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:

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

2 **SHARE THE EVIDENCE.** A growing body of research shows that MAT: *
   - Saves lives
   - Keeps people in treatment longer
   - Reduces drug-related crime

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

4 **ADDRESS CONCERNS ABOUT DIVERSION.** Have patients sign informed consent forms; institute random pill or film counts and observed urine drug screens.*

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

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
   - Mid-America ATTC:
     – Language Matters: Using Affirmative Language to Inspire Hope and Advance Recovery

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
   - Facing Addiction
   - Shatterproof