Becoming a Mirror: A Toolkit to Shift Stigma in Your Community

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I have no endorsements or disclosures
Learning Objectives

• Understand the power of stigma and the power to shift culture shift away from it
• Establish the practice of bias identification at a personal and community level
• Explore effective communication skills and tools to shift away from stigma
• Identify action-oriented steps to address stigma in your home, work and community
WHAT

Stigma is a major barrier to entering and sustaining recovery
WHAT NOW

Each of us holds some level of bias or stigma when it comes to addiction.
We also hold the power to be a reflective example for others to influence change and shift our culture to destigmatize addiction.
SELF AWARENESS & PERSONAL BIAS
Let’s get real about stigma…

Words that perpetuate stigma

Who they really are

What are you trying to accomplish
LANGUAGE MATTERS
Words create our reality...

Positive Descriptors

Negative Descriptors
<table>
<thead>
<tr>
<th>Instead of using the term...</th>
<th>Consider using the following term...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addict; Abuser; Junkie</td>
<td>Person/Someone with Addiction; Individual in recovery or individual seeking recovery; Person with a substance use disorder</td>
</tr>
<tr>
<td>Clean i.e. “She has been clean for 10 years or She is finally clean and off drugs”</td>
<td>She has been in recovery for 10 years or She is currently in recovery</td>
</tr>
<tr>
<td>Dirty i.e. “The drug test came back dirty”</td>
<td>The drug test came back positive for drugs</td>
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<tr>
<td>User or Abuser</td>
<td>Individuals with addiction or substance use disorder</td>
</tr>
<tr>
<td>Drug problem; Drug Habit</td>
<td>Problematic use of drugs and alcohol</td>
</tr>
<tr>
<td>Reformed Addict or Reformed Alcoholic</td>
<td>Person in recovery</td>
</tr>
<tr>
<td>Experimental User; Recreational User</td>
<td>Person starting to use drugs</td>
</tr>
<tr>
<td>Substitution Therapy/Replacement Therapy</td>
<td>Medication-Assisted Treatment or Medication-Assisted Recovery</td>
</tr>
</tbody>
</table>
IMAGERY & MESSAGING
The message we send...
The message we send...
The message we send...
TELLING & TALES
Let’s be CLEAR...

C
centering on your values + mission

L
using language that shifts stigma

E
evoking emotion with permission

A
allowing for inclusivity

R
reaching your ideal audience
Recovery Centered Marketing
WE BELIEVE THAT RECOVERY IS NOT ONLY POSSIBLE, BUT WORTH CELEBRATING.

Recovery CLE

A COMMUNITY COLLABORATION TO

CELEBRATE + ELEVATE

ADDICTION RECOVERY IN CLEVELAND

HOW TO GET INVOLVED:

Upload your photo to Instagram, Facebook or Twitter
Share what recovery from addiction means to you
Tag @RecoveryCLE and #RecoveryCLE
A community collaboration to celebrate + elevate recovery in Cleveland
Share your 📸 + 📩 and tag #RecoveryCLE
Followed by omfortheholidayscle, aliciamhansen, courtneyrp + 8 more

54 posts | 194 followers | 2 following

Email

recoverycle

A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles.
- Christopher Reeve

Nothing is impossible; the word itself says, I'm possible!
- Audrey Hepburn

Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.
- Melody Beattie

Change the way you look at things and the things you look at change.
- Wayne Dyer

Words are where most change begins.
- Brandon Sanderson

No matter who you are, no matter what you do, no matter where you've come from, you can always change, become a better version of yourself.
- Madonna

#Cleveland #northeastohio #recovery #recoveryworks #recoveryispossible

15 likes
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