

Addiction Stigma Reduction Campaigns

Addiction stigma experienced by people with substance use disorders (SUD) is a powerful driver of our country's addiction crisis, leading to tens of thousands of preventable deaths each year. Stigma keeps many from seeking treatment, creates social

isolation, and prevents the use of life saving medications. Our National Stigma Initiative is working to change that through state and local stigma reduction campaigns, based in community relationships and highlighting stories of people impacted by SUD.

TYPES OF STIGMA

Public Stigma

Public Stigma is society's negative attitude toward a group of people, creating an environment where individuals feel unwelcome, judged and blamed.

Structural Stigma

Structural Stigma includes systems-level discrimination caused by institutional policies and/or dominant cultural norms.

Self-Stigma

Self-Stigma occurs when individuals accept societal stereotypes and experience reduced self-esteem and self-efficacy.

Stigma Against MOUD

Medications for Opioid Use Disorder (MOUD) is an effective, clinically proven treatment that helps people in their recovery. People recover differently - one way people recover is with MOUD.

UNSHAME CAMPAIGN



- Community Partnerships
- Story Collection & Sharing
- Social Media Campaigns
- Community Impact Committee (Advisory Committee)
- Resources: webinars, newsletters and websites

QUICK LANGUAGE TIPS



Recommended Language

Substance Use Disorder
 Person with a Substance Use Disorder
 Substance Free
 Person in Recovery

Stigmatising Language

Abuse, Drug Problem
 Abuser, Druggie, Junkie
 Clean
 Ex-Abuser, Ex-Junkie

Shatterproof is a national nonprofit organization dedicated to ending the addiction crisis in the United States. We are proud to work in collaboration with the Kentucky Opioid Response Effort (KORE).



➔ **Support on Social Media**

