Addiction Epidemiology, Language and Stigma

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I have the following relevant financial relationship with a commercial interest to disclose:

Guest lecture honoraria
Reckitt Benckiser
Objectives

• Review Epidemiology of Addiction
• Terminology in addiction
• Language
• Stigma
• 24.6 million adults age 12+ live with a Substance Use disorder

• only 10% or 1/10 individuals sought or received treatment for their addiction

• Opioid overdose is now the #1 cause of preventable death
  – higher than car accidents
  – higher than gun violence.

• We are 3 times more likely to die of an opioid overdose than a car accident and most car accidents are substance related.

  National Survey on Drug Use and Health (NSDUH), 2013
Epidemiology of SUDs – Monitoring the Future 2015

EtOH, Cigarettes, Illicits

E-cigarettes

LAST TWO DECADES OF ALCOHOL, CIGARETTE, AND ILLICIT DRUG USE*

**Past-month use**

<table>
<thead>
<tr>
<th>Year</th>
<th>Alcohol</th>
<th>Cigarettes</th>
<th>Illicit drugs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>35.3% of 12th graders</td>
<td>23.6% of 12th graders</td>
<td>11.4% of 12th graders</td>
</tr>
<tr>
<td>2015</td>
<td>21.5% of 10th graders</td>
<td>6.3% of 10th graders</td>
<td>6.3% of 10th graders</td>
</tr>
<tr>
<td>2015</td>
<td>9.7% of 8th graders</td>
<td>8.1% of 8th graders</td>
<td>3.6% of 8th graders</td>
</tr>
</tbody>
</table>

TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES

**Past-month use**

<table>
<thead>
<tr>
<th>Grade</th>
<th>E-cigarettes</th>
<th>Cigarettes</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th</td>
<td>9.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>10th</td>
<td>3.6%</td>
<td>6.3%</td>
</tr>
<tr>
<td>12th</td>
<td>11.4%</td>
<td>16.2%</td>
</tr>
</tbody>
</table>

64.7% of 12th graders reported vaporizing “just flavoring” in their last e-cigarette; some didn’t know what they inhaled. E-cigs are unregulated so flavored liquid might actually contain nicotine.

NIH National Institute on Drug Abuse

WWW.DRUGABUSE.GOV
Perceived Harm and Drug Use

Percentage of U.S. 12 Grade Students Reporting Daily Marijuana Use vs. Perceived Risk of Regular Marijuana Use

Source: The Monitoring the Future study, the University of Michigan
Prescription/OTC vs. Illicit Drugs

- Amphetamines: 7.7%
- Adderall: 7.5%
- Opioids other than Heroin: 5.4%
- Tranquilizers: 4.7%
- Cough Medicine: 4.6%
- Vicodin: 4.4%
- OxyContin: 3.7%
- Sedatives: 3.6%
- Ritalin: 2.0%
- Marijuana/Hashish: 34.9%
- Synthetic Marijuana: 5.2%
- Hallucinogens: 4.2%
- MDMA (Ecstasy): 3.6%
- Cocaine (any form): 2.5%
- Inhalants: 1.9%
- Salvia: 1.9%

*The percentage of 12th graders who have used these drugs in the past year.

Despite the ongoing opioid overdose epidemic, past-year use of opioids other than heroin has decreased significantly each year over the past 5 years among the nation’s teens.

Heroin use has also decreased over the past 5 years and is at the lowest rate since the MTF survey began.

NIH National Institute on Drug Abuse

WWW.DRUGABUSE.GOV
Monitoring the Future 2014 College and Adult

Drug and Alcohol Use in College-Age Adults in 2014

2014 Monitoring the Future College Students and Adults Survey Results

Marijuana Use Among Full-Time College Students on the Rise

College students now smoke marijuana daily more often than they drink alcohol daily.

DAILY DRINKING

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>3.7%</td>
</tr>
<tr>
<td>2014</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

DAILY MARIJUANA SMOKING

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>1.8%</td>
</tr>
<tr>
<td>2014</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Daily marijuana use has more than tripled in the past two decades among college students.

Stimulant Use in Full-Time College Students: Adderall Decreasing but Cocaine Increasing

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tr>
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<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2.7%</td>
</tr>
<tr>
<td>2014</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

The Changing Face of Heroin Addiction
Heroin Use is Part of a Larger Substance Use Problem

Nearly all people who used heroin also used at least 1 other drug.

Most used at least 3 other drugs.

Heroin is a highly addictive opioid drug with a high risk of overdose and death for users.

People who are addicted to...

- Alcohol are 2x more likely to be addicted to heroin.
- Marijuana are 3x more likely to be addicted to heroin.
- Cocaine are 15x more likely to be addicted to heroin.
-Rx Opioid Painkillers are 40x more likely to be addicted to heroin.

Rx Opioids as Gateway to Heroin

A majority of people newly dependent on heroin report abusing prescription opioids first.

Prescribing Patterns and Deaths

Nationally, sharp increases in opioid prescribing → sharp increases in Rx opioid deaths

Opioid Sales (kg per 10k) vs Rx Opioid Deaths (per 100k)

US Opioid Related Deaths

Figure 1. Age-adjusted rates for drug-poisoning deaths, by type of drug: United States, 2000–2013

NOTES: The number of drug-poisoning deaths in 2013 was 43,982, the number of drug-poisoning deaths involving opioid analgesics was 16,235, and the number of drug-poisoning deaths involving heroin was 8,257. A small subset of 1,342 deaths involved both opioid analgesics and heroin. Deaths involving both opioid analgesics and heroin are included in both the rate of deaths involving opioid analgesics and the rate of deaths involving heroin. Access data table for Figure 1 at: http://www.cdc.gov/nchs/data/databriefs/db190_table.pdf#1.
Sources of Pain Meds

- More than One Doctor (2.6%)
- Free from Friend/Relative (53.0%)
- One Doctor (21.2%)
- Other¹ (4.3%)
- Bought on Internet (0.1%)
- Drug Dealer/Stranger (4.3%)

Source Where Friend/Relative Obtained

- One Doctor (83.8%)
- More than One Doctor (3.3%)
- Free from Friend/Relative (5.1%)
- Bought/Took from Friend/Relative (4.9%)
- Other¹ (1.2%)
- Drug Dealer/Stranger (1.4%)
- Bought on Internet (0.3%)
Access to Treatment – Gap

- 2.5 million Americans 12 and over have opioid use disorders
- 120 people a day die of substance related overdoses
- Fewer than 1 million received treatment
- We let people “hit rock bottom”

WHY?

ASAM, Opioid Addiction Disease, 2015 Facts and Figures
STIGMA

• set of negative and often unfair beliefs that a society or group of people have about something

• a mark of disgrace or dishonor

Merriam-Webster Online Dictionary copyright © 2015 by Merriam-Webster, Incorporated
Your Parents Were Right

At least about one thing...

• Beliefs
• Perception
• Respect
• Empathy
• Stigma
Change in Terminology

- DSM IV vs V change in terminology 2013
- Substance Abuse and Dependence now **Substance Use Disorders**
  - Mild, moderate, severe
- NIDA uses Addiction
Words to Avoid

- Addict, Abuser, Junkie
- Abuse
- Clean or dirty
- Habit
- Replacement or Substitution therapy
- (MAT)
Words to Use

Person first language focuses on the person, not the disorder

- Addiction
- Misuse
- Substance Use Disorder
- Medication Treatment (caution “MAT”)
- Person with
- Patient
Semantics? Political Correctness?

“Yes, I’m ‘SPECCY 4-EYES’”

“Proud to be a SLAPHEAD”

“I’m a "LONG DRINK of WATER" - DEAL WITH IT!!"

“This ‘reclaiming’ of pejorative terms has gone too far.”

Search ID: rron1857
How we **talk and write** about these conditions and individuals suffering them does matter.
“Substance Abuser”

Mr. Williams is a substance abuser and is attending a treatment program through the court. As part of the program Mr. Williams is required to remain abstinent from alcohol and other drugs. He has been compliant with program requirements, until one month ago, when he was found to have two positive urine toxicology screens which revealed drug use and a breathalyzer reading which revealed alcohol consumption. Within the past month there was a further urine toxicology screen revealing drug use. Mr. Williams has been a substance abuser for the past few years. He now awaits his appointment with the judge to determine his status.

“Substance Use Disorder”

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STIGMA

• Treatment need and access gap
  – Less than 50% of addiction tx programs offer Medication
  – Of those programs that offer Medication, <38% of patients receive it
  – Only 5% of physicians are waivered to Rx Suboxone

• Lack of training of providers

• Negative attitudes toward MAT (public, treaters, supports)

• Arbitrary limitations on duration and doses, who can prescribe

• Fear of diversion
“We ask authors, reviewers, and readers to carefully and intentionally consider the language used to describe alcohol and other drug use and disorders, the individuals affected by these conditions, and their related behaviors, comorbidities, treatment, and recovery in our publication. Specifically, we make an appeal for the use of language that (1) respects the worth and dignity of all persons (“people-first language”); (2) focuses on the medical nature of substance use disorders and treatment; (3) promotes the recovery process; and (4) avoids perpetuating negative stereotypes and biases through the use of slang and idioms. “

The Scarlet A or Expressive art?
Imagine Sobriety...

- After multiple detoxes, long term programs, losses, overdoses....
- You achieve sobriety
- You are engaged in counselling
- You are engaged in a treatment community
- You are exercising and eating healthfully
- You are in college or have a job
- You have your family back
- You feel “normal”
BUT....

- You are on agonist therapy/medication
  - You are told by your support network that you are not sober
  - You are “trading one addiction for another,” using a “crutch”
  - You are told you cannot engage in peer support groups that bolster your sobriety
  - You are badgered by your insurance company for repeated authorizations as to why you need it
  - You are asked by your family and doctors when you are going to get off the medication
Language in Obituaries

• “died suddenly,” “died at home,” “died unexpectedly”

• 05 May 1988 - 30 January 2015 Ryan Douglas Bossie, 27, died January 30, 2015, in Portland after losing a hard-fought battle with addiction. He enjoyed skateboarding, snowboarding, hiking, gardening, fishing, participating in moose hunts, and “chillin” with his family and friends

Bangor Daily News, March 9, 2015
Key Leaders of Change
October 2015: Charleston, West Virginia

“We can’t fight this epidemic without removing stigma.”
President Obama, 10/21/2015