



Tough As A Mother

Pregnancy, Parenting, and Substance Use

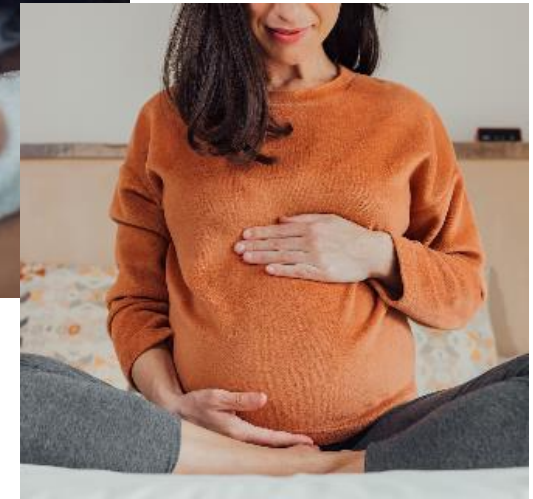


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Welcome!

- Understanding Stigma
- Why a gender specific anti-stigma campaign is needed
- Overview of the Tough as a Mother campaign
- How you can help



STIGMA

Common Stigma about Substance Addiction

- Addiction is a choice
- Addiction is a character flaw or weakness
- Addiction is the result of a lack of willpower
- If you're receiving medications for opioid use disorder (MOUD) such as methadone or suboxone, you aren't really sober

What are the Effects of Stigma on Substance Use Treatment?

- People who need care may not seek it
- Fear of disclosing use due to fear of bias or mistreatment
- Experiencing a lack of understanding by family, friends, or professionals
- Poorer quality of care by health care professionals
- People may increase their substance use to cope with internalized feelings of shame, hopelessness, and isolation

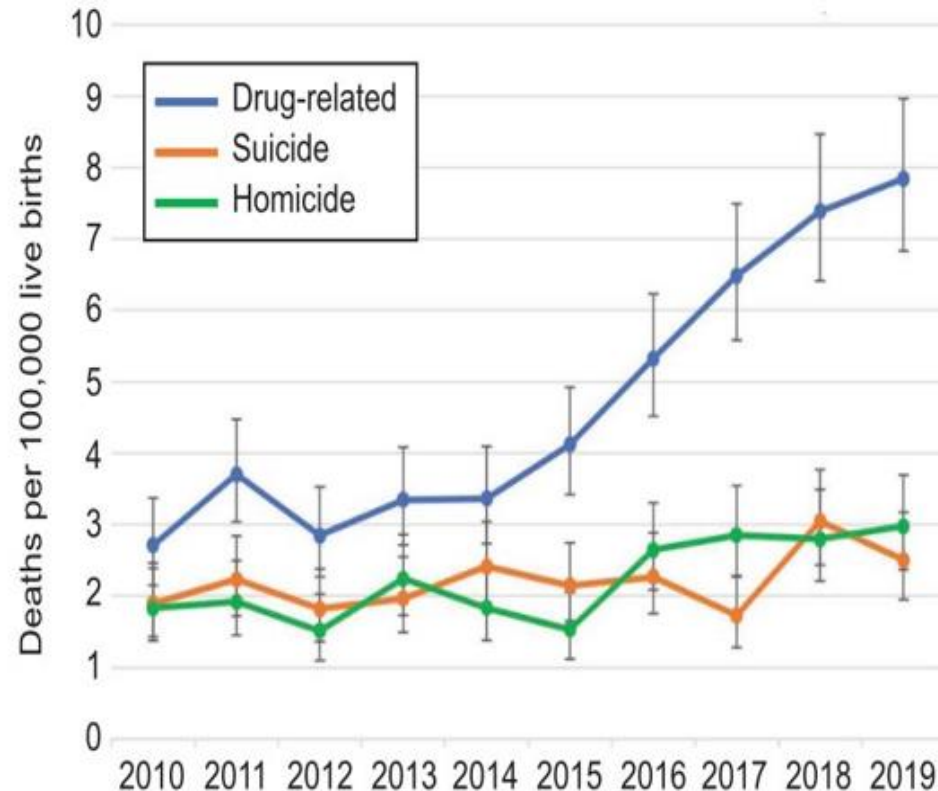
Stigma around Substance Use Often Intensifies when Pregnancy and or Parenting is Involved

- Fear of child separation and loosing custody of children if substance use is disclosed
- Fear of criminal conviction and incarceration if substance use while pregnant is disclosed
- Access to Childcare
 - Residential: awareness, location, and transportation to Women with Children residential services
 - Outpatient: Lack of access/availability during appointments
- Gender Specific Stigma ~
 - “The Good Mom vs the Bad Mom”
 - There exists a clear tension between expectations of mothers and their personal struggles with SUD

WHY A GENDER SPECIFIC ANTI-STIGMA CAMPAIGN WAS NEEDED

Pregnancy-Associated Deaths Due to Drugs, Suicide, and Homicide in the United States

2010 – 2019



22.2% of all Maternal Deaths are due to:

- Drugs (11.4%)
- Suicide (5.4%)
- Homicide (5.4%)

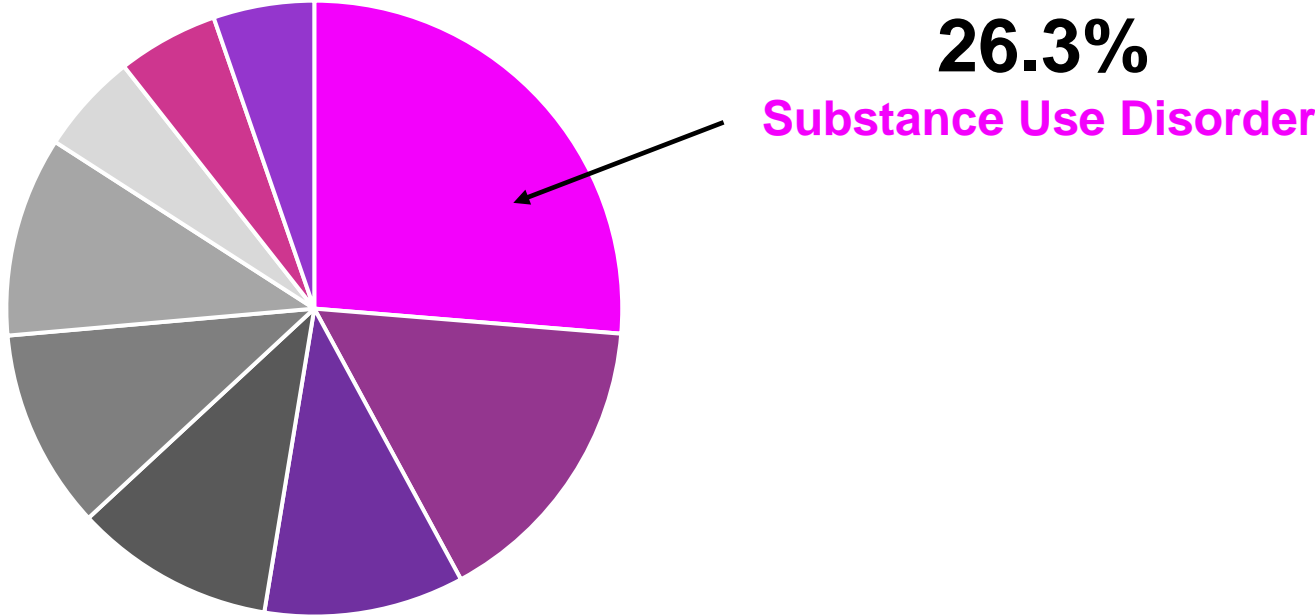
From 2010-2019:

- Drug-related deaths increased 190%
- Suicide increased 30%
- Homicide increased 63%

Margerison, Claire E. MPH, PhD; Roberts, Meaghan H. MA; Gemmill, Alison MPH, PhD; Goldman-Mellor, Sidra MPH, PhD Pregnancy-Associated Deaths Due to Drugs, Suicide, and Homicide in the United States, 2010–2019, *Obstetrics & Gynecology*: February 2022 - Volume 139 - Issue 2 - p 172-180

Percentage of Patient/Family Contributing Factors to Pregnancy-Related Death by Factor Class

Oklahoma 2017-2019

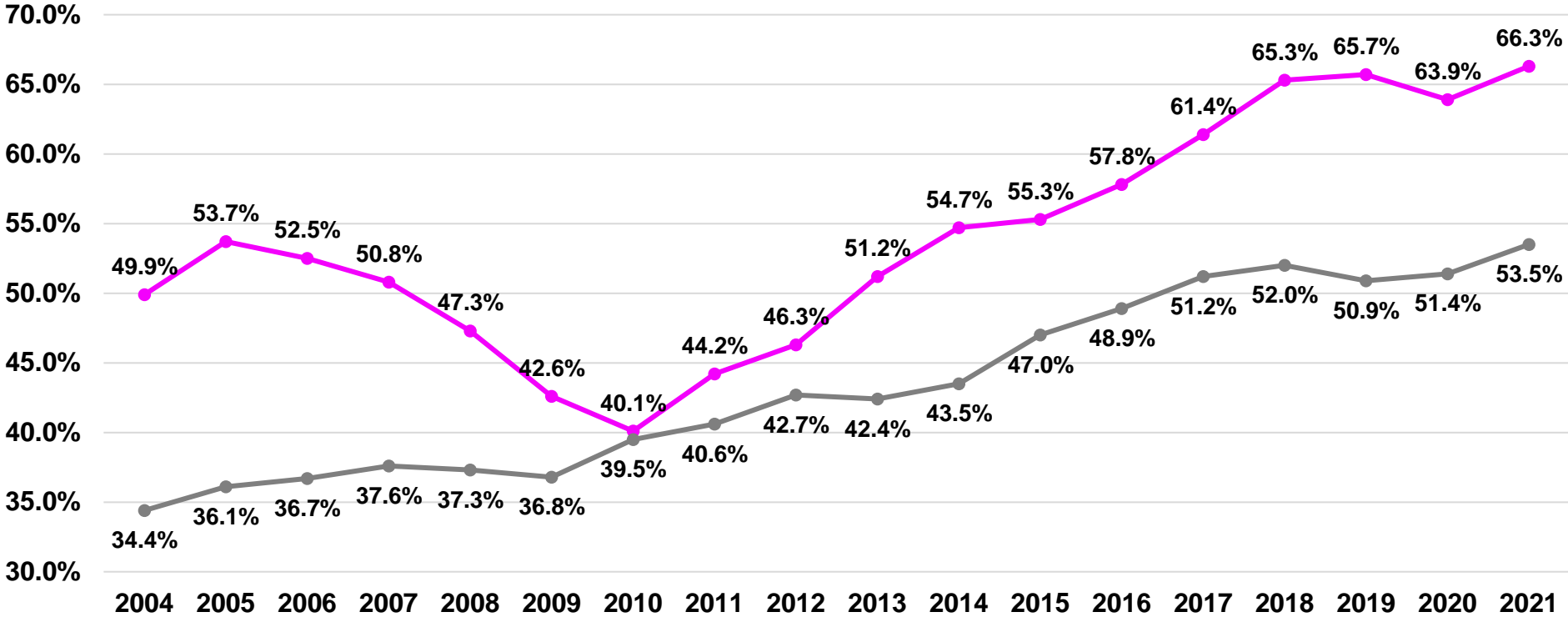


- Substance Use Disorder
- Knowledge
- Delay
- Adherence
- Chronic Disease
- Social Support/Isolation
- Mental Health Conditions
- Tobacco Use
- Access/Financial

Source: Oklahoma Maternal Mortality Review Committee

Percent of Children with Parental Alcohol or Drug Abuse as an Identified Condition of Removal

US and Oklahoma, 2000 to 2021

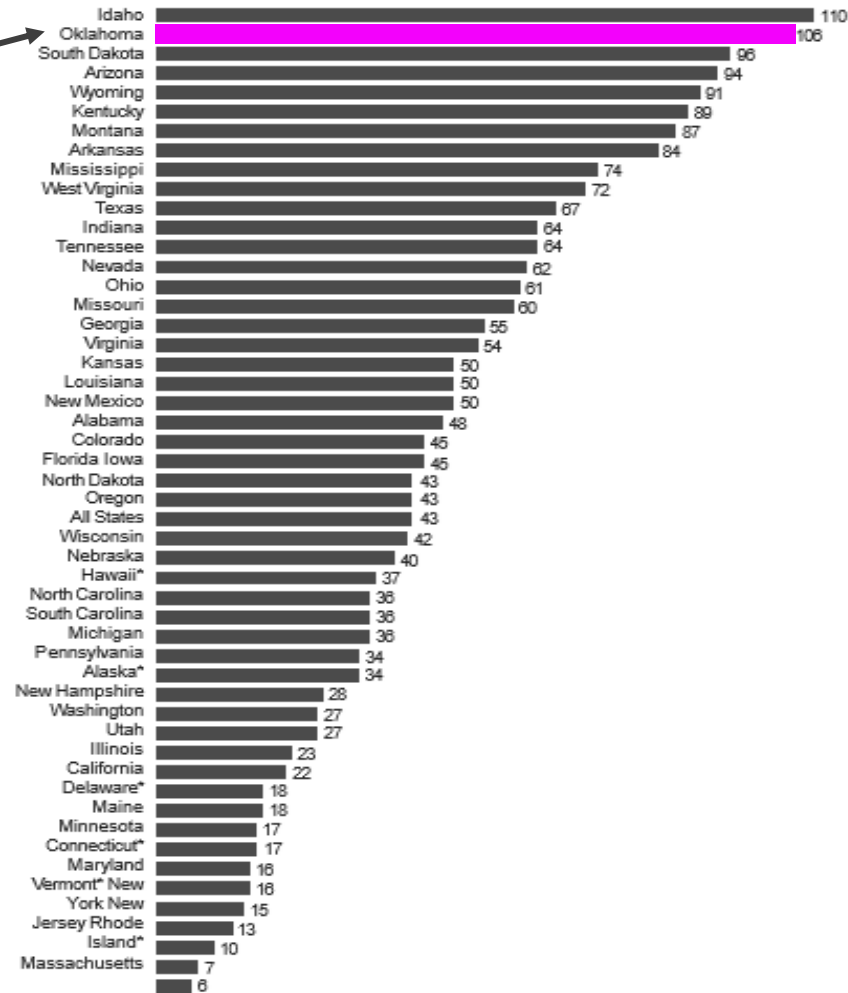


Note: Estimates based on children under age 1 who entered out of home care during Fiscal Year *Source: AFCARS Data, 2000-2021*

Highest and Lowest Female State Imprisonment Rates

(per capita) 2020

Oklahoma



*these states with integrated jail and prison systems, data include both jail and prison populations.
 source: Carson, E.A. (2021). *Prisoners in 2020 - Statistical Tables*. Washington, DC: Bureau of Justice Statistics

Top 10 Offenses for Women in Oklahoma's Prisons

OFFENSE	NUMBER OF WOMEN	% OF WOMEN IN PRISON
Child Abuse/Neglect/Failure to Protect	342	16.04%
Murder First Degree	190	8.91%
Trafficking in Illegal Drugs	180	8.44%
Distribution of Controlled Dangerous Substance/PWID	144	6.75%
Manslaughter First Degree	105	4.92%
Murder Second Degree	101	4.74%
Robbery or Attempted Robbery with a Dangerous Weapon	92	4.32%
Assault and/or Battery with a Dangerous Weapon	67	3.14%
Burglary Second Degree	61	2.86%
False Personation	60	2.81%

Turning the Page: Oklahoma's Criminal Justice Reform Story (Turning the Page)

Growing Crisis

- 1 in every 6 women in Oklahoma Prisons is serving a Child Abuse or Neglect Sentence
- OK ranks 3rd nationally for number of pregnancy-related felony child neglect charges for testing positive for a controlled or illegal substance, which carries a potential life sentence
- The proportion of women in prison for child abuse and neglect has risen sharply from around 9% in 2016 to 16% in 2021
- Women are vastly overrepresented in admission to prison for child abuse and neglect, making up 38.2% of all people admitted to prison for this offense in FY2021, compared to 15.9% of admissions overall.

Turning the Page: Oklahoma's Criminal Justice Reform Story (Turning the Page)



What the Research Says

Results of Punitive Practices

Barriers to accessing care

Erosion of trust between patients and providers

Increased rates of Neonatal Abstinence Syndrome

(JAMA, Nov. 2019)* [Association of Punitive and Reporting State Policies Related to Substance Use in Pregnancy With Rates of Neonatal Abstinence Syndrome | Pediatrics | JAMA Network Open | JAMA Network](#)

Substance Use Disorders (SUD) are a
treatable, chronic, medical disease
that can impact the whole family when one
person is struggling

And yet...

- 75.2% of the public do not believe that a person with a SUD is experiencing a chronic medical illness like diabetes, arthritis, or heart disease
- Healthcare professionals had similar levels of public and structural stigma toward those with a SUD compared to the general population

(American Society of Addiction Medicine, 2019);(Shatterproof, and The Hartford, 2021)

The Challenge

- Families affected by SUD require a robust family centered continuum of care as they navigate their recovery process
- The stigma associated with pregnant mothers and parents with a SUD, along with potential legal and societal consequences, has resulted in this population being difficult to reach and often reluctant to seek treatment or engage in prenatal care out of fear of what may happen if they do





TOUGH
as a
MOTHER
STRONGER THAN ADDICTION

What is Tough As A Mother?



TAAM is a statewide public awareness campaign in partnership with the Colorado Office of Behavioral Health and launched in 2023



This is hard.

**Being a mom is tough but
so are you.**

If you are using alcohol, marijuana and/or other drugs to cope with stress or trauma, you are not alone. Support is available so you can be the strongest mom possible.



Tough As A Mother Website

[HTTPS://OKIMREADY.ORG/TOUGH-AS-A-MOTHER/](https://okimready.org/tough-as-a-mother/)

Goals of Oklahoma's TAAM Campaign

- Reduce stigma around mothers who experience substance use disorder
- Reach and connect pregnant women and mothers with dependent children to Family Care Plan and substance use treatment providers in their communities
- Provide access to resources for individuals and communities

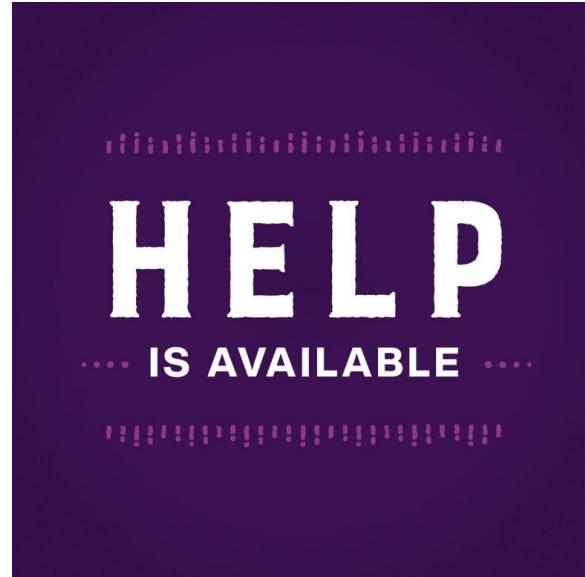


The Tone of Tough As A Mother

- Empathetic
- Compassionate
- Empowering & Strengths Based
- Hopeful
- Honest, straight-forward



Key Messages



Being a mom is tough ~ but so are you. If you are using alcohol, marijuana, and/or other drugs to cope with stress or trauma, you are not alone.

Key Messages



Putting yourself and your needs first is the most important step in not only working towards recovery, but also strengthening your family.

Key Messages



We want you to know you are not alone and you are not to blame. Substance use disorder is a disease. Much like any other disease, such as diabetes, medical support is an essential part of treatment.

OK I'M READY

Treatment Prevention Education Support TAAM



- Tough As A Mother
- Community Resources
- Moms Like You
- Downloadable Resources
- Treatment & Provider Map

Order Naloxone / FTS



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Give Feedback

Tough As A Mother Tab

Information for moms such as:

- What to expect when seeking treatment
- Why it is important to get help
- What if you are pregnant
- How to find support

Tough As A Mother
Community Resources
Moms Like You
Downloadable Resources
Treatment & Provider Map

[Order Naloxone / FTS](#)

What to Expect

[Learn More](#)

Why Get Help

[Learn More](#)

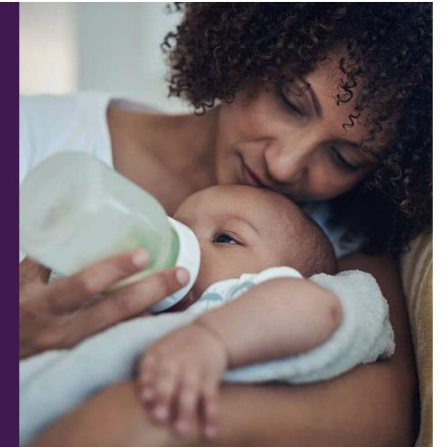
Find a Provider

[Search Now](#)

What does starting recovery look like?

Getting support and treatment is a sign of strength.

- Disclosing substance use does not mean you will lose your child or your children. In fact, there are treatment programs where your children can be with you while you get support.
- Substance use treatment providers are not part of the court or child welfare systems.
- Pregnant women and mothers with young children get first priority. This means that if there is a wait list, you go to the front of the line to receive treatment. Find support [here](#).
- Your treatment will be confidential and judgment-free.
- You can get support and be in treatment with other pregnant women, or with mothers like you who have children at home.
- Treatment providers can be your advocates. They speak up for you and support you during your recovery. There is strength in being vulnerable and asking for their help. Your Family Care Plan can keep a record of their support, acting as a "recovery resume" documenting all the steps you are taking on your recovery journey.



Community Resources Tab

Tough As A Mother
Community Resources
Moms Like You
Downloadable Resources
Treatment & Provider Map

Order Naloxone / FTS

Resources

Learn More

Family Care Plan

Learn More

Monthly Recordings

Learn More

Resources and Education

At Tough as a Mother, we aim to be a valuable resource to our provider community by curating content, educational resources and tools to expand your knowledge and network. Check back often for new resources and let us know if you want us to cover a topic at TAAMOK@odmhsas.org

ODMHSAS Infant and Early Childhood Mental Health Foundational Training ^

Addiction Severity Index (ASI), American Society of Addiction Medicine (ASAM) PPC, and Oklahoma Determination of ASAM Service Level ^

Motivational Interviewing (MI) Training ^

National Center on Substance Abuse and Child Welfare (NCSACW) Tutorials for Substance Use Disorder Treatment Professionals ^

Moms Like You Tab

- Tough As A Mother
- Community Resources
- Moms Like You
- Downloadable Resources
- Treatment & Provider Map

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Moms Like You

When we recover loudly, we keep other moms from struggling in silence. Meet courageous, tough mothers across Oklahoma who are recovering out loud.



Listen to treatment providers along with moms like you as they share what recovery can look like



Downloadable Resources Tab

Free Downloadable TAAM Resources:

- Social Media Toolkit
- Posters with stigma busting language and a QR code that leads to the TAAM website
- TAAM Logo
- TAAM Rack Cards



Treatment and Provider Tab

Family Care Plan Providers

Search by City or Zip Code.

Search

[Use My Location](#)

Stigler Health and Wellness Center, Inc.

1120 Tarby Rd
Poteau, OK 74953

[Website](#) [\(800\) 640-9741](#)

[Get Directions](#)

Stigler Health and Wellness Center, Inc.

212 W Spaulding Ave
Checotah, OK 74426

[Website](#) [\(800\) 640-9741](#)

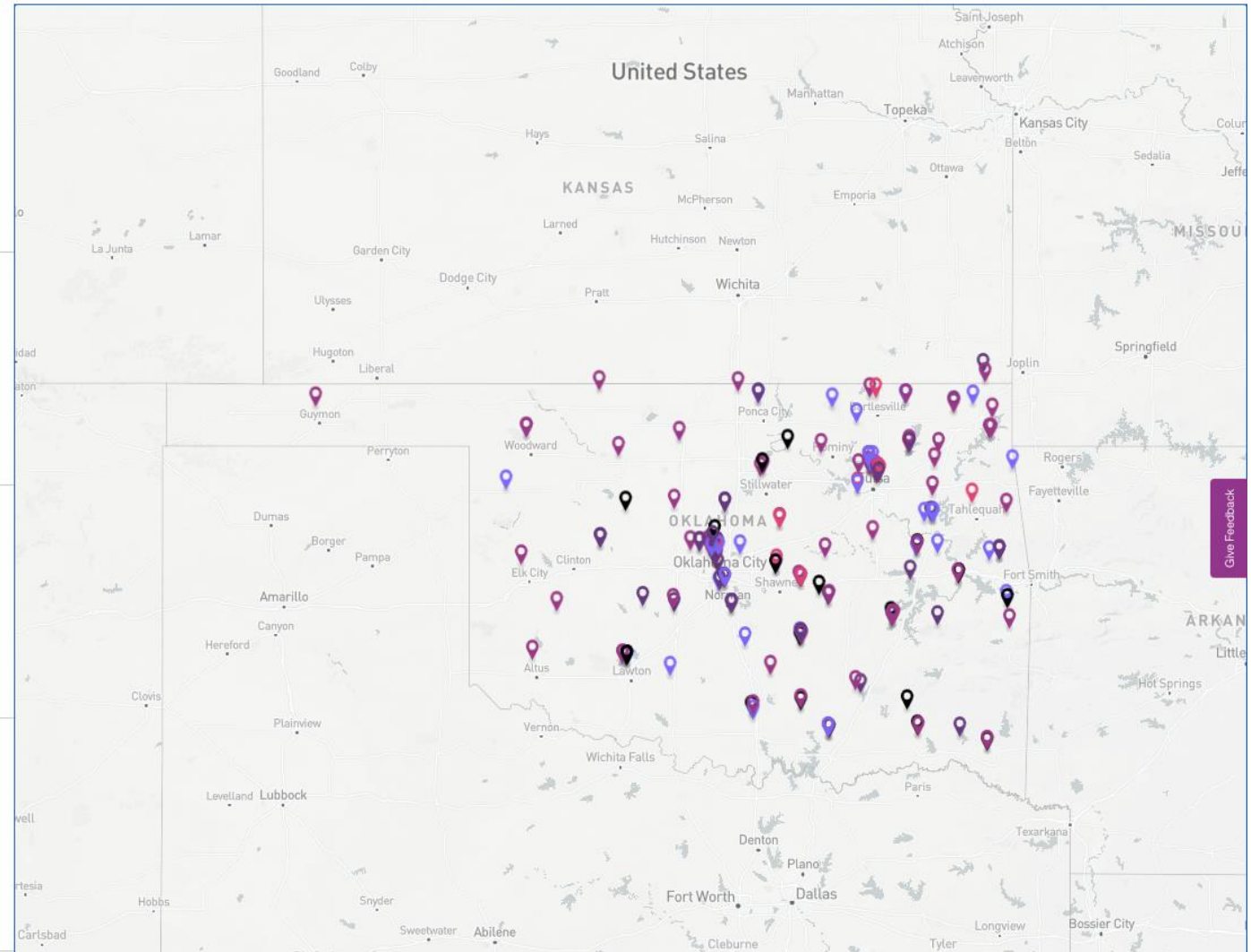
[Get Directions](#)

Stigler Health and Wellness Center, Inc.

1630 South Kerr Blvd
Sallisaw, OK 74955

[Website](#) [\(800\) 640-9741](#)

[Get Directions](#)



How Can You Help?

Ways You Can Help Reduce Stigma

- Remember that addiction or SUD is a treatable medical condition, not a choice, and is deserving of care just like any other medical condition
- Educate your friends and family – share facts and challenge stereotypes
- Be aware of your beliefs and behaviors because they may be influenced by stereotypes, negative stories, and images of Mothers who are dealing with substance use issues
- Visit the TAAM website and become familiar with the contents and resources
- Talk about TAAM as a resource with colleagues and with others in your community – help by spreading the word
- Personally and/or professionally make use of the downloadable resources and social media toolkit on the website
- Consider sharing your story of recovery to help show other mom's that recovery can and does happen
- Use non-stigmatizing language around substance use and treatment both personally and professionally. Help others do the same!

Questions?



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Interim State Opioid Treatment Authority

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THANK YOU!

Kaytlin's Story



Kaytlin 3 years old





Kaylin with her little brother Colby



Rock bottom isn't always pretty

Left: Kaytlin in the addiction cemetery in rehab.

Right: Kaytlin with her dad a couple months into sobriety.



