

"THAT SOUNDS HARD. I'M GLAD YOU TOLD ME."

EVERYTHING

ONE SENTENCE CHANGES

WORDS MATTER

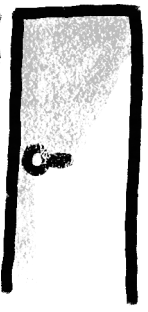
~~ADDICT~~ → PERSON WHO USES DRUGS

~~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 DO NOT RECEIVE TREATMENT.

WITH SUD
NEARLY 2 OF 3 PEOPLE

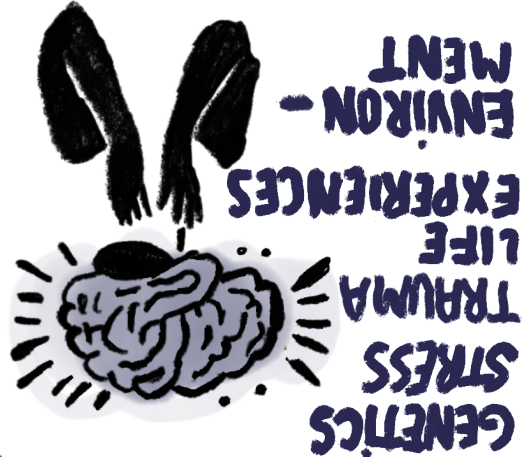
DO ?
- FEAR

WHAT DOES STIGMA

NOBODY SAID IT TO HER BUT SHE HEARD IT ANYWAY

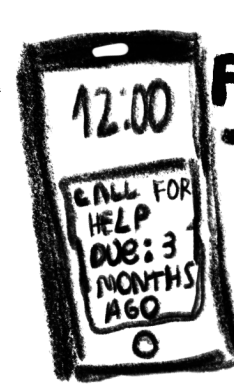


NSDUH



MEDICAL CONDITION

WHAT IS SUBS-
TANCE USE?
DISORDER



SHE THOUGHT ABOUT CALLING FOR A LONG TIME