



An updated treatment option for alcohol use disorder is transforming lives...



...discover how it can also transform community.

How to Become an Alcohol Use Disorder Supportive Community

ENGAGEMENT HANDBOOK

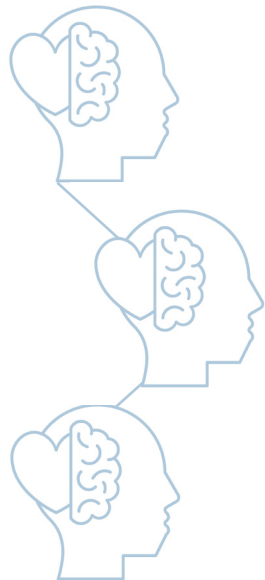


Rethinking Alcoholism

The science is clear. Alcohol Use Disorder, aka alcoholism, is not a moral failing or a sign of weakness. It is, in fact, a health condition. In some individuals, the presence of alcohol in the brain changes its function, and creates intense cravings, a compulsion to drink and a lack of control – even if that means negative consequences such as losing personal, family and work connections.

The good news is that as we understand how alcohol affects the brain, we also understand how to treat it – making a full recovery from alcoholism possible for just about everyone.

Updated treatment options offered in primary care can transform lives and can help almost everyone fully recover from cravings for alcohol.



Rethinking Treatment

If a person is struggling to overcome cravings, they can visit their primary care office. There, they may be screened for the disorder, and have a conversation about treatment options with their provider.

If it's a fit, the individual may be prescribed one of several safe, effective and proven medications, usually for a short period of time, in order to:

- reduce or extinguish cravings and withdrawal symptoms.
- give people the choice to stop drinking, or simply reduce the amount they drink.
- provide stability for seeking complementary care, programs, services and supports.

Alcohol Use Disorder can be mild, moderate or severe, and medications are not always required to help a person recover. However, for people who are struggling, this option can be a game changer, and help free them from cravings so that the work of healing and recovery can take place.

But, don't just take it from us! Updated care for alcoholism is endorsed by the BC Centre on Substance Use, the Canadian Centre on Substance Use, the Mayo Clinic and many more institutions. BC has prescribing guidelines for primary care providers, with national guidelines currently being developed.

Dear Community Leader,

Alcoholism is a root cause of social issues in communities.

But it no longer has to be.



Medications for cravings can bring hope and reduce the burden of many social issues on community.

Just ask Barbra-May*...

Before discovering medication-assisted treatment for alcohol use disorder, Barbra-May was homeless. Her son had been apprehended by social services, she had no job and her car was falling apart.

No matter how much Barbra-May wanted to change, she just couldn't get a handle on her cravings and compulsion to drink. She landed in hospital with psychosis, and **was prescribed a medication to eliminate her cravings for alcohol.**

Fast-forward a few months, and Barbra May is free from cravings. She has a condo, a working car, a full-time job and is with her son 4 days-a-week. She also has the stability to regularly attend counselling and follow-up on peer and community supports.

Success like hers required medical treatment, and attending peer-support programs, receiving housing assistance and making connections to family and culture. In short, she needed treatment and a supportive community!

**pseudonym used for privacy*

We'd like to spread the word about game-changing treatments coming to primary care in communities like yours.

We offer FREE introductory sessions about alcohol use disorder and treatment options to communities like yours!

We invite you to join us for an introductory webinar about AUD and treatment options.

After this participation, we may be able to offer other engagement options including film screenings, presentations, workshops and community conversations.

Email: admin@cauds.org to sign up for our next webinar!



When more people understand alcohol use disorder as a treatable health condition, all sorts of good things happen.

Individuals who are struggling feel supported to:

- seek care that controls their cravings
- retain work opportunities, find housing, and seek supports
- reconnect with family, culture and community

This reconnection translates into healthier communities, and more successful complementary community actions that aim to reduce alcohol-related harms.



“The burden of negative health outcomes related to alcohol cannot solely lie in the hands of the health care sector. Only a collective effort across sectors can prevent poor health outcomes from alcohol.”

– Dr. Silvana Mema,
Medical Health Officer Report: Alcohol and Health in BC's Interior Region, 2020

ENGAGEMENT OPTIONS

Join a network of communities that supports understanding alcohol use disorder as a treatable medical condition.

STARTER

Introductory Webinar

We invite you to join an online presentation and discussion about alcohol use disorder and innovative treatment options. Alongside other interested communities, start thinking about the impact treatment options could have in your community.

MAINS

Once you have participated in an introductory webinar, we'd be happy to work with you to see if any of the following engagement options may be a fit for your community.

Presentation to Individual Groups/Sectors

We offer customized presentations to individual groups to share information about alcohol use disorder. So far, we've presented to town councils, judges, counsellors, recovery houses, non-profits and many more. These presentations also include an opportunity for discussion.

Film + Community Q/A

With your help, we screen an award-winning documentary about alcohol use disorder and treatment options in your community. After the film, a panel of providers/experts can address audience questions. This can also be presented in an online format.

Leaders Workshop and Community Conversation

In a more robust in-person workshop format, we present information to a cross-section of community leaders such as town council, justice, police, education, industry employers, health and community service providers.

We then facilitate a community conversation where the various sectors can talk about opportunities, barriers, and change ideas for supporting people in their community who suffer from alcohol use disorder.

EXTRAS

Action Groups

People who have taken part in the above activities may be interested in working together to spearhead and develop their own engagement opportunities.

We can help brainstorm this continued engagement, which could be organized in many different ways such as:

- 1. Occasional check-ins to share work being done to support people impacted by AUD within individual sectors.*
- 2. Collaborations to incorporate new understandings of AUD across sectors.*
- 3. A community awareness group that develops and hosts a community event or events.*

The frequency and focus of continued engagement is determined on a case-by-case basis.

Contact us to sign up for an introductory webinar, or to have a conversation about engagement in your community:
admin@cauds.org



www.cauds.org

Details to Consider

Cost to Participate

We offer our introductory sessions free-of-charge!

For main engagement options, we welcome assistance with off-setting costs or connecting to local funding opportunities. Grants may be available for continuing work.

Timeframe

We offer webinars a few times a year. If you'd like to continue engagement after our initial webinar, we will have a conversation with you to see what is possible. This ability depends upon a few variables such as your interest in options and your geographic location. We will also likely need to ensure that we have support from your community's primary care providers, and that we have community partners who can help host activities. Wherever you are at, we hope we can further engage with your community.

Partnerships

We can't do this work alone! We are fortunate to have support from many individuals and organizations, including the BC Ministry of Mental Health and Addictions and the BC Ministry of Health.

We are also grateful for the support of the Community Foundation of the South Okanagan Similkameen, which is deeply committed to our cause. Their support includes co-hosting webinars and presentations, and generating interest and spreading awareness through their network of Community Foundations.



"We are dedicated to this work because we have seen how AUD is a root cause of social issues within communities, and also how supporting better understandings and treatment options can make such a huge difference to so many."

– Aaron McRann, Executive Director, Community Foundation of the South Okanagan Similkameen

Our Commitment to Inclusivity, Diverse Perspectives and Healing Practices

HOPE
KNOWLEDGE
COMPASSION
ACCESSIBILITY
IMPACT

We gratefully acknowledge that our society's homebase is located on the beautiful and traditional territory of the syilx people. We are grateful for their stewardship of the land and waters since time immemorial.

We are committed to ensuring that our engagement practices are respectful and inclusive of local Indigenous perspectives, and to ensure that our work complements cultural supports and traditional healing practices.



Canadian Alcohol Use Disorder Society



We aim to bring hope and transform lives by changing how people understand and treat Alcohol Use Disorder.



Community Engagement Project Development

We work to create change and provide hope to clinicians, people with lived and living experience and, of course to community.

We began our community engagement work as a pilot project in Princeton, BC. We are so grateful for this community’s input, enthusiasm and continuing desire to build a community more supportive of those with alcohol use disorder.

We couldn’t have developed this program without the support of Interior Health and Princeton’s prescribing community. In addition, we’d like to acknowledge the Princeton Community Health Table and the guidance of Chair, Ed Staples. We look forward to watching this community’s continued engagement activities.

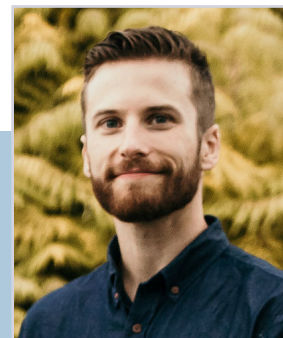
In addition, we were delighted to partner with a research group headed by Dr. Tom Barker, professor at the University of Alberta to help with facilitation and to guide the theoretical components of this community engagement project. Contributors to this work included Lorraine Byerley, professor at Algonquin College, and students Laura Vilchis at the University of Alberta and Stefan Kurbatfinski and Karen Fulton both studying at the University of Calgary.

With such broad support, we have been able to incorporate latest communications and engagement theory to advance knowledge and create culture change.

Through engaging your community, we look forward to sharing this knowledge with you!

“I am confident that with ongoing support from community leaders, we will ensure everyone interested in taking steps toward reducing their alcohol consumption can have access to the tools and resources available.”

– Dr. Andrew Ashley, Princeton BC



Join the network of communities that support understanding alcohol use disorder as a treatable medical condition.

Discover how you can be a part of the change!

By understanding alcohol use disorder as a treatable medical condition, communities can:

- Support people within their personal and professional lives
- Increase the number of people recovering from alcoholism
- Reduce the burden of social issues on community



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Ministry of
Mental Health
and Addictions

