

FACTS

- 130 Americans a day die from an opioid overdose
- Opioids are a class of drugs that include illegal drugs as well as prescription pain relievers including: heroin, fentanyl, OxyContin, Vicodin, and morphine
- Drug overdoses are now the #1 cause of accidental death in the United States
- Opioid overdose deaths have increased 4x in the last 15 years
- Only 1 in 10 adults with substance use disorder receive treatment
- 33% of Americans think addiction is caused by a character defect or bad parenting
- Less than 20% of Americans are willing to associate closely with someone who is misusing prescription drugs
- About 45% of Americans think that all that's required to overcome addiction is will power

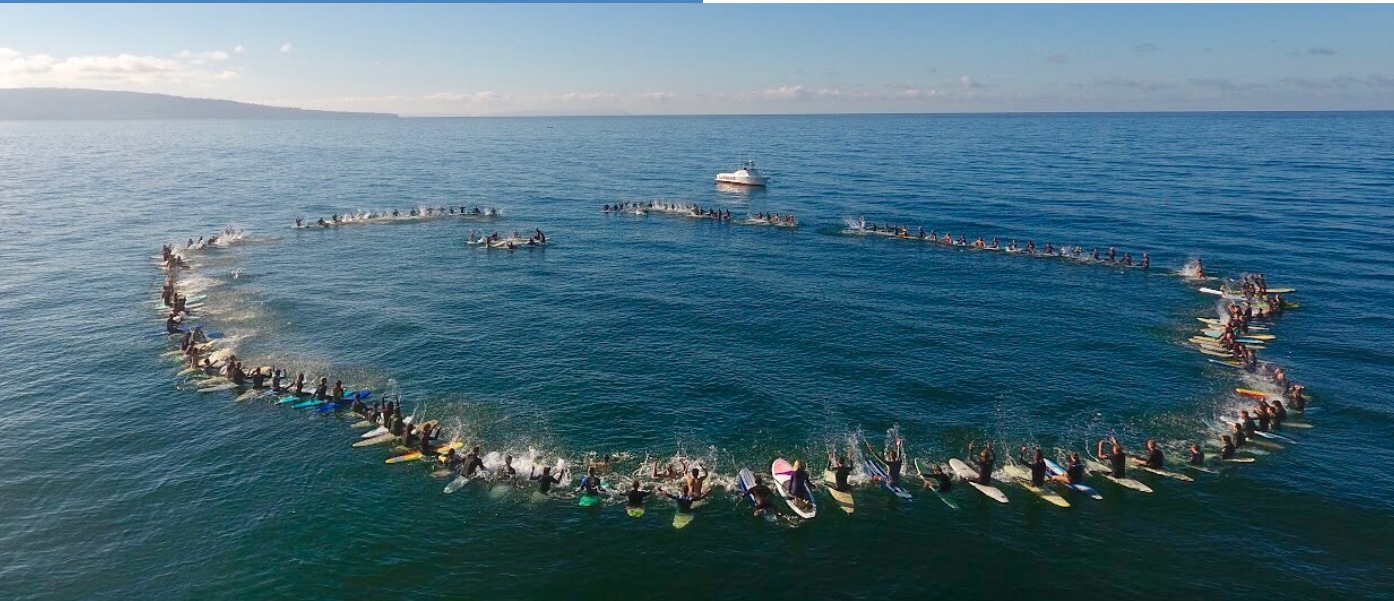
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Opioid Use Disorder Education

How to fight the stigma.



STIGMA

Stigma is a mark of disgrace associated with a particular circumstance, quality, or person. The negative stigma of society toward addiction leaves those suffering from opioid use disorder feeling isolated and shameful. This in turn stifles their ability to reach out for help and seek treatment. We can decrease the stigma around addiction by having conversations with others and discussing facts around substance use disorder. Reducing stigma can and will save lives.

Below loved ones gather for a paddle out to celebrate the a life lost too soon to an opioid overdose in 2017.



"Addiction is a chronic but treatable medical condition involving changes in [brain] circuits involved in stress, reward, and self-control...addiction is no longer viewed as a moral failing."

- National Institute on Drug Abuse

HOW CAN I HELP? START A CONVERSATION

Share facts

Start a conversation by sharing the facts around addiction. Convey that the opioid crisis is having a huge effect on our society and that substance use disorder is a brain disease.

Share feelings and stories

Share how these facts, the opioid crisis, and stigma make you feel. If you feel comfortable, share your personal connection to the opioid crisis.

Listen

Actively listen once you start a conversation. Learn from one another and together take a small step toward reducing the stigma.

Share a resource

Encourage others to visit our website for further support and information.

