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*Alcohol Use Disorder  
is a treatable medical condition,  
and a full recovery is possible.*

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**Canadian Alcohol Use Disorder Society**

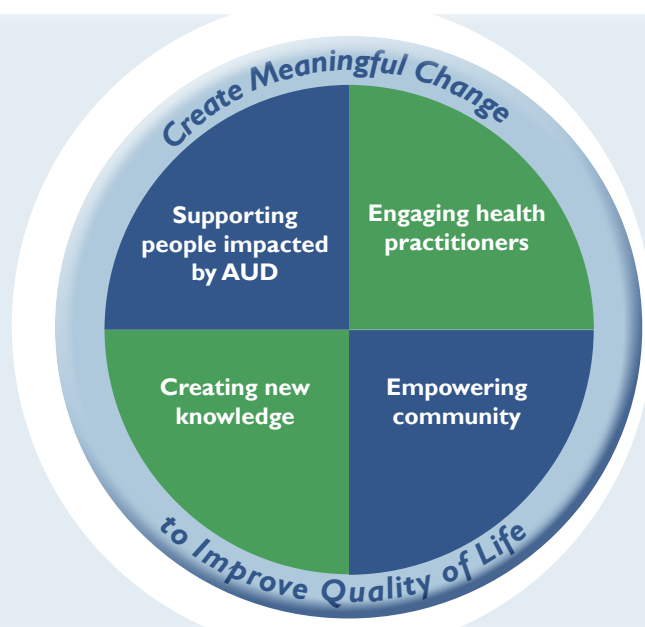
## Did you know?

Alcohol cravings and withdrawal symptoms can be extinguished. For Good.

Even though most people can fully recover from Alcohol Use Disorder, it is still largely misunderstood and undertreated across Canada.

### OUR MISSION

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



OUR VALUES

HOPE

COMPASSION

KNOWLEDGE

ACCESSIBILITY

IMPACT

### OUR HISTORY



The creation of the Canadian Alcohol Use Disorder Society was inspired by family physician, Dr. Jeff Harries, and his tireless drive to spread a message of hope:

**AUD is a treatable medical condition and a full recovery is possible.**

Dr. Jeff Harries died from complications of ALS in 2021. As a society, we are determined to continue his legacy, and implement his national strategy to transform lives across Canada and beyond.

*Dr. Jeff Harries (left) receives the BC Centre on Substance Use Primary Care and Substance Use Trail Blazer Award.*

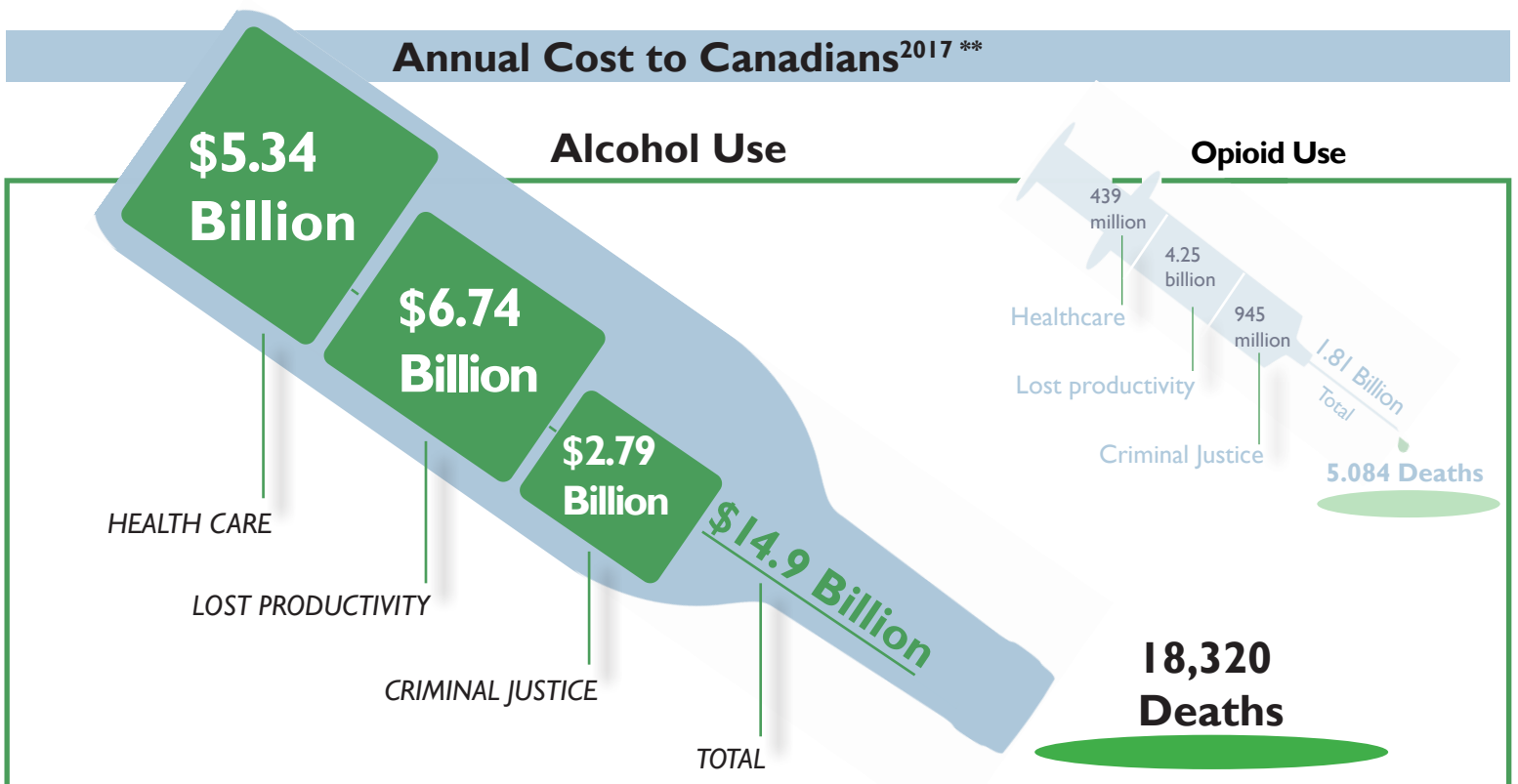
### OUR TEAM

*Our Board, Executive Team and Clinical Advisory Committee has dedicated experts in addictions medicine, healthcare management, research and knowledge building, quality improvement, communications, and patient and community engagement.*

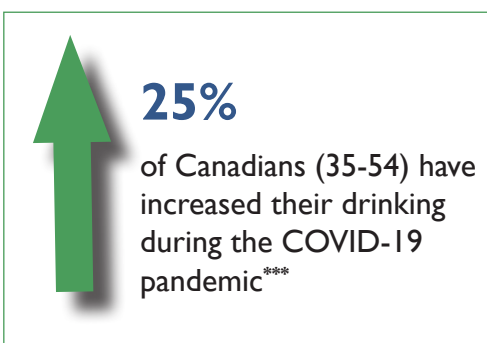
**Alcohol Use Disorder is one of the most harmful and costly medical conditions in Canada.**



Canadians directly affected by Alcohol Use Disorder (AUD) over their lifetime\*



**Increasing Alcohol Consumption**



\*Alcohol affects 18% of Cdns (> age of 15) during their lifetime, Statistics Canada, 2016.  
 \*\* Canadian Substance Use Costs and Harms, 2017.  
 \*\*\* Canadian Centre on Substance Use study, 2020.  
 + Provincial Guideline for the Clinical Management of High-Risk Drinking and Alcohol Use Disorder, BC Centre on Substance Use, 2019.  
 ++ Evidence-based Pharmacotherapies for Alcohol Use Disorder: Clinical Pearls, Mayo Clinic, 2020.  
 ^ How prescribing available pharmacotherapies for alcohol use disorder can impact the healthcare system: A retrospective quality improvement study by Izabela Szelest, Bruce Harries, Lori Motluk, Jeff Harries, MD, *Healthcare Management Forum*, 2021.  
 ^^Use of pharmacotherapy for alcohol use disorder in Manitoba, Canada: A whole population cohort study by Geoffrey Konrad, Christine Leong, James M. Bolton, Heather J. Prior, Michael T. Paillé, Josh Nepon, Deepa Singal, Okechukwu Ekuma, Jennifer E. Enns, Nathan C. Nickel, *Plos One*, 2021.

## Alcohol Use Disorder is one of the most treatable medical conditions in Canada.

### THE CAUDS APPROACH

We advocate for a compassionate, holistic, evidence-based approach to treating Alcohol Use Disorder which includes the prescribing of medications, usually for a short period of time, in order to:

- reduce or extinguish cravings and withdrawal symptoms.
- give people the choice to stop or simply reduce the amount they drink.
- complement and provide stability for seeking counselling and other psycho-social supports.

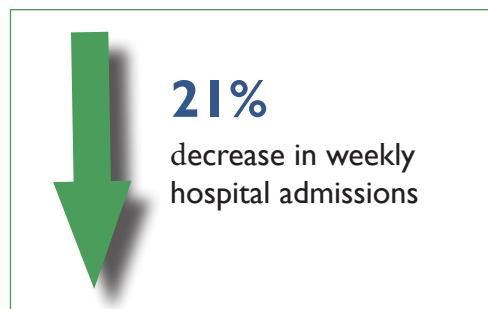
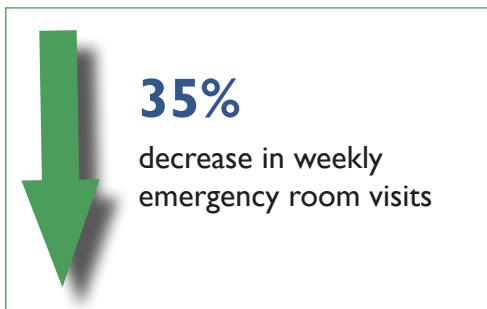
Recommended medications are safe, effective and commonly used to treat other conditions, and a medical approach is endorsed by many organizations such as the BC Centre on Substance Use<sup>+</sup> and the Mayo Clinic.<sup>++</sup>

### IMPACT

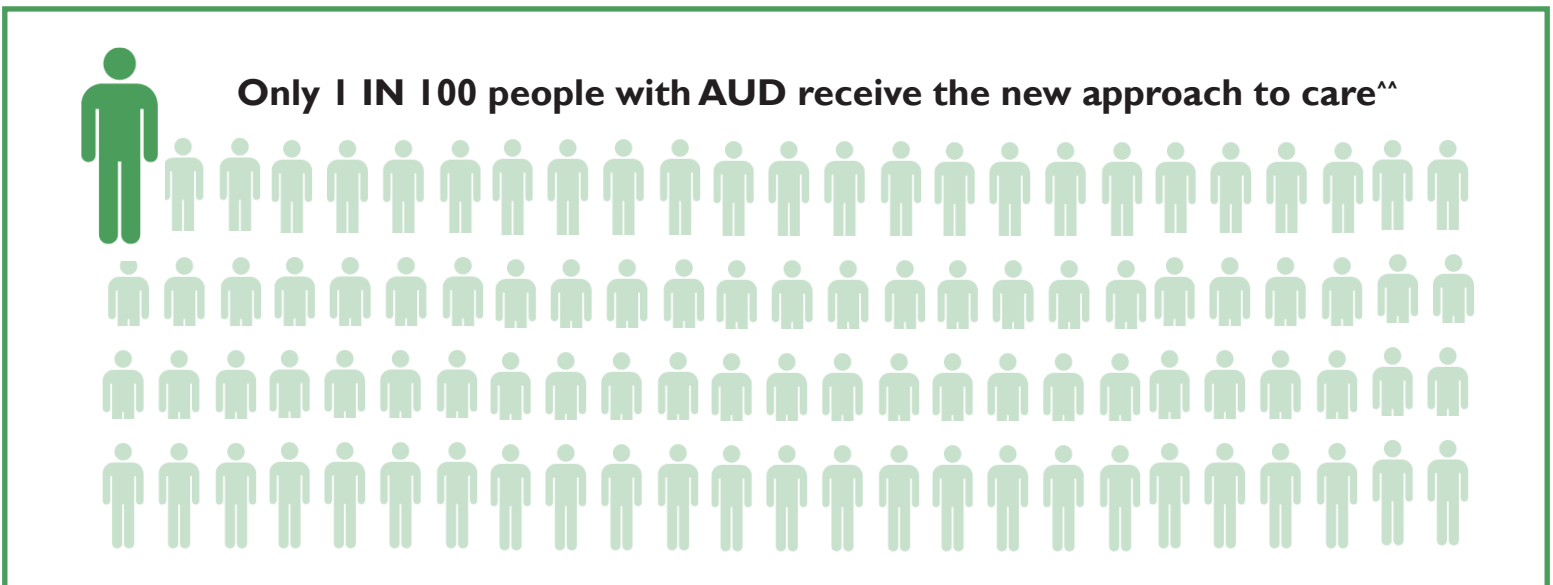
**With this approach, we can dramatically reduce costs, and better still, transform lives.**

In just one example, the Canadian AUD Society, in partnership with Interior Health, conducted a series of AUD presentations to clinicians to change their prescribing practices.

**Multiple AUD education presentations given to Penticton clinicians over 20 months resulted in:<sup>^</sup>**



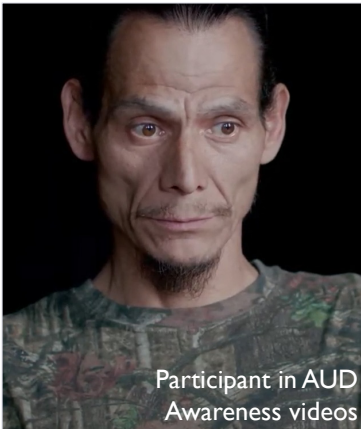
### WE HAVE WORK TO DO





## Supporting people impacted by AUD

We provide hope to individuals, families and friends for improved care and recovery from Alcohol Use Disorder.



Participant in AUD Awareness videos



Participant in AUD Awareness videos

### FACILITATING A START TO RECOVERY

#### What needs to change

Many people are not aware that:

- will power is NOT the only way to overcome cravings and withdrawal.
- abstinence is NOT required to reduce temptations to drink.
- being an alcoholic is NOT life-long or a part of a person's moral fibre.
- being addicted to alcohol is NOT shameful or a sign of weakness.

#### Championing change

Through awareness, understanding and facilitating dialogue, we are helping people consider a new option for care through the creation of:

- AUD awareness videos
- conversation starters with providers
- resource and storytelling hubs
- direct email engagement
- social media campaigns
- traditional media awareness campaigns

### Voices: Patient success

*I'm over the moon. It felt like I was given a lifeline."*

*"I'm now where I want to be with my drinking. It's a life changer for sure."*

*"Most people write off 2020, but my son says it's been the best year he's had in 20 years. He's loving this new life."*

### Feature Resources

#### **Storytelling and Storyshare Hub**

A space on our website for people to hear about and be inspired by other people's AUD care success stories

#### **Package for Patient/Provider Conversations**

A step-by-step guide for approaching a care provider about AUD treatment options

#### **AUD Awareness Videos**

A series of inspiring, story-based videos, featuring diverse patient and family care journeys

## Engaging health practitioners

We facilitate the integration of a new understanding and approach to treating AUD through culture, practice and systems change initiatives.

### PUTTING KNOWLEDGE INTO PRACTICE

#### What needs to change

Few practitioners in Canada integrate this approach to AUD into their practices, which directly impacts patient access to proven care options.

#### Championing this change

We share knowledge to help providers become confident and prescribing ready, and are creating a scalable community of practice for continued engagement, colleague-to-colleague discussion and to develop AUD clinician champions.



Dr. Roland Engelbrecht,  
Addictions Medicine

### INTEGRATING A NEW APPROACH IN HOSPITAL AND COMMUNITY CARE

#### What needs to change

Many people wind up in the emergency department with issues related to Alcohol Use Disorder, but are generally not offered AUD treatment options in this setting.

#### Championing change

We are co-developing a scalable process at three Interior Health locations where patients receive AUD treatment in the emergency department, and have this care plan connected back to community supports and to their primary care provider.



Patrice Gordon,  
Nurse Practitioner

### Voices: Provider satisfaction

*“This work is so important and dignifying. Thank you!”*

*“Best and most useful talk I’ve been to for a very long time.”*

*“I can honestly say I have not been to a talk that impacted my practice in such a meaningful way.”*

### Feature Tools

#### **Clinician Resource Hub**

A compendium of resources and guidelines to help providers become familiar with AUD and prescribing options

#### **AUD Medication Selection Tool**

A forthcoming web-based tool to guide clinicians through the process of selecting appropriate AUD medications

#### **Clinician Education Video Series**

A forthcoming series about AUD, how medications work on the brain, and concrete steps to offering care



## Creating New Knowledge

We conduct research, promote evidence and educate a new generation of researchers to build upon the new approach to AUD treatment.



### RESEARCH PUBLICATION AND PROMOTION

#### What needs to change

AUD treatment is an underdeveloped area of research, and although currently recommended pharmacotherapies have been rigorously studied and approved for use, this knowledge needs to more effectively reach students, clinicians, as well as those seeking care.

#### Championing change

- We work with medical, neuroscience and community health students to conduct and promote research, and to help build a future generation with AUD knowledge.
- We conduct and publish research studies on the uptake of AUD treatments in the healthcare system.
- We promote knowledge, with our clinical advisory team featured on several media sites including the BC Centre on Substance Use and Mental Health News Radio Network's podcasts.
- We have advised on BC Centre on Substance Use clinical management guidelines, with an invitation to advise on the development of national guidelines.

### Voices: Student Engagement

*"I feel very fortunate to be a part of the team where I'm gaining a multitude of skills that will be directly applicable to research, and will help to promote the well-being of those struggling with Alcohol Use Disorder."*

### Feature Research

#### ***How prescribing available pharmacotherapies for alcohol use disorder can impact the healthcare system***

A retroactive study published in the Healthcare Management Forum

#### ***Impact of AUD on women in rural areas***

A forthcoming literature review and documented focus group interview sessions, which look at service needs

#### ***Recommendation for the incorporation of Ondansetron and Baclofen in AUD treatment***

A forthcoming opinion piece reviewing evidence of the efficacy of two additional medications for AUD

# Empowering Community

We help incorporate a more hope-filled understanding of AUD into community leaders' personal lives and professional work.

## COMMUNITY ENGAGEMENT PROGRAM

### What needs to change

Leaders and decision-makers in diverse communities have little opportunity to learn about the new approach to AUD, or to integrate this knowledge into community-based initiatives.

### Championing change

- We will be working in a pilot community, in partnership with community leaders, a communications team and the local Community Foundation to co-develop an engagement toolkit, which can be used to spread a message of hope across Canada.
- We continue our work with First Nations communities where we have been invited to co-create AUD engagement materials.
- We present AUD information sessions to community nonprofit organizations.
- Future work includes the development of social responsibility programs for the alcohol production and sales industry, as well as a national action series.



Dr. Jeff Harries,  
Presenter



Aaron McRann  
Community Foundation

## Voices: Community Engagement

*“The Community Foundation of the South Okanagan Similkameen is pleased to be partnering with the Canadian AUD Society, as their work helps address the root cause of many social issues such as physical and mental health, housing, poverty, food security, domestic violence, and employment retention.”*

## Feature Events

### **A New Approach to Care Video**

A collaboratively-developed video highlighting individual and community stories in several BC First Nations communities

### **Documentary Screening**

An award-winning film featuring Dr. Harries and his work currently being presented at screenings and film festivals

### **Community Leaders Engagement Workshops**

A forthcoming collaborative message creation session and spread of AUD knowledge to community leaders



*Join us, and together,  
we can transform lives.*

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Get involved. Donate today.

**[www.cauds.org](http://www.cauds.org)**

Stay in touch with us!

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**Canadian Alcohol Use Disorder Society**

Penticton, BC Canada [caudsorg@gmail.com](mailto:caudsorg@gmail.com)

Proudly partnering with:

Community Foundation of the South Okanagan Similkameen



Updated June 2021