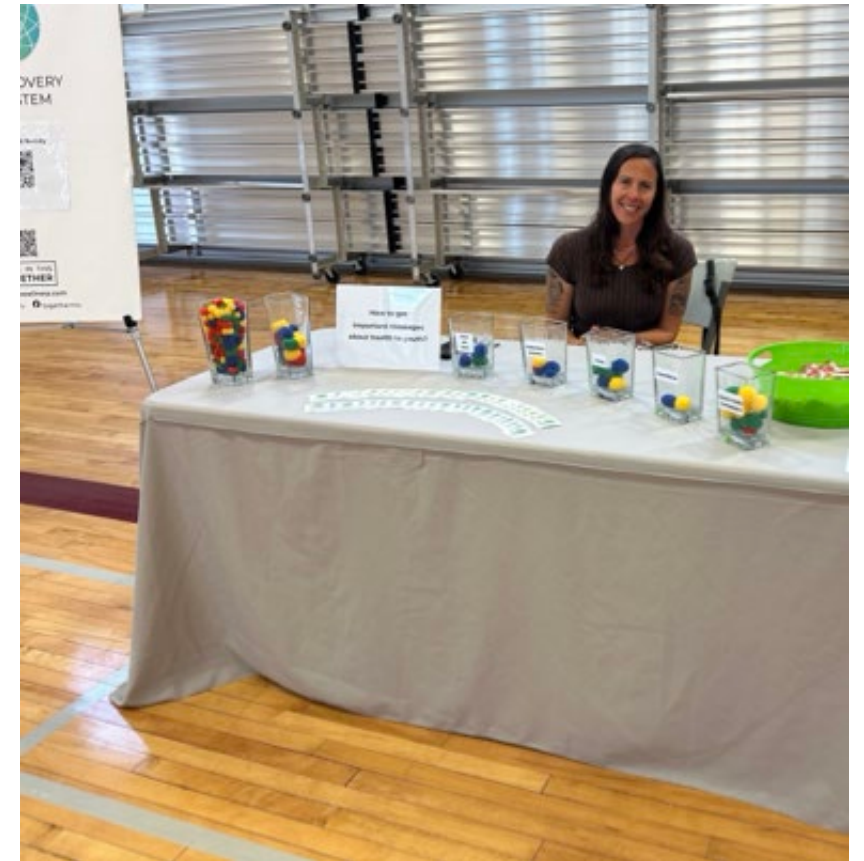
Justice-Involved Highlights

- Expansion of Recovery Court prosocial programs
- Dedicated clinicians serving Recovery Court participants
- Day Won Center in Giles



Additional Programming

- Building a Community Support Fund to support individual emergency response wrap-around support needs
- Growing the peer center footprint with new facilities in Floyd & Giles
- Education Training and Anti-Stigma Campaign



What is Stigma?

- Self
- Social
- Structural



Addressing Stigma

- Mailers
- Blogs and Socials
- Events
- Education and Training
- Storytelling



Mailers

- Age range 35-65
- ~35,000 households
- Content - links back to blogs and socials
- Changed having the individuals name and address to “current resident”

1st Mailer - March 2024

SUBSTANCE USE AFFECTS US ALL.

**Over 100 people in the NRV
have lost their lives to
overdose since 2020.**

**Starting conversations about
Substance Use Disorder can
feel scary - we're here to help!**

WE'RE IN THIS
TOGETHER



The NRV Recovery Ecosystem

is a group of local government and service agencies that are working together to address the impact of opioids on our communities. As part of this initiative, we have created a webpage with resources and tips to help you be more informed and equipped to start a conversation about substance use with family, friends, coworkers, and neighbors.



Visit www.nrvroadtowellness.com/together or scan the QR code below to learn more. We'll be adding more resources over time, so be sure to follow us on social media for updates and useful information.



WE'RE IN THIS
TOGETHER

www.instagram.com/togethernrv
www.facebook.com/togethernrv

NRV Recovery Ecosystem
6580 Valley Center Drive
Suite 124
Radford, VA 24141



2nd Mailer - July 2024

When we connect,
WE UNDERSTAND.

When we understand,
WE SUPPORT.

When we support,
WE CAN HEAL.



Connection is the opposite of addiction.

You can help break the stigma around Substance Use Disorder by connecting with the people around you. Be a safe person for others to talk to. Reach out, listen, and be there. Together, we can make a difference in our communities.

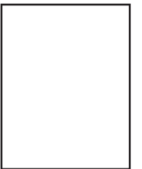
Visit www.nrvroadtowellness.com/together or scan the QR code below to learn more. You can also follow us on social media for updates and more useful info!

[instagram.com/togethernrv](https://www.instagram.com/togethernrv)
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6580 Valley Center Drive
Suite 124
Radford, VA 24141



3rd Mailer - November 2024

How we ***spea***k can
shape how we ***heal***.



NRV RECOVERY
ECOSYSTEM

It's not about
having the *perfect*
conversation.

It's about *starting*
a conversation.



Compassionate conversations are possible.

With friends and families gathering this holiday season, it can be an opportunity to talk about important things like substance use and mental health.

NRV Recovery Ecosystem
6580 Valley Center Drive
Suite 124
Radford, VA 24141

What might be getting in the way of talking?

Visit www.nrvroadtowellness.com/together
or scan the QR code below to learn more. You
can also follow us on social media for updates
and more useful info.

[instagram.com/togethernrv](https://www.instagram.com/togethernrv)

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WE'RE IN THIS
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FLOYD
VIRGINIA

Giles County
VIRGINIA

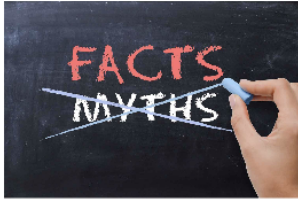
MONTGOMERY
COUNTY
VIRGINIA

PULASKI
COUNTY
VIRGINIA

RADFORD
THE NEW RIVER CITY

Blogs

- Partnership and collaboration is key
- Consistent cadence
- Blogs cross-posted by Service Agency Partners
increased views ~10 -fold



4/9/24

Medically-assisted Treatment: Myths vs. Facts

Medically-assisted treatment, or MAT, are medications that can be used in combination with behavioral therapy, or other forms of treatment, to treat Opioid Use Disorder (OUD).



7/26/24

Spectrum of Use

Substance use is different for everyone, and the “spectrum of use” model helps us understand the varying levels of benefit and harm and emphasizes the co-occurrence of polysubstance use.



8/28/24

Finding the Right Recovery Community for You

Dr. Noelle Bissell of the New River Valley Department of Health often reminds us, “The opposite of addiction is connection.” This simple yet profound truth underscores the essence of recovery. While there are countless policies, programs, and initiatives designed to support those in recovery, the heart of recovery isn’t found in funding spreadsheets or memorandums of understanding. True recovery is found in the connections we build with others..



2/6/25

WDBJ7: NRV health organizations warning of increased “Purple Heroin” overdoses

NEW RIVER VALLEY, Va. (WDBJ) - The New River Health District is seeing a recent rise in dangerous overdoses on a drug new to the area called “Purple Heroin.”



4/22/24

Learning the Lingo

In a recovery ecosystem, you may frequently hear some unusual jargon, lingo, and acronyms that could make these conversations less accessible. And some terms and misuses are associated with stigma. In any case, understanding the lingo can help us “speak the same language” and promote empathy within our community.



2/26/25

NRVCS Recovery Court Offers Pro-Social Activities to Aid Recovery

Addiction is isolating in nature, and degrades social connections. Reengaging in community activities counteracts this by shifting an individual's focus to spending time with others, volunteering, and communal support. These prosocial behaviors act as a protective layer in the recovery journey.



3/12/25

Peer Network Growing in the New River Valley

The New River Valley Peer Coalition is a network of Peer Specialists and allies striving to foster hope and healing in the region. The coalition will expand on these strengths by offering a collaborative space that fosters two main principles: relationships and development.



NRV RECOVERY

2/8/24

Change the Conversation

Did you know: simply changing the words we use to talk about and to people with substance use disorder can have a meaningful impact in their likelihood to seek treatment, maintain sobriety, and develop social connections?

Socials

- Make it applicable
- Updates on programs
- Links to blogs



Local Training Opportunities

Diverse training opportunities challenges misconceptions, promoting empathy, and encouraging questions, can create supportive responses across all sectors of the community.

- ACEs
- Trauma Basics
- Harm Reduction



Just Say Know

- Neuroscience -focused substance use education curriculum
- Led by Virginia Tech Students
- Protective factors and risk factors
- Empowers youth to make informed decisions
- Pre and post surveys



JUST SAY KNOW

The "Just Say Know" program, developed by the MUSC Youth Collaborative, is a neuroscience-focused substance use prevention program designed to empower youth with the scientific knowledge needed to make informed decisions about substance use.



Just Say Know incorporates opioid-specific content to address the ongoing opioid epidemic, which has significantly affected youth both in South Carolina and nationwide.



SUBSTANCE USE
Just Say Know provides education on the risks of various substances, including alcohol, cannabis, nicotine, and opioids such as fentanyl.



THE DEVELOPING BRAIN
Neuroscience-based insights into how the adolescent brain is developing and how substance use affects that development.



EMPOWERMENT
Strategies on how to say no and advice for making informed, healthy decisions about substance use.

94%

of past participants reported learning valuable information about substance use and the brain.

"Piloting of the Just Say Know prevention program: A psychoeducational approach to translating the neuroscience of addiction to youth" (2021). <https://doi.org/10.1080/00952990.2020.1770777>

LOGISTICS



The presentation is designed to last 1 hour (45 minutes of content, 15 minutes for questions and discussion), but can be adjusted to meet time constraints.



Just Say Know can be presented to audiences of any size. It is suitable for classrooms, lecture halls, or other educational spaces equipped for presentations.

WHY CHOOSE JUST SAY KNOW?

By participating in the Just Say Know program, schools can:

- Positively influence school-wide awareness and behaviors regarding substance use.
- Address a critical public health issue impacting youth in the Charleston community.
- Complement science curriculum with neuroscientific research findings on brain development.

SUBSTANCES DISCUSSED:



ALCOHOL
Alcohol-containing beverage such as beer, liquor, mixed drinks, and wine.



CANNABIS
Products derived from the cannabis plant, consumed via joints/blunts, vape pens, waxes, edibles, etc.



NICOTINE
Products containing nicotine like cigarettes, e-cigarettes/vaping devices, and smokeless tobacco products.

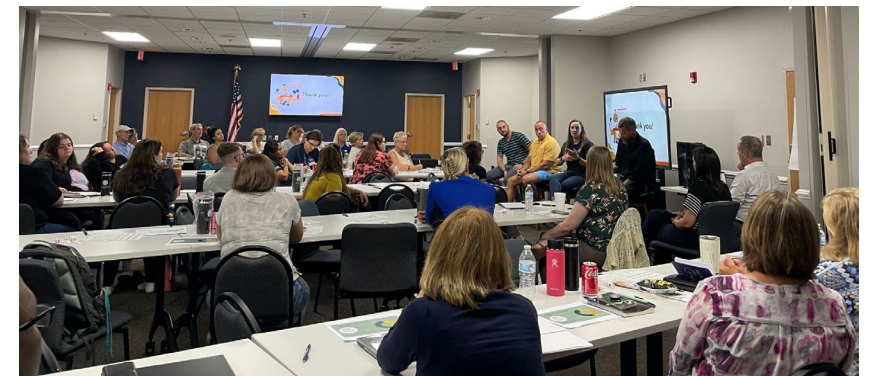


OPIOIDS
A class of drugs including fentanyl, oxycodone, morphine, codeine, and heroin.

www.muschealth.org/youthcollaborative[@MUSCYouthCollaborative](https://www.facebook.com/MUSCYouthCollaborative)[@muscyouthcollab](https://www.instagram.com/muscyouthcollab)

Demystifying Substance Use and Harm Reduction

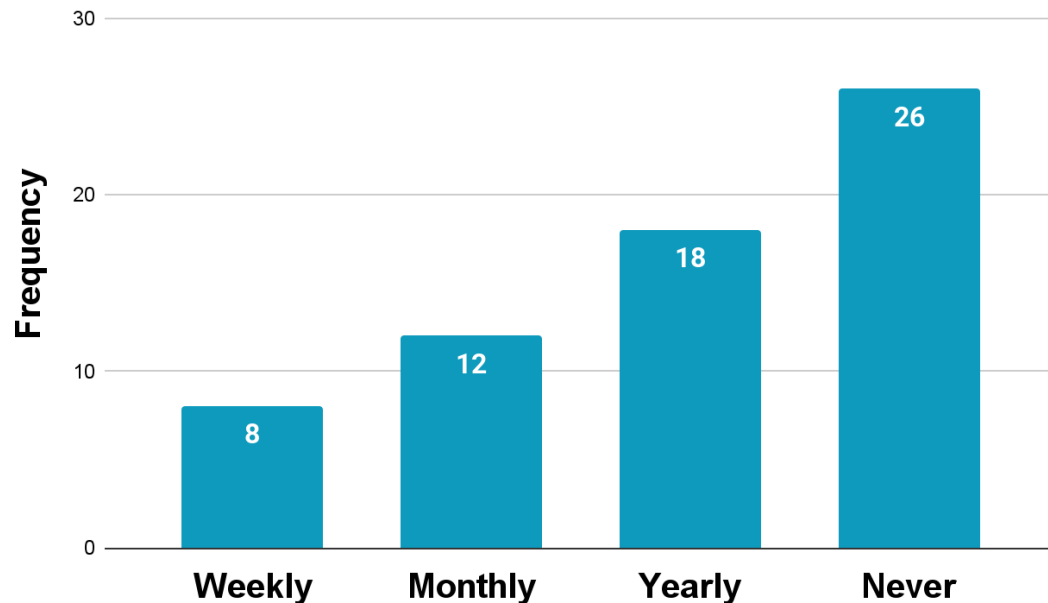
- Multi -day, in person, curated curriculum
- Trauma -informed, provided a comprehensive understanding of poly substance use disorders, the scope of the opioid epidemic, MOUD, effective harm reduction strategies, and the impact of stigma
- Utilized peer experiences



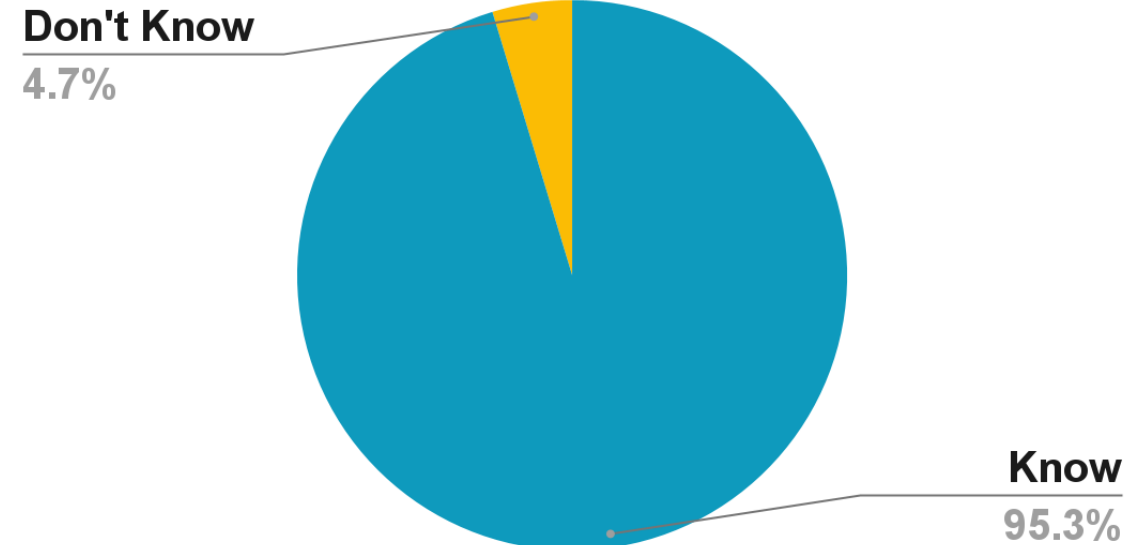
Pre- and Post-Training Surveys Conducted



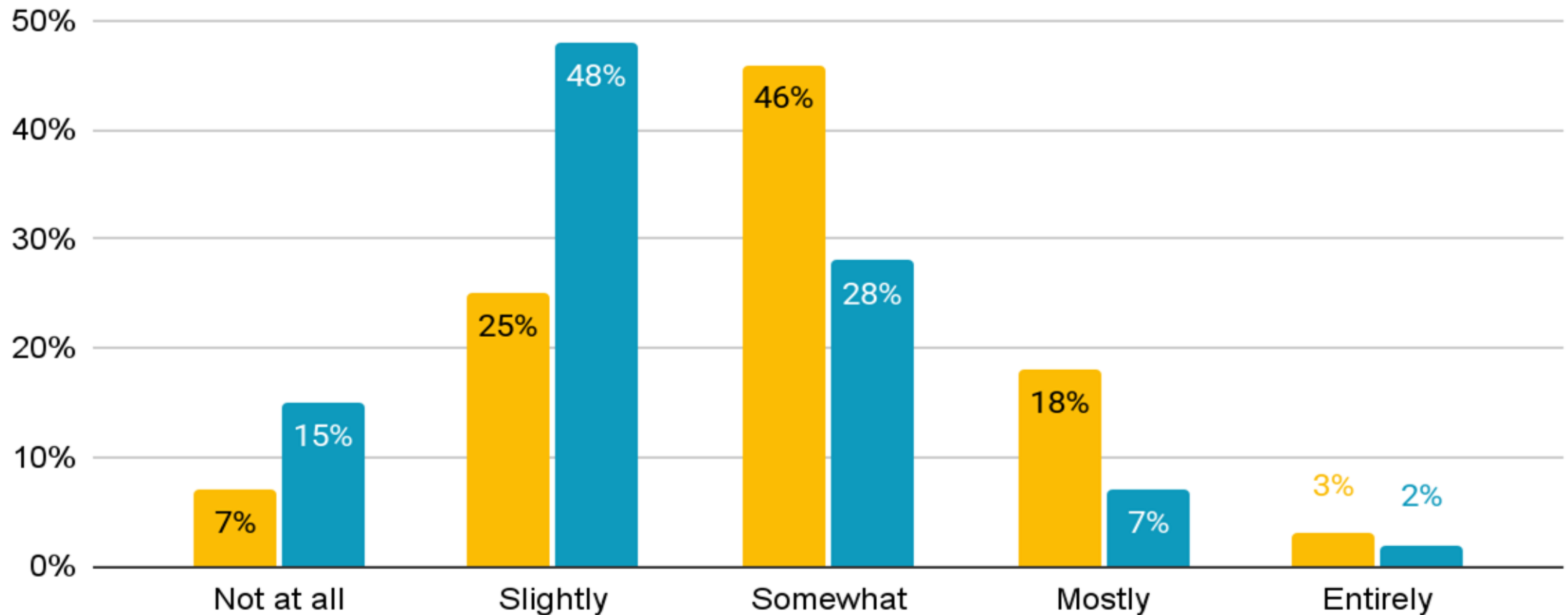
How often do you encounter an overdose in your current job?



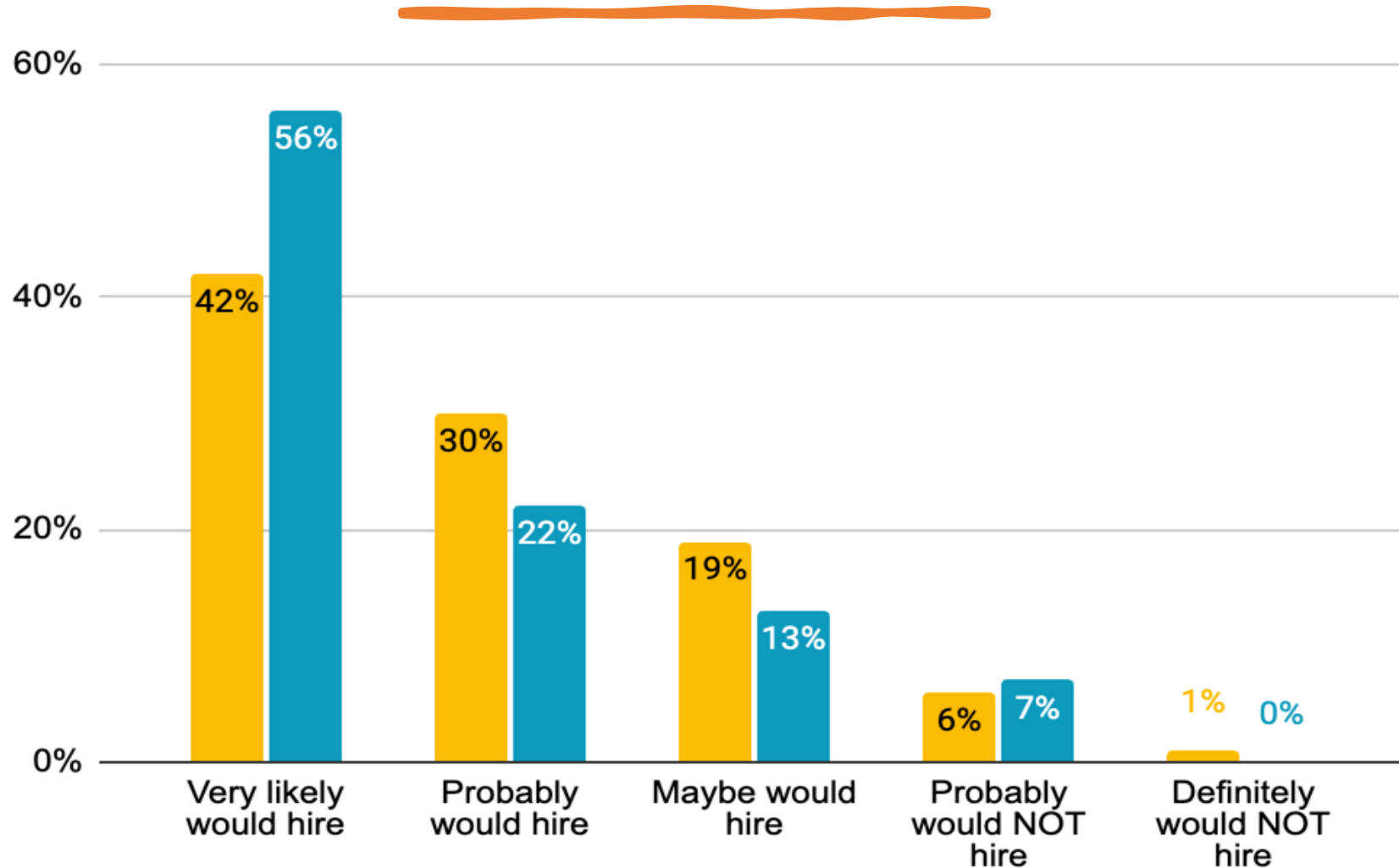
Do you know anyone, personally, who has struggled with substance use?



People who use drugs are _____ responsible for their use/situation.



How likely would you be to hire a fully-qualified person with a history of substance use?



Training Impact

	Training was useful?	Would recommend to others?	Learned something new?	Will use what was learned in their job?
Yes	100%	98.1%	92.4%	98.1%
No	0%	0%	3.8%	0%



NOW SHOWING

Radford UNIVERSITY
Substance and Violence
Education Support

Free & open to the public;
all are welcome to attend!

Tuesday, October 15, 2024
6:00pm - 9:00pm

Radford University
Bondurant Auditorium

Questions? Contact SAVES
540-831-5709

JURY AWARD
2024 SLAMDANCE
FILM FESTIVAL

INHERITANCE
"I'm gonna be different"

Filmed over 11 years, INHERITANCE follows Curtis, a young boy, as he grows up in rural Appalachia in a family and community surrounded by substance use disorder and poverty. Can Curtis break the cycle of addiction that has plagued his family for generations?

Events

- Panels
- Appalachian Save a Life Day
 - 116 Naloxone units distributed throughout the NRV
- Inheritance Film Screenings
- Recovery Concert

WE'RE IN THIS
TOGETHER



Storytelling Collaboration

- New River Community College
- Storytelling with Students
- Aspire Marketing Agency
 - Videographer with experience in recovery spaces
 - Film crew consisting of peers
 - Fosters empowerment and builds connections



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Facebook

[facebook.com/togethernrv](https://www.facebook.com/togethernrv)



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