

WHAT IS STIGMA?

Stigma is a perceived negative attribute that causes someone to devalue or think less of the whole person.

- ★ Self-stigma is the internalizing of the perceptions of discrimination that leads to feelings of shame, isolation, and fear, and often results in the person not seeking treatment
- ★ Social stigma is characterized by prejudicial attitudes and discriminating behavior directed towards individuals with substance use disorders

Be AWARE of the POWER of LANGUAGE

Negative labels like "junkie" and "addict" dehumanize and encourage stigma.

How can you help?

Stop Internet Shaming



Break the silence

Speak up and challenge stereotypes and attitudes.

Educate yourself on the disease of substance use disorder, and then share what you learned.

Teach by sharing your own experiences or encouraging others to share their stories of recovery from substance use disorder.

Practice Empathy



You either:

Know someone

Love someone

Are someone

or Lost someone

who suffers from

substance use disorder

Show compassion by reaching out to those in need of help.

Do not let anyone suffer in silence.