

Local Health Departments
Public Health Campaign Survey Results

February 3, 2026

Background and Key Findings

Background

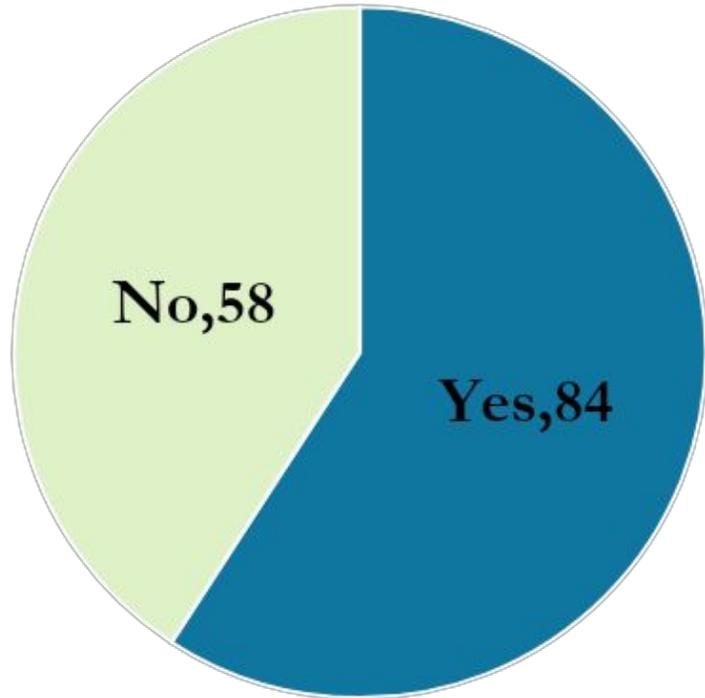
- Survey response dates December 12, 2025 – January 22, 2026
- N=142
- 90% completed the survey in English, 10% in Spanish
- Respondents indicated if they were exposed to the campaign prior to the survey or exclusively within the survey

Key Findings

- More than half of the respondents had seen the End the Stigma campaign previously and 84% described their reaction as “Very Positive/Positive”
- Most common locations that respondents had seen or heard the campaign were Billboard, TV, City Bus, Facebook, Internet Ad and Instagram
- For those respondents that **had** seen the campaign previously, “people in need of treatment for opioid use are often reluctant to seek help because of stigma” saw the largest increase in level of agreement when asked how they felt BEFORE and AFTER they saw the campaign.
- Respondents who **had not** seen the campaign previously had a lower level of agreement with opioid addiction (opioid use disorder) as a chronic medical condition like diabetes

Before today, had you seen the End Stigma CT campaign (such as the images or tag line below)?

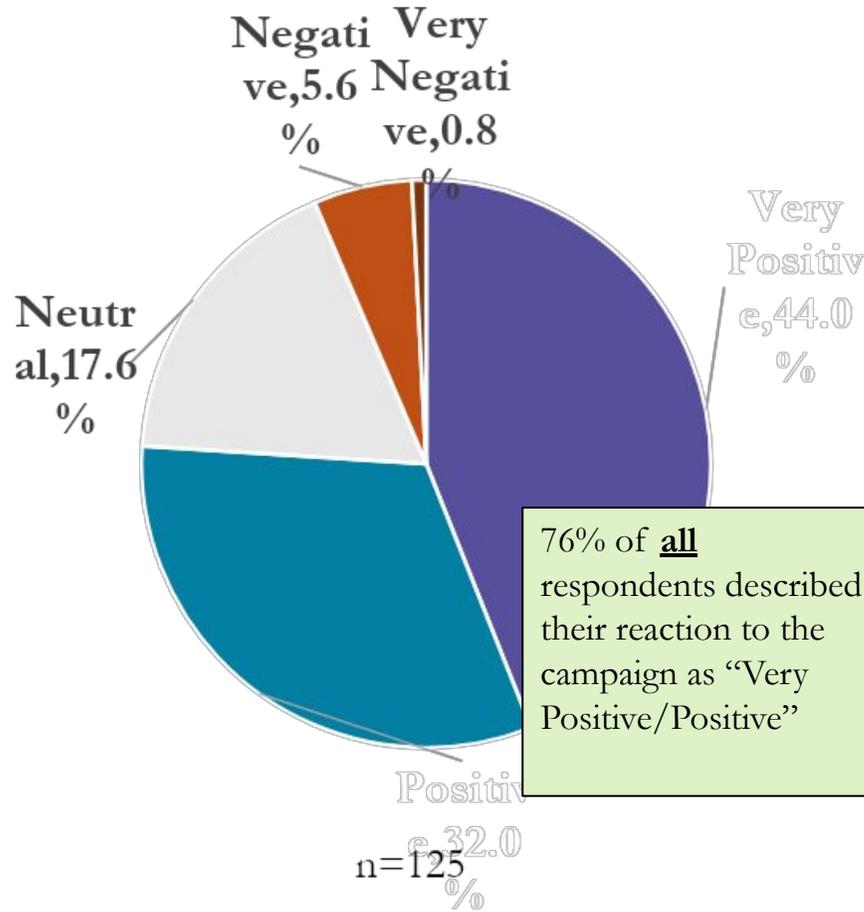
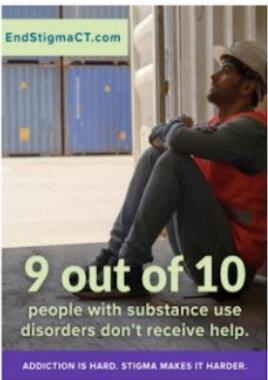
N=142



Tag line: "Addiction is hard. Stigma makes it harder. Learn more at EndStigmaCT.com."

Which of the following describes your reaction to the campaign?

Within the survey, respondents were shown the images below and then asked to describe their reaction.



Of those respondents who **had seen** the campaign previously, **84%** described their reaction to the campaign as **positive** or **very positive**. (n=74)

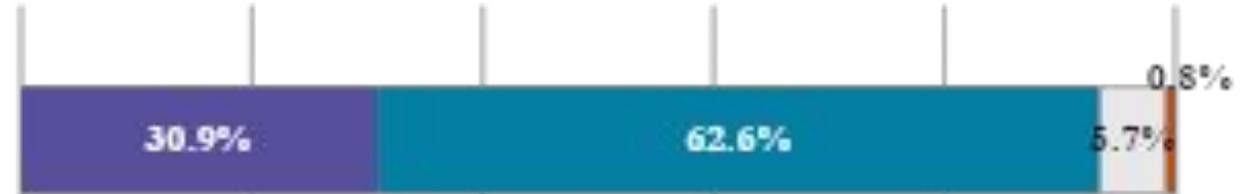
Of those respondents who **had not** seen the campaign previously and only saw the images within the survey, **65%** described their reaction as **positive** or **very positive**. (n=51)

Please select the degree to which you agree with the following statement:

n=123

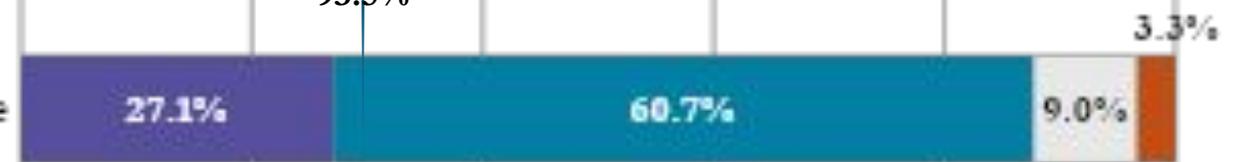
■ Strongly Agree ■ Agree ■ Neither Agree or Disagree ■ Disagree

I may be at risk of opioid use disorder



93.5%

Stigma is a barrier for people who want help with their opioid use



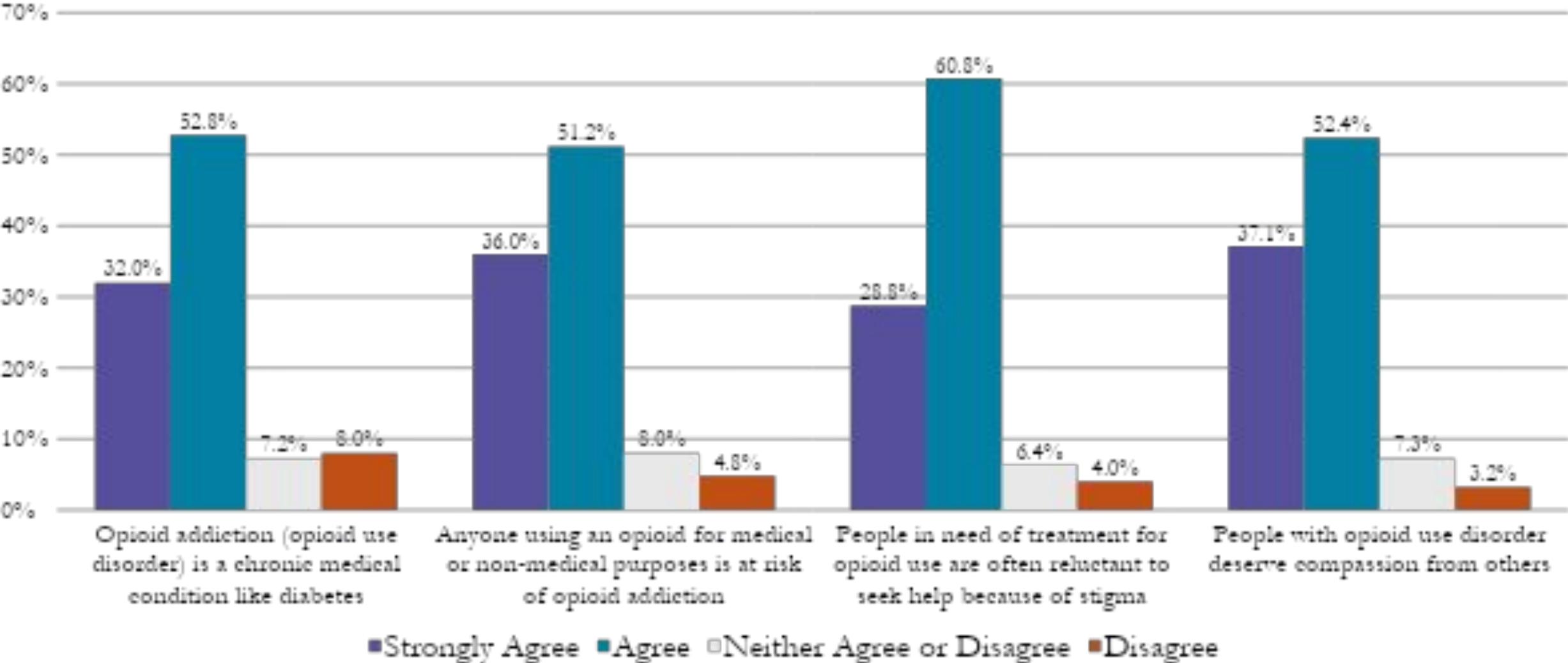
87.7%



76.0%

0% 20% 40% 60% 80% 100%

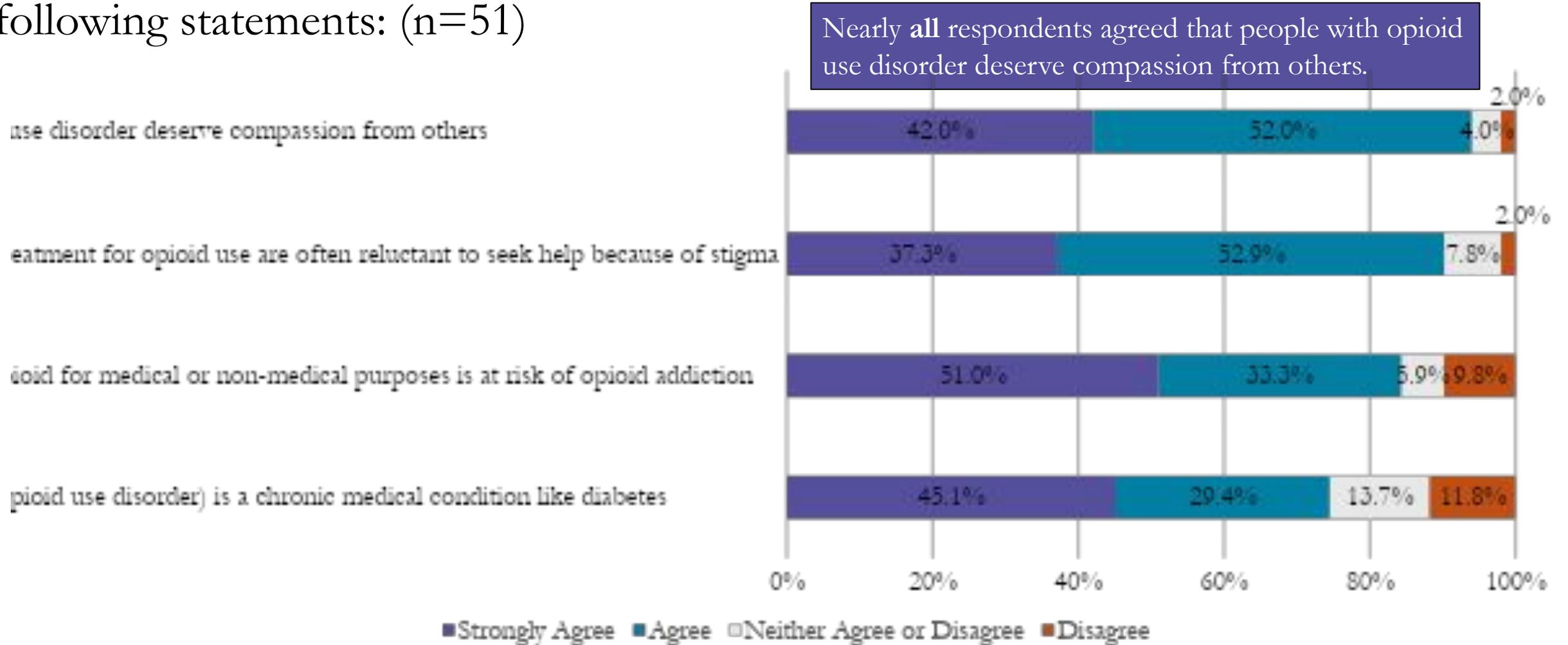
How much did you agree or disagree with the following statements: (Among all respondents) n=125



Outcomes Specific to Respondents Who
Had Not Seen the Campaign Prior to the Survey

Feedback on the campaign from those that **had not** seen it previously....

How much do you agree or disagree with the following statements: (n=51)

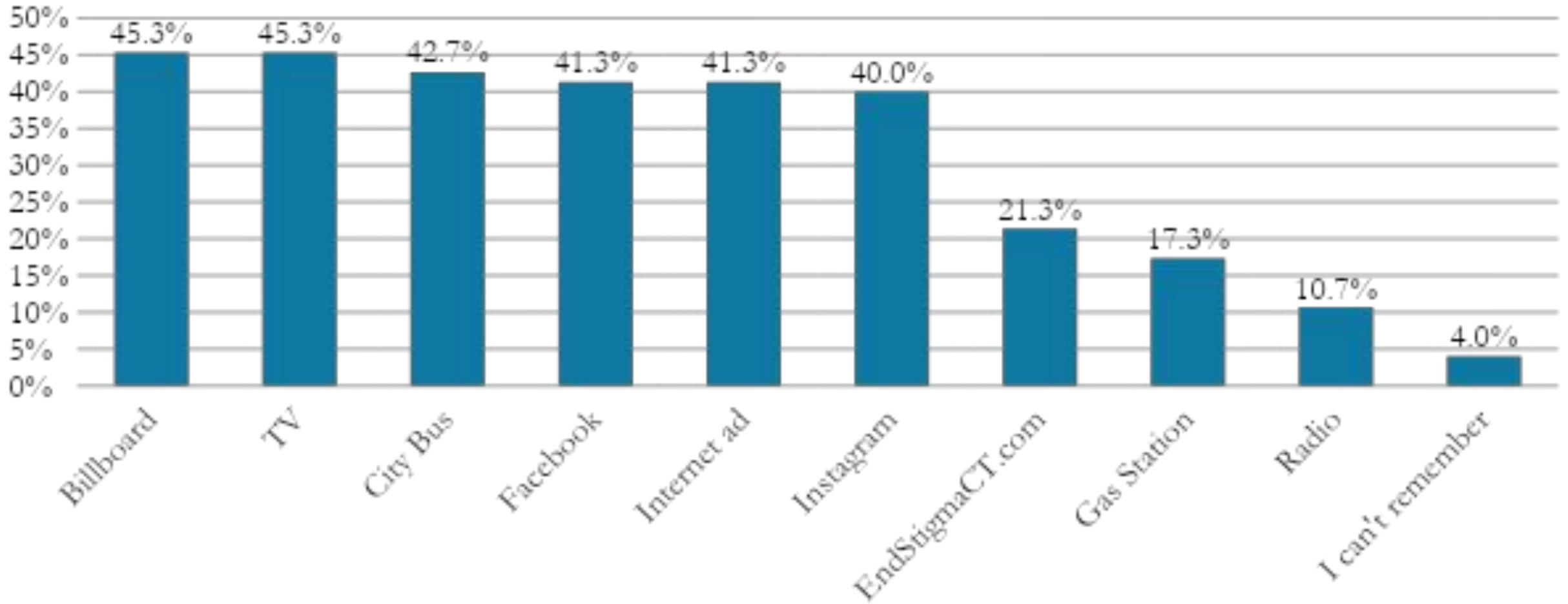


Strongly Disagree was a choice and was not selected

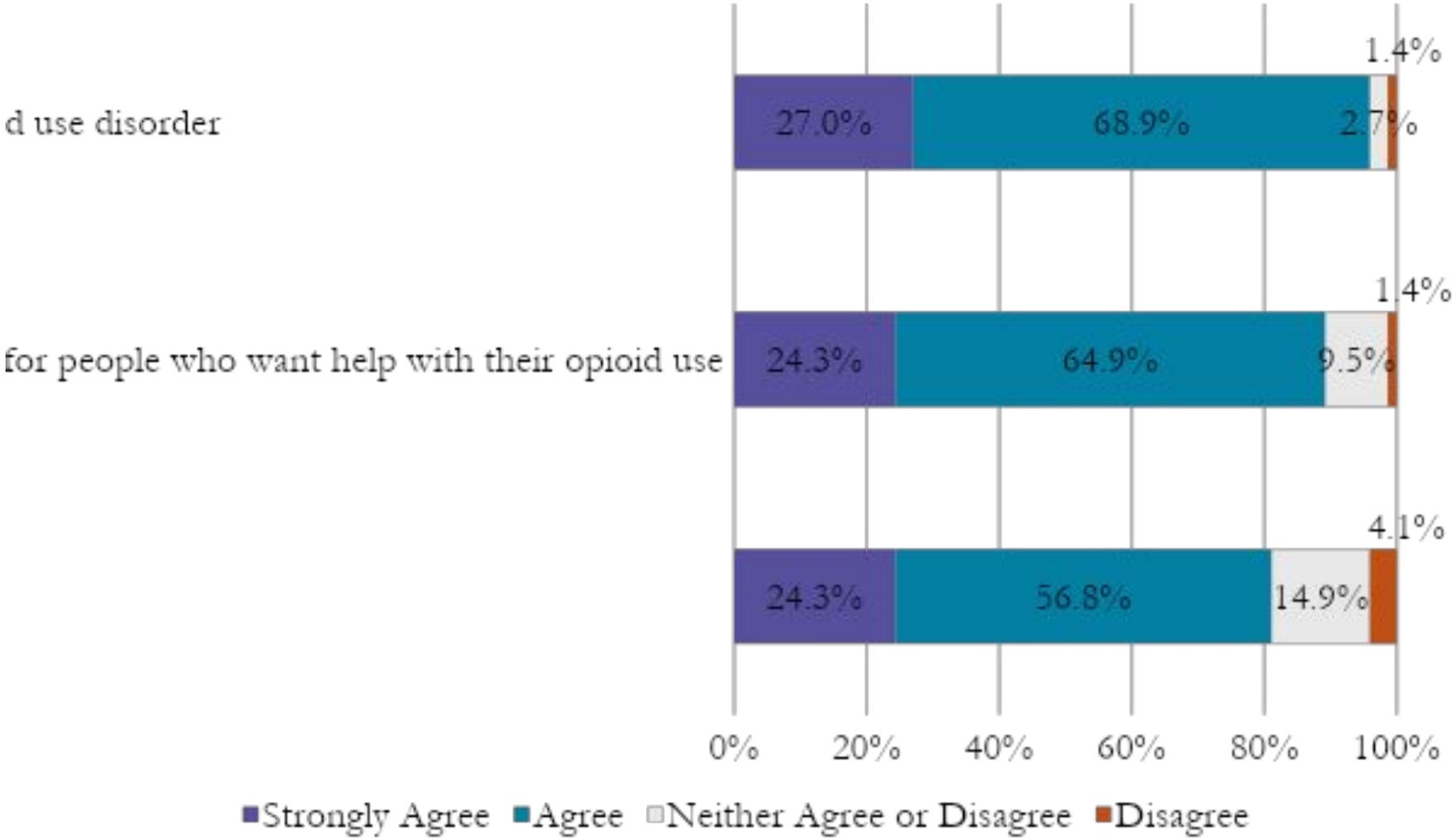
Outcomes Specific to Respondents Who
Had Seen the Campaign Prior to the Survey

Where have you seen or heard this campaign? (Select all that apply)

n=75



Respondents who **had** previously seen the campaign were asked to select the degree to which they agree with the statements related to the campaign (n=74)



Among those that had seen the End Stigma CT Campaign, most respondents **strongly agreed/agreed** the campaign:

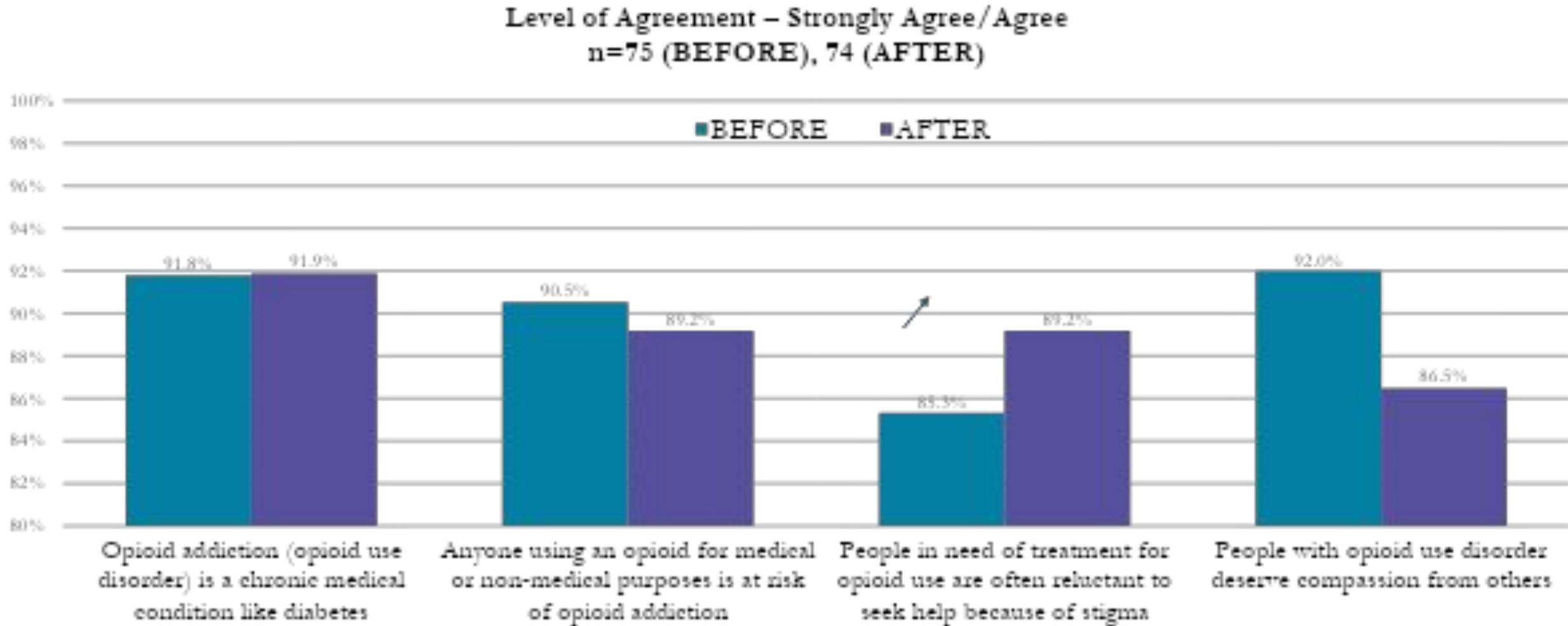
- Demonstrated that anyone can be at risk of opioid use disorder
- Provided a clear message that stigma is a barrier for people who want help with their opioid use.

81% of those who had seen the campaign responded they had learned something from this campaign

Strongly Disagree was a choice and was not selected

Among respondents who **had** previously seen the campaign...

BEFORE and AFTER seeing the campaign, respondents reported a high level of agreement with the statements.

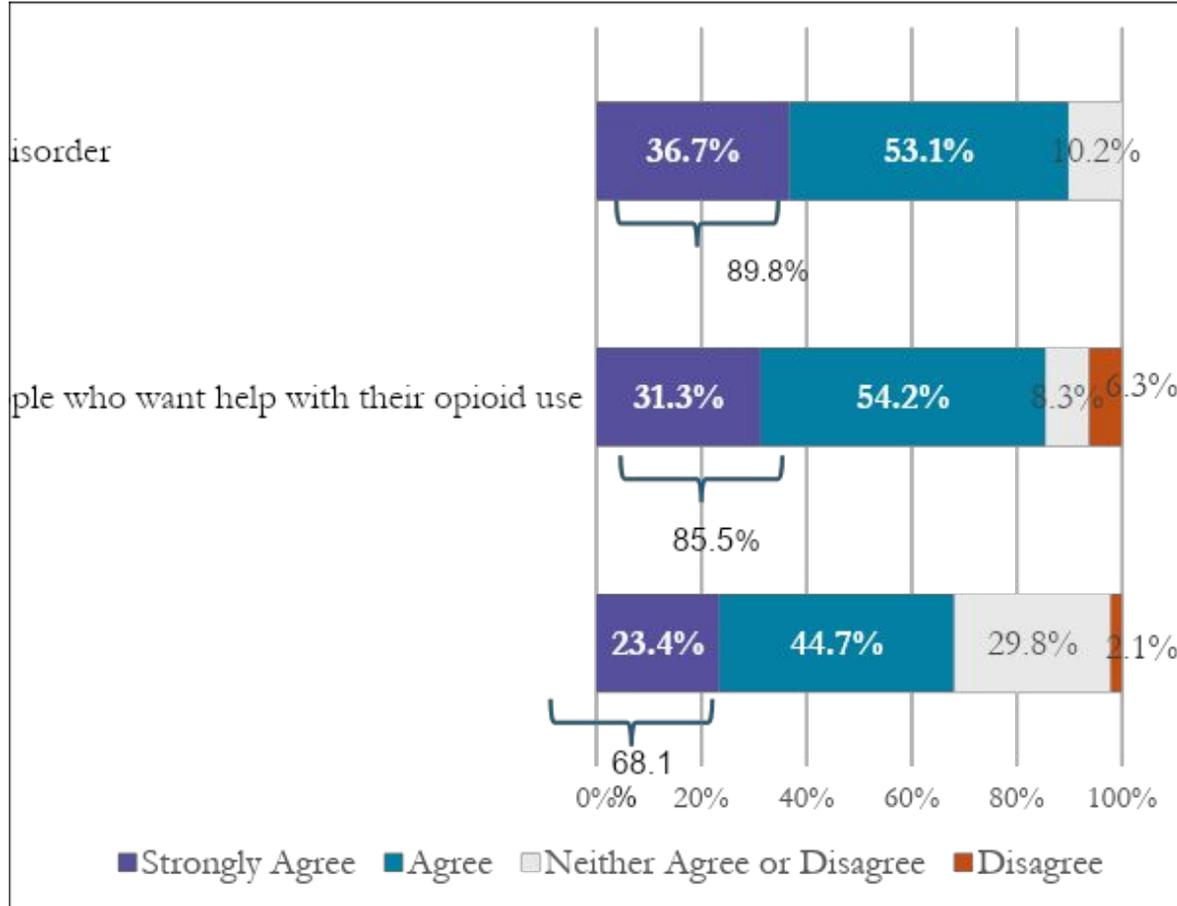


Note-Opioids include prescription drugs, heroin and fentanyl

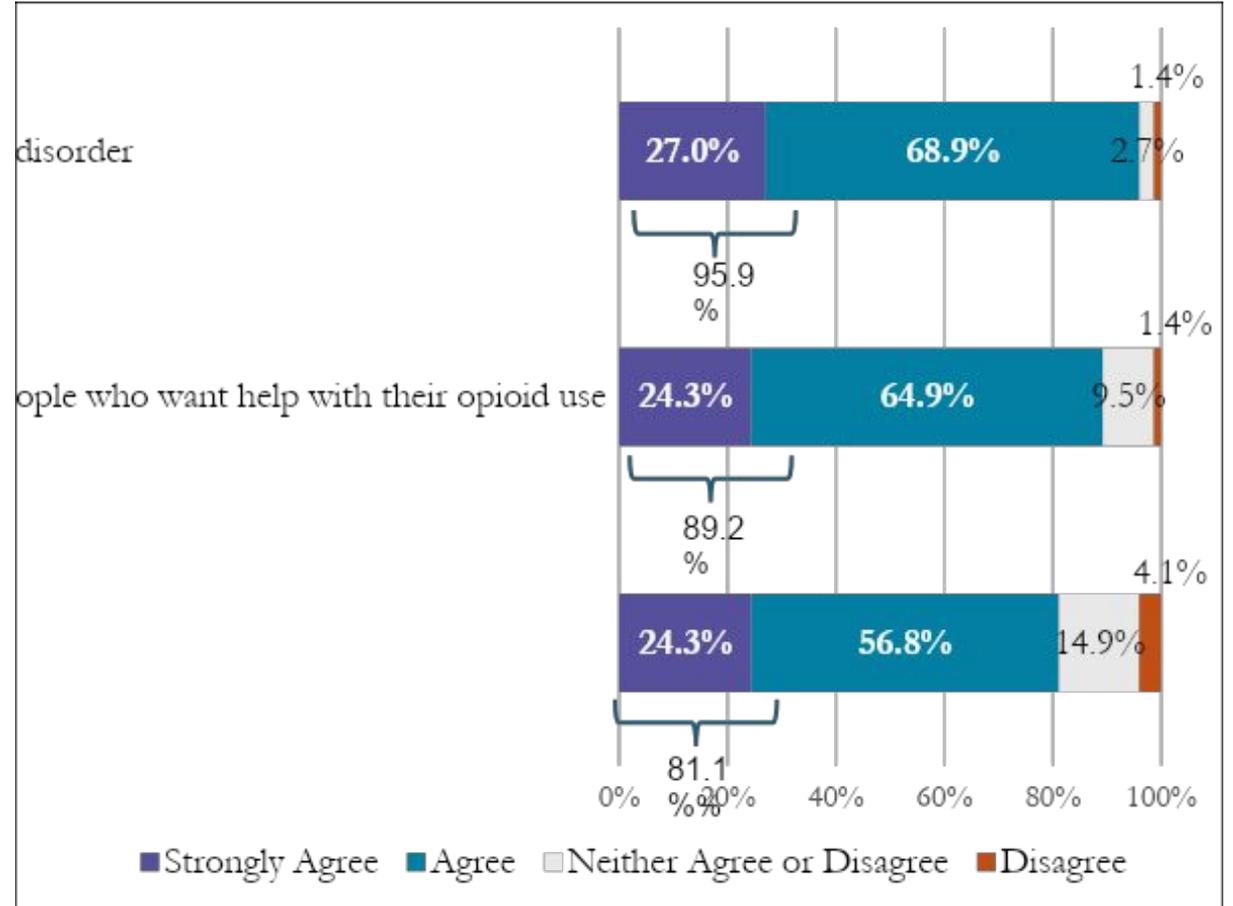
Outcomes Comparing Respondents Who
Had Seen the Campaign Prior to the Survey and
Those Who Had Not

Feedback on Campaign

Respondents who **had not** seen stigma campaign previously



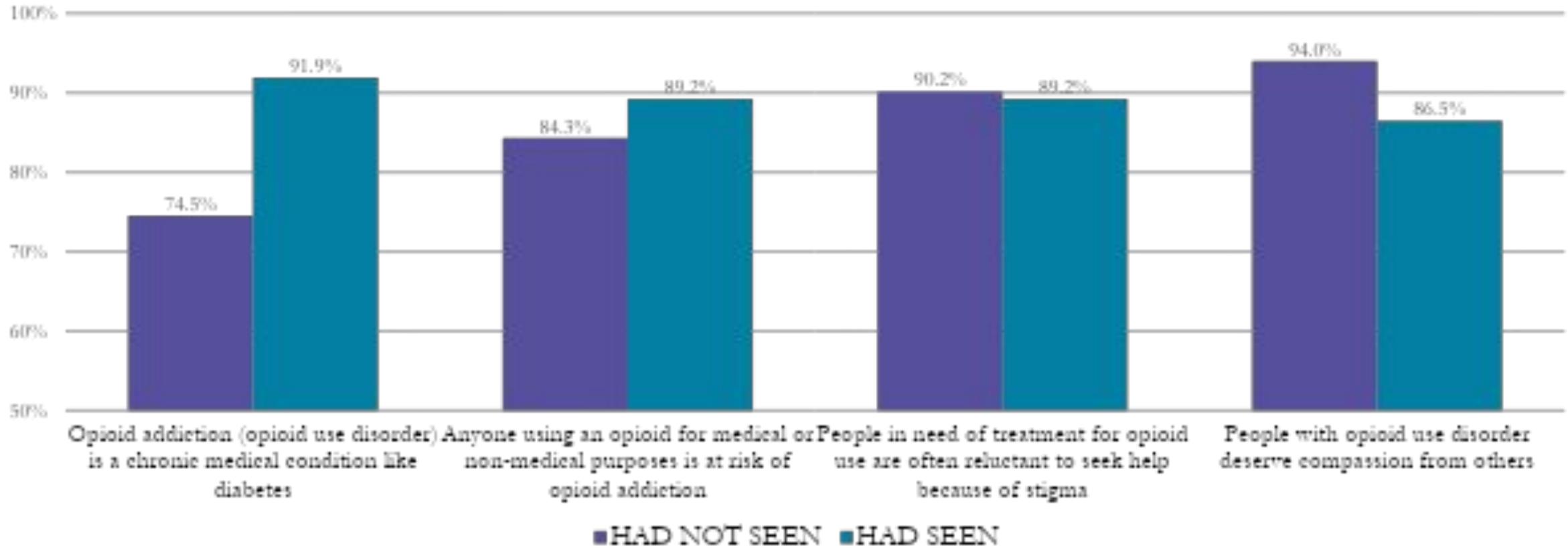
Respondents who **had** seen stigma campaign previously



Among those who had seen the stigma campaign prior to participation in the survey, more favorable attitudes were expressed about opioid use disorder and the campaign overall than from those who had only been exposed to the campaign within the survey.

Feedback on Campaign

Level of Agreement – Strongly Agree/Agree



- Those who **had** seen the stigma campaign prior to participation in the survey, had more agreement about OUD as a chronic medical condition and that anyone using an opioid can be at risk of opioid addiction than those who had been exposed to the campaign only within the survey.
- Those who **had not** seen the campaign previously and only exposed to the campaign within the survey expressed a higher level of agreement that people with OUD deserve compassion from others.

Limitations:

- The survey was disseminated via local health department/district contacts utilizing methods which may present a bias of respondents who were already familiar with opioid stigma due to their existing connections or exposure to the health departments/district.
- These data serve to assess attitudes and perceptions of those that were exposed to the campaign prior to the survey and within the survey. They do not provide comparison data to those who had no exposure to the campaign.
- The survey dissemination approach was a convenience sample, meaning results have limited application to the broader community.
- The survey intentionally did not include demographic questions, to reduce respondent reporting burden. The make up of the survey respondents in terms of age, race/ethnicity, sex, gender, residence city or professional background is not reported and as such we cannot consider what role these characteristics have in response.