

Recover Hope Campaign Change the Narrative Pledge



The IHI Open School Recover Hope campaign aims to improve the lives of 50,000 people living with substance use disorders around the world by April 2020. Our network of change agents will act together to promote awareness, prevention, and treatment of substance use disorders.

We believe that the first step in this journey is to change the narrative: To recognize substance use disorder as a chronic medical condition — not a moral failing — and to see people with substance use disorders as deserving of empathy, respect, and high-quality treatment. Reducing stigma improves patient care and saves lives.

Stop stigma and take a stand for person-first, recovery-focused language.

Instead of using this stigmatizing language...	I pledge to use this language instead:
Drug user/Abuser Alcoholic/Drunk Junkie Addict	Person with a substance use disorder
<ul style="list-style-type: none"> • Drug habit • Abuse • Problem 	<ul style="list-style-type: none"> • Substance use disorder • Use Misuse • Risky Unhealthy Heavy use
Person is clean	Person in recovery Abstinent Not drinking or using drugs
Relapse	Recurrence Return to use
Clean or Dirty	Positive or Negative (toxicology results)
Substitution or replacement therapy	Treatment or medication for substance use disorder

Signed by: _____ Date: _____

Signature: _____

How did you hear about this pledge? _____

Learn more and get involved with the IHI Open School Recover Hope campaign
at ihi.org/RecoverHope or by emailing openschool@ihi.org