The Tribal and Rural Opioid Initiative targets rural and tribal communities in Utah, and works to reduce stigma around treatment best practices. Harm reduction is the gold standard, evidence-based best approach to substance use treatment, and includes syringe distribution, overdose reversal medications, and medication assisted treatment, like methadone. Due to stigma around these approaches, we work to educate health professionals and community members about the scientific evidence, in the hopes of eliminating myths and promoting health.