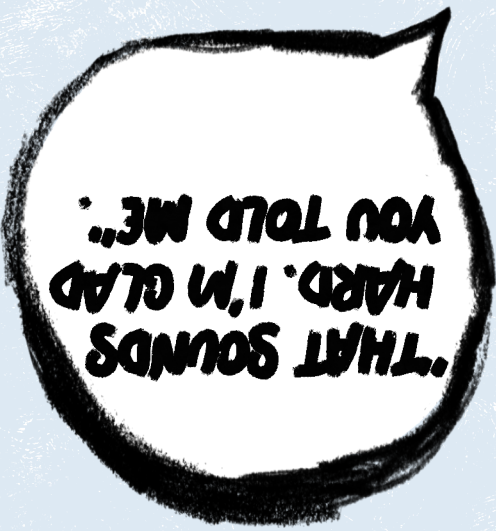




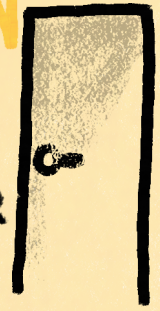
EVERYTHING
ONE SENTENCE CHANGES

WORDS MATTER

~~ADDICT~~ → PERSON WHO USES DRUGS
~~ABUSE~~ → USE
~~THEY'RE ADDICTS~~ → THEY HAVE A SUD

COMPASSION
CHANGES LIVES

YOU CAN BE THE DOOR



Visit the ADAI website for the campaign toolkit, and more resources.



LET THEM TELL YOU: SOMEONE SAYING "I USE" IS TRUSTING, NOT CONFESSING.
KEEP ASKING: "NO, THIS MONTH IS NOT NO FOREVER. INVITE THEM AGAIN."

ASK DON'T ASSUME. "HOW ARE YOU?" BEATS "ARE YOU STILL USING?"

SO WHAT DO I DO?

WHAT YOU SAY MATTERS MORE THAN YOU THINK



SEEKING HELP

OVER 1/3 SAY FEAR OF JUDGMENT KEEPS THEM FROM TREATMENT.

NEARLY 2 OF 3 PEOPLE WITH SUD DO NOT RECEIVE

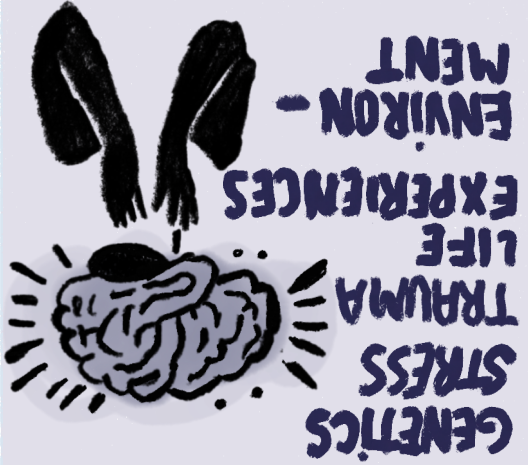


WHAT DOES STIGMA DO?

NOBODY SAID IT TO HER BUT SHE HEARD IT ANYWAY



NSDUH



WHAT IS SUBSTANCE USE DISORDER?
MEDICAL CONDITION

