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Crowdsourcing Metadata Practices at USU

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Outline

1 Crowdsourcing: Engaging the Public in Metadata Creation

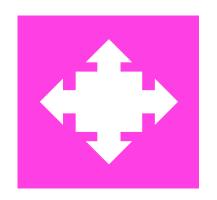
2 Adding Value to Collections: Highlighting Examples From Folklore

3 Beyond Crowdsourcing: Partnering for Discoverability, Equity & Inclusion

Engaging the Public in Metadata Creation

Wisdom of the Crowd

Crowdsourcing Methods



Outsourcing

Gathering information from students/donors and using online webforms



Interviews

Working one-on-one with community members to gather information



Community Events

Organizing events that engage the community and encourage participation



Outsourcing



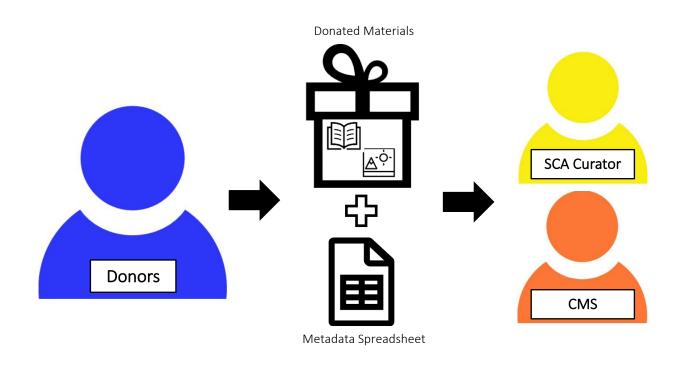


Background

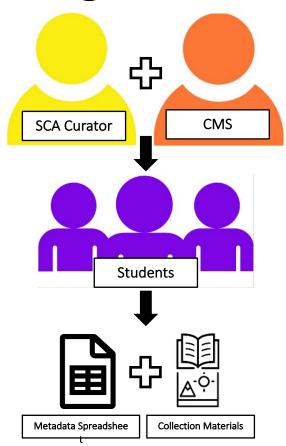
- Coordinating efforts for new collections
 - o Donors
 - Metadata spreadsheets
 - Booklets
 - Student groups
- Reviewing online feedback for all collections
 - Webforms / Comments



Coordinating Efforts - Donors

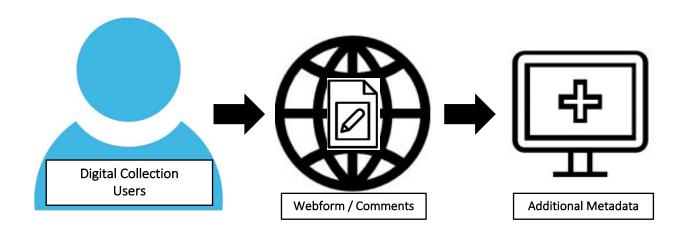


Coordinating Efforts - Students





Webforms / Comments





Examples

- Folklore collections
 - Upcoming FOLK COLL 66 (Donor: Hal Cannon)
 - Meeting with Hal and Folklore Curator
 - Basic primer on metadata and how to use the metadata spreadsheet
- Student groups
 - Jackson Hole Dude Ranching Tradition
 - The Climate Challenge: USU Voices
- Online feedback
 - o Compton Studio Photographs, 1884-1994



Challenges

- Metadata education
 - o Dublin Core
 - Excel spreadsheet metadata templates
- Webform
 - Accuracy of information



Successes

- Improved collection information
- Simplified processes
 - General education on importance of metadata
 - Excel spreadsheet metadata templates
 - Who, what, where, when etc. instead of Dublin Core fields
- Increased library interaction with campus and community



Interviews





Background

- Community members
 - 1 liaison community member
 - o 1 family member
 - 2 cataloging and metadata representatives
 - One rep to interact directly with interviewee
 - One rep to record audio/take notes
 - o Packets
 - Printouts of collection items (2 copies)







Challenges

- Scheduling
- Storytelling
- Accuracy of information
- Return on investment



Successes

- Improved collection information
- Investment given by the community led to higher collection usage
- The interviewees really enjoyed themselves and reminiscing about the past
- Extraordinary experience for catalogers
- Flexible Administration



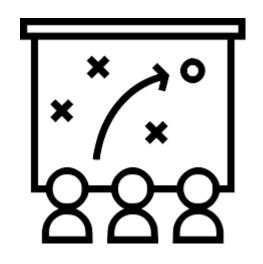
Community Events





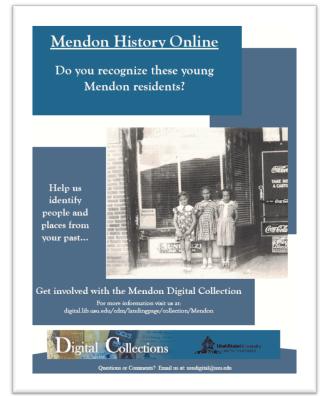
Planning Guidelines

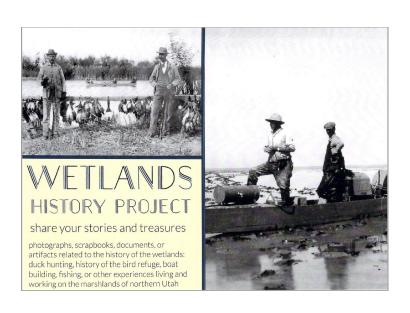
- Determine objective
- Research relevant community organizations/events
- Choose community liaison(s)
- Establish strategy to reach goal
 - Where (location of event)
 - What (Resources needed)
 - Staff
 - Equipment
 - Forms
 - Who & How (Publicity)
 - o Flyers
 - o Postcards
 - Word-of-mouth





Publicity





Community Event



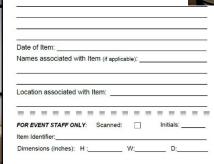


Owner Name:

Type of Material (circle all that apply):

Image	Text	
Color B & W Print Negative Slide Movie	Volume Single Sheet	Artifact

Description of Item:











Challenges

- Logistics of large-scale event
- Balancing staff with community members (supply = demand)
- Spending appropriate amount of time with each person
- Publicity what forms would be most useful?
- Getting staff and equipment to/from event
- After event metadata gathering (know limitations of your event)



Successes

- Positive relationships with community future donations
- Good turnout
- Digital collections with robust metadata
- Improved metadata collection workflows

					Physical dimensions	11			
Donor/creator	Title	Date original	Description	Physical description	(inches)	Names	Geographic Place	Subject	Identifier
Gordon Shafer	Photograph of collapsed Duckville Club building in Duckville, utah	Jan. 22, 1988	Photograph of collapsed Duckville Club from ice flow, taken Jan. 22, 1988; ice 18 inches thick on bear river marsh	color photograph	3.5" x 5"	Duckville flood	Duckville Utah		DNO-0025-WHP-ShaferG-P001_Front.tif
worked for the Bear River Club 1971 to 1990; started as hunting guide, when left was manager	Photograph of flood damaged Bear River Club building	Aug. 22, 1987	Bear River Club Company official name of Bear River Club.	color photograph	3.5" x 5"	Duckville flood		Bear River Club Company	DNO-0025-WHP-ShaferG-P002_Front.tif
		1988	Bird Refuge destruction from ice flows	color photograph	3.5" x 5"				DNO-0025-WHP-ShaferG-P003_Front.tif
daughter Sarah remembers going to bear river club with her dad while growing up, has stories - interiew?		Jan. 22, 1988	Collapsed Mate's Quarters building of the Bear River Club	color photograph	3.5" x 5"				DNO-0025-WHP-ShaferG-P004_Front.tif

Lessons Learned

- Have a plan and follow it
- Need to evaluate process and make necessary changes
- Community members are eager to contribute information and share their stories
- Collective knowledge is invaluable for gathering robust metadata
- Consider audience when creating strategies for collecting metadata Be Flexible
- Important to form strong relationships with community leaders and organizations
- Location of community events important, need to make community members feel ownership for the project
- What may be seen as a lost opportunity may actually open up new possibilities = referrals

Adding Value to Collections

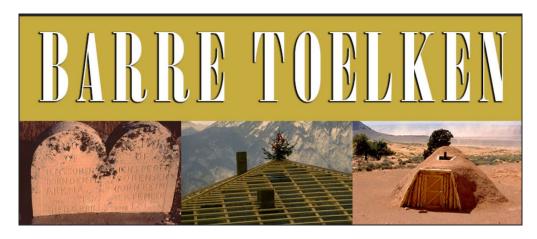
Highlighting Examples from Folklore

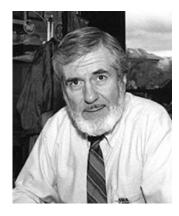


Barre Toelken Fieldwork Image Collection

Personal / Intimate Interviews

- Renowned USU Folklorist
- Metadata Specialist with background in Folklore







Metadata specialists can serve as conduits between researchers seeking data and informants with first-hand knowledge





Navajo wedding basket with traditional motif

Traditionally, Navajo baskets were functional containers used for food and water. Baskets also served as objects of trade with neighboring peoples. Although the traditional utilitarian function may have evolved. Navajo baskets are still used for ceremonial purposes. The Navajo wedding baskets (also called Navajo ceremonial baskets), are used in the Kinaaldá (girls' rites of passage puberty ceremony), weddings, and traditional healing ceremonies. The wedding basket, when inverted, can also be used as a ceremonial drum. In his book, The Dynamics of Folklore: Revised and Expanded Edition by Barre Toelken, 1996, Toelken explains the following about this wedding basket image: "The Navajo wedding basket, made of split strips of the desert sumac, is made mainly by a community of Paiute-Utes who have married into Navajo families in the vicinity of Navajo Mountain in southern Utah. The patterns are variously interpreted as cloud formations, mountains, and gendered colors; the basket is thought to invoke harmony, fertility, and ceremonial stability. The opening in the circle represents the direction east, and is analogous to the hogan's doorway as well as to the birth canal of Changing Woman, principal Navajo deity" (240), While the designs and interpretations of wedding baskets may vary slightly, this common pattern and theme reflects traditional Navajo cultural values and beliefs. The wedding basket represents the creation story of the Navajo people-a "metaphoric representation of the individual life course. It also tells the collective history of the Navajo, and it symbolizes the Navajo homeland. In conjoining these aspects of existence, it expresses the interconnection of individuals with their culture and natural environment." http://nanact.org/encounter-the-people/navajo/navajo-basketry.html. & Following are two interpretations of wedding baskets similar to the pattern displayed in the image: Example 1: "The Navajo Ceremonial Basket also called Navajo Wedding basket is viewed as a map through which the Navajo chart their lives. The central spot in the basket represents the sipapu, where the Navajo people emerged from the prior world through a reed. The inner coils of the basket are white to represent birth. As you travel outward on the coils you begin to encounter more and more black. The black represents darkness, struggle and pain. As you make your way through the darkness you eventually reach the red bands, which represent marriage; the mixing of your blood with your spouse and creation of family. The red is pure, During this time there is no darkness, Traveling out of familial bands you encounter more darkness, however, the darkness is interspersed with white light. The light represents increasing enlightenment, which expands until you enter all white banding of the outer rim. This banding represents the spirit world, where there is not darkness. The line from the center of the basket to the outer rim is there to remind you that no matter how much darkness you encounter in your world, there is always a pathway to the light." Example 2: "The ancient design of the basket is full of imagery that deepens its beauty and holds within it the creation story of the People. The center coil symbolizes creation from which all things are birthed. The outward spiral of the design emulates our journey into wisdom. The starburst represents the union of generations past and present. Every basket has a Gate, which is called the "Sipapu," a path from the center for the Spirit to come and go, Guardians are woven into the outer ring to stand in protection of the gate. In addition to being the vessel for the wedding cake, the marriage basket is a powerful healing tool used in the Navajo healing ceremonies known as "Sings." The Marriage Basket also represents the womb from which all things are birthed. The birthing process refers to and includes for example; physical children, a wedding (the birthing of a relationship) as well as our spiritual children; our dreams and visions into actualization. It holds within its structure the balance of the feminine and masculine energy-both energies in proper alignment with which we create new life." http://www.nhmu.utah.edu/sites/default/files/attachments/The%20Navajo%20Ceremonial%20Basket%20Interpretations.pdf @ (Natural History Museum of Utah).The wedding basket thus visually displays the Navajo creation story with symbolic images woven into its patterns. Navajo stories, legends, and myths depicted in objects such as the ceremonial basket help maintain a shared identity for Navajos-instrumental in preserving Navajo heritage, customs, and beliefs.





Krampus close-up, Neu Gotzens, Austria, 2001

A close-up view shows the legendary Krampus approaching a woman and a man in the streets. The centuries old Christmas tradition with Germanic roots has individuals dressed up as the legendary Krampus, walking and dancing in the street. In this image, Krampus has large, blue, bloodshot eyes, a large nose, a big mouth with red lips, and a furry greenish face. Individuals dressing up as Krampus typically wear dark fur coats with horned masks. The name, Krampus, has origins from the German word "krampen," which means claw. The legendary Krampus is a hairy, demonic beast, half-goat, half-demon, bearing horns and fangs and comes out into the streets on "Krampusnacht" (Krampus night) the eve of December 6, which is coincidentally Nikolastag (St. Nicholas Day). Unlike Santa Claus who brings gifts and candy to good little children, Krampus chases down the naughty children, captures them and takes them to the underworld. Children are told at Christmas time that if they don't behave Krampus will get them. "Krampusnacht" also involves a celebratory run in the streets called "Krampuslauf" (Krampus-run), often involving drunken men dressed as the demonic Krampus chasing people through the streets.





Stone mouse sculpted on a building in Hamelin, Germany

The Pied Piper is a folk legend from the town of Hamelin, Germany. The Piper was rat-catcher in multi-colored clothing tasked with ridding Hamelin of its rat infestation plaguing the city. He lured the rats away by playing his magical pipe. Promised riches for getting rid of the rats, he felt betrayed when Hamelin's mayor didn't reward him, so he retaliated by using his magic flute to lure young children away. It is said that they were hypnotized by the magical flute. The famous Pied Piper story can be seen all over the place, on buildings, and in baked goods in a store front window such as in this image. More on this legend click here: https://en.wikipedia.org/wiki/Pied_Piper_of_Hamelin ©



St. Anne's Retreat

Student Fieldwork

- Informant Data
- Metadata Specialist with background in Folklore





Name of Informant/Point of Discovery (POD) [Jane Doe]

Place item was collected [Logan, Utah]

Date [November 2015]

Your name

University

Course

Instructor

Semester and year

Title: [What is the item called? If it doesn't have a title, how would you best label it?]

Genre: [To what folklore category does your item belong?]

this section. Context: [Where did you get it, and where does it normally appear?] Single-space this section.

Informant: [Who told you? Or where in the world did you find it? Internet, bumper sticker?] Single-space

Text: [The item, quoted verbatim or sketched/photographed as is] Double-space this section.

Texture: [Stylistic notation: how did the person "perform" it?] Single-space this section.

Collection of St. Anne's legends View Description P Text Search... Text 7.pdf [25.44 MB]

Link will provide options to open or save document

PDF Adobe Acrobat

File Format: Adobe Reader

Description Rating

Description

Subject

Genre

Keywords

Subject (LCSH)

(Ethnographic

Thesaurus)

Genre (AAT)

Original Date Geographic

Publisher

Locations Time Periods

Language

Collection Information Call Number

Collection

Inventory

Source Physical

Title

& Reference URL

PDF

Based on O rating(s)

Collection of St. Anne's legends

Folklore fieldwork collection assignments featuring St. Anne's Retreat in Logan Canyon.

Legends

legend-tripping Supernatural legends

ghost stories legend trips contemporary legends supernatural tales

legends (folk tales)

Digitized by : Utah State University, Merrill-Cazier Library.

Logan Canyon, Cache County, Utah, United States, http://sws.geonames.org/5777546/ 1960-1969

1970-1979

1980-1989 1990-1999 20th century

2000-2001 2000-2009 2010-2019

21st century

Utah State University, Merrill-Cazier Library, Special Collections and Archives, FOLK COLL 8a

FOLK COLL 8a: Gr 7, Box 8, Item Fd11

http://archiveswest.orbiscascade.org/ark:/80444/xv63192 2

USU student folklore genre collection of supernatural nonreligious legends, 1960-2011 FOLK COLL 8a

Partnering for Diversity, Equity, & Inclusion

Community Scholars / Students / Extension Faculty

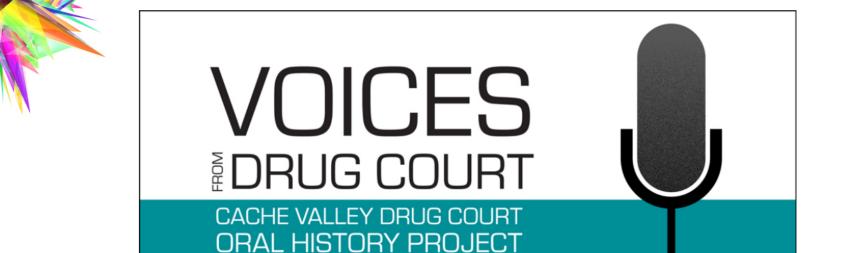
Community Partners



Latinx Voices Symposium, 2008

In an effort to make USU Special Collections and Archives holdings more diverse, equitable, and inclusive, we collaborate on our ethnographic endeavors to include community partners in all stages of the planning, from concept through completion

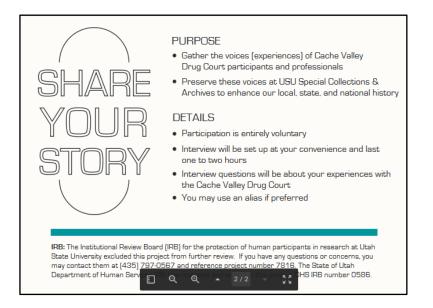
This includes input regarding description/metadata



Community Partners

- Andrew Dupree, Community Scholar
- Brock Alder, Bear River Health Department Division of Substance Abuse
- Judge Thomas Willmore, First District Court





- Andrew was a co-project lead, project originator, interviewer,
 - Helped with collection description/metadata
- Judge Willmore approved the project
- Andrew and Brock assisted with
 - interview questions
 - competency training



Title Andrew oral history transcript, March 3, 2017 Description Andrew is a graduate of drug court; he spearheaded the Cache Valley Drug Court Oral History project. He talks about his individual su addicts, abusers, and users. He shares his ideas on how to improve the recovery experiences of drug court participants and recovering Creator Andrew Contributors Randy Williams, Jennifer Duncan Subject (LCSH) Drugs Drug addicts--Utah Drug courts Oral history Criminal law Narcotics Anonymous Personal experience narratives Twelve-step programs Substance abuse--Treatment--Utah Subject Drug treatment Keywords Criminal justice Oral history Drug abuse Substance abuse Recovery Social Justice Specialty courts Community-driven oral history effort Cache Valley Utah First District Court Bear River Health Department Substance Abuse Division Counseling Utah Drug Legislation Intensive outpatient program Recovery Cafe Mentoring Genre oral histories (document genres) oral history (discipline) transcripts Original Date March 3, 2017 Geographic Locations

CACHE VALLEY DRUG COURT ORAL HISTORY TRANSCRIPTION COVER SHEET

Interviewee: Andrew

Place of Interview: Logan Library, Logan, Utah

Date of Interview: 3 March 2017

Interviewer: Randy Williams, Jennifer Duncan

Recordist: Randy Williams

Recording Equipment: Marantz digital recorder: model No.: PMD660; Shure

omnidirectional microphone: model No.: MX 183

Transcription Equipment used: Express Scribe with PowerPlayer foot pedal.

Transcribed by: Susan Gross, 31 March 2017 Transcript Proofed by: Randy Williams, 10 April 2017

Brief Description or Contents: Andrew is a graduate of drug court; ne spearheaded the Cache

Valley Drug Court Oral History project. He talks about his individual substance abuse and addicts, abusers, and users. He shares his ideas on how to improve the recovery experiences of drug court participants and recovering addicts, in general.

Reit rence: RW: Randy Williams Jennifer Duncan

Andrew

NOTE: Interjections during pauses or transitions in dialogue such as "uh" and false starts and stops in conversations are not included in transcript. All additions to transcript are noted with brackets

TAPE TRANSCRIPTION

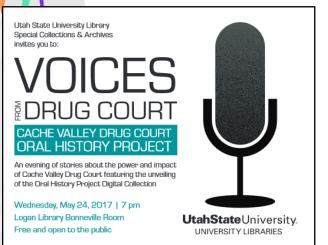
Logan, Cache County, Utah, United States, http://sws.geonames.org/5777544/

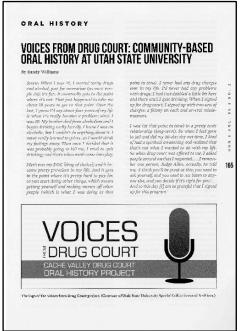
Time Periods 21st century

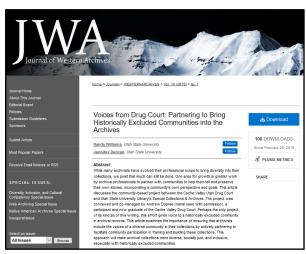
2010-2019

pı

Community Events and Scholarly Endeavors promote DEI Effort Leading to Future Partnerships







Journal of Western Archives (left) article co-authored by Williams and community partners Eduardo Ortiz and Maria Lisa Spicer-Escalante; Utah Historical Quarterly (right) article coauthored by Williams and Jennifer Duncan, SCA Librarian.





Student Partners (and Community Partners)

- Utah State University Folklore Graduate Students
- University of Wyoming American Studies Graduate Students
- Turner Family
- American Folklife Center at the Library of Congress



Summer 2017
Home
Announcements
Assignments
Discussions
Grades
Field School for Cultural Documentation
People
Pages
Syllabus
Summer 2017
Outcomes
Quizzes
Conferences
Instructors:

Credits

Chat

Mv Media

Media Gallery

Collaborations

- Bethany Budge, Jessica Cushenberry, Ross Garner, Rebecca Goodson, CJ Guadarrama, Alexander Hodel, Michelle Jones, Amelia Mathews-Pett, Kylie Schroeder, Elizabeth Setterberg, Rebekah Westrup (Field School Ideaths): Fieldwork (Interviews, recordist, photographer), transcription, metadata
 Lies Gabbett (Diseator, Folloge Program, USLI): Field School faculty, interviewer, photographer, metadata
- Andrea Graham (Folklife Specialist, University of Wyoming American Studies Program): Field School faculty, interviewer, photographer, metadata
- · Susan Gross (Susan Gross Oral History Transcription Services): Transcription
- Margaret Kruesi (Metadata Specialist, American Folklife Center, Library of Congress): Field School faculty, interviewer, metadata
- · Andrea Payant (Metadata Librarian, USU Library): Digital collection (CONTENTIM) management, landing page support and management
- . Darcy Pumphrey (Digital Coordinator, USU Library): Digital Collection landing page support

Dr. Guha Shankar (Library of Congress) gshankar@loc.gov
 Dr. Maggie Kruesi (Library of Congress) mkru@loc.gov

Andrea Graham (University of Wyoming) agraha12@uwyo.edu

• Randy Williams (Utah State University) randy.williams@usu.edu

• Dr. Lisa Gabbert (Utah State University) lisa.gabbert@usu.edu

- LaLine Ray (Computer Technician, USU Library): Technical support
- Carrie Reed (Transcriptionist): Transcription
- · Guha Shankar (Program Specialist, American Folklife Center, Library of Congress): Field School faculty, recordist, photographer
- . Kylie Schroeder (Fife Folklore Archive Intern): Transcript review/edits, metadata entry, digital exhibit creation
- <u>Sara Skindelien</u> (Metadata Coordinator Special Collections, USU Library): Metadata management, image conversion, audio conversion, naming review and revisions
- Mikkel Skinner (Graphic Designer, USU Library): Landing page graphic design
- Spencer Tart (Cataloging Assistant, USU Library) Audio conversion
- Harold Turner (Triangle X Ranch): Community partner
- Randy Williams (Fife Folklore Archives Curator and Oral History Program Director, Special Collections & Archives, USU Library): Field School faculty, interviewer, photographer, metadata, transcript management, review and revision, landing page text, collection processing, and digital collection project director



2017 LOC/USU/UW Field School: Naming Protocols

Transcript: Microsoft word doc or docx: Special Collections & Archives abbreviation and collection number and a dash [SCAFOLK064-] Interviewee name: Capitalize first letter in each name, include middle initial if there is one and a dash [LastFirstMiddleInitial-] interviewer's initials (including middle initial if there is one) with dash [INITIALS-] Date with underscore [YYYYMMDD_] Transcript [Transcript]

SCAFOLK064-DoeJohnF-REW-20170810_Transcript.docx

Audio: WAV files: Same as above, replacing Audio for Transcript: NOTE: If you pause an interview be sure to use PAUSE button. If you hit stop this ends that file and when you begin again it creates another. Don't stress if this happens just splice the files together [Audacity]. However, before you do this please backup each file first; you do not want to erase your interview. However, if you conduct an extra-long interview, with a break, and have two files, use part 1 and part 2.

- SCAFOLK064-DoeJohnF-REW-20170810 Audio.way
- SCAFOLK064-DoeJohnF-REW-20170810-partl Audio.wav
- SCAFOLK064-DoeJohnF-REW-20170810-part2_Audio.wav

Photo Logs: Microsoft word doc or docx: SCA and collection number and a dash [SCAFOLK064-]
Interviewee name: Capitalize first letter in each name, include middle initial if there is one and a dash
[LastFirstMiddleInitial-] photographer's initials (including middle initial if there is one) with dash
[INITIALS-] Date with underscore [YYYYMMDD_] PhotoLog [PhotoLog]

SCAFOLK064-DoeJohnF-REW-20170810 PhotoLog.docx

Fieldnotes: Microsoft word doc or docx: SCA and collection number and a dash [SCAFOLK064-]
Interviewee name: Capitalize first letter in each name, include middle initial if there is one and a dash [LastFirstMiddleInitial-] fieldnote taker's initials (including middle initial if there is one) with dash [INITIALS-] Date with underscore [YYYYMMDD] Fieldnotes [Fieldnotes]

SCAFOLK064-DoeJohnF-REW-20170810 Fieldnote.docx

Photographs: TIFF file: SCA and collection number with dash [FOLKSCA064-] Interviewee name: Capitalize first letter in each name, include middle initial if there is one and a dash [LastFirstMiddleInitial-] photographer initials (including middle initial if there is one) with dash [INITIALS-] Date with underscore [YYYYYMMDD_] discrete image number [001] Note: Even if the image is of another person, an object, or activity, use the name of the person interviewed. The images will be included with that person's "charter" in the digital collection. The information you note in your photographs.



Student Exhibits & Description

EXHIBITS

NGL 6750, Summer 2017: Jackson Hole Dude Ranching



radition: Triangle X Ranch: Triangle X Ranch

Triangle X Ranch



Triangle X Horses and Tetons, July 30, 2017

In 1926 John S. "Dad" and Maytie Turner relocated from Utah to Wyoming and purchased the Triangle X Ranch, becoming the first generation of Turners on the ranch. Located in the eastern part of the Valley (near Moose), the ranch boasts sweeping views of the Grand Teton mountain range. The Turners welcomed their first guest on the Triangle X the next spring. In 1930, the Turners (along with many others in the Jackson Hole area) sold their property to the Snake River Land Company and leased back the ranch. In 1950, the ranch was incorporated into Grand Teton National Park (GTNP) when Laurence Rockefeller donated his Snake River holdings to the existing park.



USU Extension & Community Partnership





UtahStateUniversity, UNIVERSITY LIBRARIES



Kinesiology and Health Science

Informing the National Narrative: Stories of Utah's Opioid Crisis

We invite you to work with Utah State University's Health Extension: Advocacy, Research, & Teaching (HEART) team and the USU Libraries' Special Collections & Archives to collect and preserve stories of the Utah opioid epidemic to bring hope and healing to those affected by this epidemic. For this important project, we are seeking:

- · Community members to share their stories
- · Community members to help conduct interviews

If you are interested in partnering on the project please contact

Randy Williams: randy.williams@usu.edu | (435) 797-3493 OR Kandice Atismé: kandice.atisme@usu.edu | (435) 919-1332

"It's time we talk about the opioid epidemic as a community issue instead of treating it like a family secret." – I. Perry



Engaged Learning





UtahStateUniversity
UNIVERSITY LIBRARIES

Informing the National Narrative: Stories of Utah's Opioid Crisis Spring Training

Date: May 13, 2019 Time: 3:30pm-5:30pm

Location: USU Kaysville (80 East 725 South, Kaysville, UT 84037) ROOM 133

3:30-4:00	University Press Publishing	Rachel I
4:00-4:30	Identifying Themes in Interview Data	Dr. Sand
4:30-5:00	Ethical Metadata and Naming Protocols	Andrea

5:00-5:30 Project Q&A

Rachel Levay Dr. Sandy Sulzer

Andrea Payant & Randy Williams



Informing the National Narrative: Stories of Utah's Opioid Crisis

STATEMENT OF SIGNIFICACE AND IMPACT

In 2017, more than 72,000 Americans died of an opioid overdose. This is higher than the number of United States military personnel that died during the 20-year Vietnam War. From 2013 through 2015, Utah experienced the seventh highest rate of opioid overdoses in the nation, losing more people to overdoses than firearms, falls, and motor vehicle crashes, all of which have historically been leading causes of death in the nation.

Throughout this opioid epidemic health, agencies and organizations have worked tirelessly to address prescribing habits, educate the public about the risks of opioids and their addictive properties, and improve access to services for those that are physically addicted. Throughout this work, stigma and the barriers it creates has come up countless times. Historically, there has been strong stigma surrounding substance use, and mental health disorders more broadly, which has led to the belief that substance use is

