

OUD Involvement in Prevention: Involving Persons in Recovery

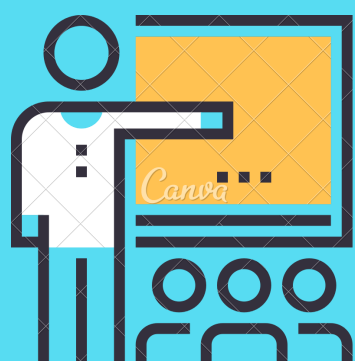
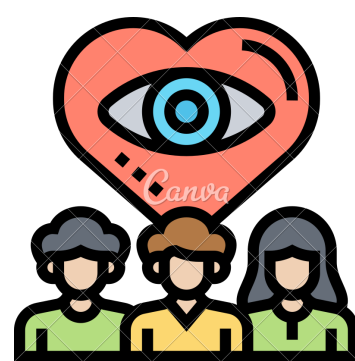


OVERCOME RESISTANCE

A personal narrative can provide an engaging and realistic message that holds the audience's attention and stirs their emotions.

ENGAGEMENT

The narrator can better engage the audience (cognitively and emotionally) to accept information and inspire prevention and treatment.

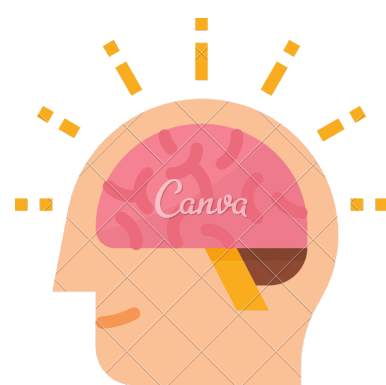


GREATER OUTREACH

A personal narrative has the ability to reach all people no matter the level of knowledge.

ENHANCED UNDERSTANDING

People in recovery can better explain the process and feelings of OUD than someone who has not had such experiences.



RELATABLE MESSAGES

The narrator understands the audience's struggles and experiences and is able to use their own story to help connect the audience to prevention and intervention.

TOGETHER A SYMPATHETIC NARRATIVE AND FACTUAL INFORMATION ARE THE MOST EFFECTIVE MESSAGING APPROACH FOR PREVENTION IN OUD