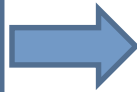


Change the Narrative Challenge

Reducing Stigma

Changing the language used to talk about SUD to person-first and recovery-focused will transform the perception of SUD from a choice to a disease that can be treated.

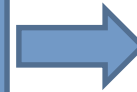
“Of the 23 million Americans who meet criteria for a substance use disorder each year, only 10% access treatment, and stigma is a major barrier to seeking help.”¹



Improves Care

Changing language used to talk about SUD improves doctors' perceptions of patients and thus improves patient care and access.

“Exposure to the ‘abuser’ label may elicit or perpetuate stigmatizing attitudes, increase perceptions of the need for punitive action, and decrease perceptions of a need for treatment.”²



Saves Lives

Access to inclusive, non-stigmatizing care creates safer environments for treatment and improves likelihood of recovery.

“Referring to an individual as “a substance abuser” versus “having a substance use disorder” evokes different judgments about treatment need, punishment, social threat, problem etiology, and self-regulation.”¹

1. The American Journal of Medicine: “Stop Talking ‘Dirty’: Clinicians, Language, and Quality of Care for the Leading Cause of Preventable Death in the United States”
2. “Does Our Choice of Substance-Related Terms Influence Perceptions of Treatment Need? An Empirical Investigation with Two Commonly Used Terms.”

