

# Securing Buy-In

## Medication-assisted Treatment Fact Sheet #1



Great Lakes (HHS Region 5)

**ATTC**

Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

Lack of buy-in can interfere with attempts to expand use of medication-assisted treatment (MAT) for substance use disorders (SUDs). Try the following strategies to build support for this evidence-based practice:

**2 SHARE THE EVIDENCE.** A growing body of research shows that MAT: \*

- Saves lives
- Keeps people in treatment longer
- Reduces drug-related crime



**4 ADDRESS CONCERNS ABOUT DIVERSION.**

Have patients sign informed consent forms; institute random pill or film counts and observed urine drug screens.\*



**1 EDUCATE** treatment staff, patients, family members, and the community. Offer info sessions that cover key points:

- The brain chemistry of substance use disorders
- The difference between addiction and dependence
- MAT is not “replacing one drug for another”
- The FDA-approved medications and how they work



**3 USE NON-STIGMATIZING LANGUAGE.** Talk about MAT as a tool for managing SUDs, rather than as “harm reduction” or “not abstinence-based.” \*

**5 SHARE SUCCESS STORIES.**

MAT has helped many people succeed in recovery, often after repeated failed attempts at other forms of treatment.\*

*Success*

**6 PROVIDE STRUCTURE** for treatment staff by establishing policies that define patient responsibilities for proper use of MAT.

**7 AFFIRM OTHER ASPECTS OF TREATMENT.** Reassure treatment staff, patients, and family members that counseling will remain a vital component of any MAT treatment plan.



**8 USE A HEALTH ANALOGY.** Having an SUD is similar to having a chronic condition such as diabetes or hypertension.

\*See reverse for selected resources



## Selected Resources for Securing Buy-in

### 1. Educate.

- [SAMHSA TIP 63: Medications for Opioid Use Disorders](#)
- [SAMHSA Medication-Assisted Treatment \(MAT\)](#)
- [SAMHSA: Decisions in Recovery: Treatment for Opioid Use Disorder](#)
- [ATTC Network Taking Action to Address Opioid Misuse](#)
- [NIATx Buprenorphine Implementation Toolkit](#)
- [PCSS-MAT](#)

### 2. Share the evidence.

The *Great Lakes ATTC/NIATx Medication-assisted Treatment Fact Sheet #3: Making the Case for Medication* lists selected research articles supporting the effectiveness of MAT.

### 3. Use non-stigmatizing language.

- [Recovery Research Institute: The ADDICTIONary](#)
- [NIDA](#)
  - [Words Matter: Terms to Use and Avoid When Talking About Addiction](#)

### 4. Address concerns about diversion.

[NIATx Buprenorphine Implementation Toolkit: Addressing Concerns About Diversion](#)

### 5. Share success stories.

- [SAMHSA National Recovery Month Voices for Recovery](#)
- [Faces and Voices of Recovery](#)
- [Shatterproof](#)