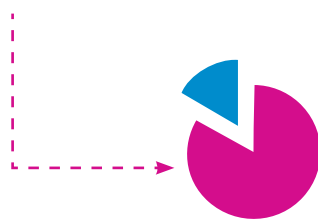


WHEN IT COMES TO SUBSTANCE USE DISORDERS **WORDS MATTER.**



1 IN 10 CANADIANS, FROM ALL WALKS OF LIFE, ARE STRUGGLING WITH PROBLEMATIC SUBSTANCE USE TODAY.*



83% EXPERIENCED BARRIERS TO RECOVERY.*

STIGMA IS A MAJOR BARRIER TO SEEKING HELP AND TO SUSTAINING RECOVERY. THE WORDS WE USE OFTEN CONTRIBUTE TO THIS STIGMA.

SUBSTANCE USE DISORDER IS A **HEALTH CONDITION** AND SHOULD BE TREATED LIKE ONE.

IT IS NOT A CHOICE.

BUT IT CAN BE TREATED SUCCESSFULLY. PARTICULARLY WHEN WE MOVE FROM STIGMATIZING LANGUAGE TO WORDS THAT SHOW UNDERSTANDING AND COMPASSION

WORDS MATTER. USE THEM WISELY.

JOIN THE **CONVERSATION**

#WORDSMATTER



Canadian Centre
on Substance Use
and Addiction

Evidence. Engagement. Impact.

* CCSA: LIFE IN RECOVERY FROM ADDICTION IN CANADA, MAY 2017