

ACTION STEPS

To Reduce Rural Stigma

1 SCIENCE

Understand the portfolio of SUD research to mitigate stigma and support evidence-based treatment.



2 EDUCATION

Educate the community about the science of SUDs by disseminating resources and educational materials.

3 MARKETING

Create and implement a culturally-sensitive marketing plan that addresses all local concerns.



4 STORIES

Share positive recovery stories to support the recovery community.

Source: Rural Community Action Guide, Moving Beyond Stigma in Rural Communities



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