

STIGMA DIRECTLY FUELS THE ADDICTION EPIDEMIC.



Substance use disorders are associated with discrimination and social disapproval—more so than any other medical condition.



People with substance use disorders are often isolated, outcast, and even imprisoned.



The shame associated with this disease discourages families from seeking help when they need it.





Research shows that stigma impacts how health professionals treat patients, resulting in worse care.

Suffering families need better access to treatment based in science and evidence. **It's time to change the way we think—and talk—about people with substance use disorders.**

REVERSE HARMFUL STEREOTYPES AND HELP SAVE LIVES.



Simply by changing our language, we can reduce the stigma of this disease and improve treatment. Using person-first language isn't about being sensitive, or polite, or politically correct—it's about access to quality treatment and care.

WORDS TO AVOID 	WORDS TO USE 
Addict, alcoholic	Person with substance use disorder, person with addiction
Drug abuser	Person with substance use disorder
Drug abuse	Drug misuse, harmful use, risky use
Drug problem, drug habit	Substance use disorder
Clean	Abstinent, not actively using
Dirty	Actively using
A clean drug screen	Testing negative for substance use
A dirty drug screen	Testing positive for substance use
Former addict, reformed alcoholic	Person in recovery, person in long-term recovery



You can help erase the stigma of addiction.
[Learn more at shatterproof.org](https://shatterproof.org)