

## National Addictions Awareness Week November 22-28, 2020

### Social Media Content Bank 1: Be an Ambassador for Change

**Note: The posts below can be posted as standalone or paired with the social media graphics for the “Be an Ambassador for Change” campaign.**

It's National Addiction Awareness Week. Canadians are taking action to help people dealing with substance use and addiction. Here are some ideas on how you can make change:

<https://www.ccsa.ca/national-addictions-awareness-week> #ChangeBeginsWithMe #NAAW

There are many ways to support people with substance use disorders. Creating effective policies, healthcare initiatives and workplace support, and offering guidance in your home are all actions to declare #ChangeBeginsWithMe. Learn more: <https://www.ccsa.ca/national-addictions-awareness-week> #NAAW

Change often leads to good things. November 22–28 is National Addictions Awareness Week. Help people with substance use disorders and pledge today that #ChangeBeginsWithMe.

<https://www.ccsa.ca/national-addictions-awareness-week> #NAAW

#ChangeBeginsWithMe ... and you. Join other Canadians who are pledging to make a change to help people with substance use disorders. Learn more about the difference you can make:

<https://www.ccsa.ca/national-addictions-awareness-week> #NAAW

Recovery is possible! Small changes can have a big impact for people with substance use disorders looking for support. You can help. Share #ChangeBeginsWithMe and take action:

<https://www.ccsa.ca/national-addictions-awareness-week> #NAAW

Like heart disease, diabetes and other health issues, substance use disorder is a diagnosed medical condition. Providing support to people seeking treatment makes recovery possible. Declare #ChangeBeginsWithMe and be the change in your community: <https://www.ccsa.ca/national-addictions-awareness-week> #NAAW



Canadian Centre  
on Substance Use  
and Addiction

CCSA was created by Parliament to provide national leadership to address substance use in Canada. A trusted counsel, we provide national guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives.

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