

STIGMA IS ONE OF THE BIGGEST BARRIERS TO TREATMENT AND RECOVERY FOR SUBSTANCE USE DISORDERS TODAY. OFTEN THE LANGUAGE WE USE CONTRIBUTES TO STIGMA.

THERE ARE A LOT OF STIGMATIZING WORDS THAT ARE COMMON IN OUR DAY-TO-DAY LANGUAGE.

WHAT YOU SAY

ABUSER
DRUG HABIT
ADDICT
DRUG USER

VS

WHAT PEOPLE HEAR

IT'S MY FAULT
IT'S MY CHOICE
THERE'S NO HOPE
I'M A CRIMINAL

BY CHOOSING ALTERNATE LANGUAGE, YOU CAN HELP BREAK DOWN THE NEGATIVE STEREOTYPE ASSOCIATED WITH SUBSTANCE USE DISORDER.

INSTEAD OF

ABUSER, ADDICT
DRUG HABIT
FORMER/REFORMED ADDICT

TRY

PERSON WITH A SUBSTANCE USE DISORDER
REGULAR SUBSTANCE USE, SUBSTANCE USE DISORDER
PERSON IN RECOVERY/LONG-TERM RECOVERY

THINK BEFORE YOU SPEAK. HELP REMOVE **THE STIGMA**.

JOIN THE **CONVERSATION**

#WORDSMATTER



Canadian Centre
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