

WORDS MATTER

How to Reduce the Stigma of Substance Use Disorder with Language

Terms to use when discussing SUD:

Instead of...

Addict

Substance abuse

Drug of choice

Medication assisted treatment

Recovering addict

Use...

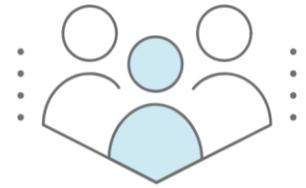
Person with a substance abuse disorder

Substance misuse

Drug of use

Treatment

Person in recovery



What is stigma?

Stigma is a label with an associated, often negative, stereotype that elicits a negative response that stems from inaccurate and outdated beliefs about individuals with substance use disorder.

**Reducing
stigma starts
with YOU!**

Benefits of de-stigmatizing language



Humanize people with substance use disorder



Recognize an individual is more than their illness



Supports and encourages people with SUD to seek treatment



Challenges others' use of stereotypes about SUD