

Language of Addiction. Why Words Matter.

Many people who are unfamiliar with Substance Use Disorder (SUD), may find themselves unintentionally using **words** that **perpetuate** negative **stigmas**. These words shape the opinions of others, **reinforce** longstanding **stereotypes**, and have been found to adversely **affect** quality of care and **treatment outcomes**. They may also deter help-seeking among those with substance use disorders **and** their **families**.

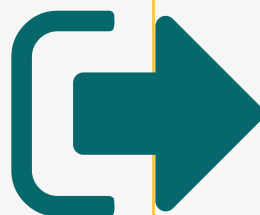


Remember, people are more than their health problems. Substance Use Disorder does not describe what a person is, but rather describes what a person has.

REPLACE

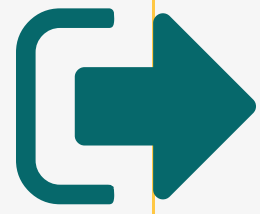
USE

Addict, Abuser, Junkie, User



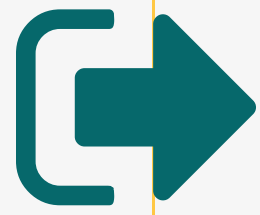
Person with a Substance Use Disorder

Clean sample, Dirty drug test



Negative test, Positive test

Staying Clean



Maintaining Recovery, Substance-Free

Habit or Drug Habit



Substance Use Disorder, Substance Use

Opioid Replacement or Methadone Maintenance



Treatment, Medication-Assisted Treatment, Medication

Binge Drinking

Heavy Alcohol Use

Suffering from/a victim of a mental illness

Experiencing/being treated for/a diagnosis/history of mental illness