



## What is TAAM?

Tough as a Mother (TAAM) is a public awareness anti-stigma campaign.

The goal of TAAM is to decrease stigma around maternal substance use disorder, educate providers and connect pregnant and parenting mothers to treatment and recovery supports in their communities. The campaign relies on partners like you to share our resources.

## Why is TAAM needed?

- Since 1999, the number of pregnant women diagnosed with SUD in Oklahoma has increased more than fourfold.
- In 2018, 1,040 women gave birth in state-licensed facilities to infants affected by withdrawal symptoms from substances.
- 70% of these women were not connected to substance use treatment following delivery.
- Parental substance use is one of the leading causes of out of home care placements for children.
- In 2021, parental alcohol or substance misuse was identified as the leading cause for over half of the child removals in Oklahoma.
- Oklahoma is one of the highest in the nation for child removals due to parental/caregiver substance misuse.



Substance use during and after pregnancy significantly increases the odds of maternal-related mortality.

Of women who died of mental health-related causes within a year of giving birth, more than two-thirds had a history or indication of substance misuse.

The need for connecting pregnant and parenting mothers with substance use issues to comprehensive, specialized care tailored for them is clear. However, due to societal stigma and perceptions of mothers with substance use disorder, this priority population has been difficult to reach and is oftentimes reluctant to seek treatment.

**The TAAM campaign** aims to reach this priority population, destigmatize their substance use issues, and provide a connection to treatment providers. This connection to care is vitally important to decreasing substance use, preserving the parent-infant bond, strengthening our families and communities, and disrupting cycles of trauma and generational trauma that impact our state.



Learn more about the Tough as a Mother initiative by visiting our website: [www.okimready.org/tough-as-a-mother](http://www.okimready.org/tough-as-a-mother)



Call our state helpline to be connected to help and support: **405-820-1199**