

Indiana Recovery Council

Sarah Gunther

Executive Director

KEY Consumer Organization

Indiana Recovery Council Member

Indiana Recovery Council

The Indiana Recovery Council is an established committee of 16 members reporting to and advising the Family and Social Services Administration's Division of Mental Health and Addictions.

For 2019-2020, IRC will be conducting a stigma-reduction campaign called Stigma Never Helps.

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“I have personally experienced the harmful affects of stigma.”

- Sarah Gunther

Person with a Substance Use Disorder

- Person-first language is the accepted standard for discussing people with disabilities and/or chronic medical conditions.
- Use of the terms “abuse” and “abuser” negatively affects perceptions and judgments about people with substance use disorders.
- Terms such as “addict” and “alcoholic” can have similar effects.

Person in Recovery

- Various terms are used colloquially to label the people with SUD, including the terms “clean” and “dirty.”
- Instead of “clean,”
 - “negative” (for a toxicology screen)
 - “not currently using substances” (for a person)
- Instead of “dirty,” the term
 - “positive” (for a toxicology screen)
 - “currently using substances” (for a person)
- The term “person in recovery” refers to an individual who is stopping or at least reducing substance use to a safer level, and reflects a process of change.

Medication-Assisted Treatment

- Terms “replacement” and “substitution” have been used to imply that medications merely “substitute” one drug or “one addiction” for another. This is a misconception.
- The dosage of medication used in treatment for opioid use disorder does not result in a “high,” rather it helps to reduce opioid cravings and withdrawal.
- “Medication-assisted treatment” (MAT) is used to refer to the use of any medication approved to treat substance use disorders combined with psychosocial support services.

Don't Say This... Say This.....

Addict

Person with substance use disorder

Alcoholic

Person with alcohol use disorder

Drug problem

Substance use disorder

Former addict/
or alcoholic

Person in recovery. Person in long-term
recovery

Dirty

Actively using

Clean

Abstinent, not actively using.

Don't Say This.....

He is psychotic

She is Bi-polar

Unsuccessful suicide

Committed Suicide

She is mentally ill. Crazy.

Insane. Psycho

Say This.....

He experiences symptoms of psychosis.

He experiences symptoms of psychosis.

Attempted suicide

Died by suicide

She is a person with a mental health concern

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Stigma-Reduction Campaign Marketing Objectives

- Drive education and understanding around effects of stigmatizing behavior via paid media: Facebook, Pandora.
- 12 Month Campaign
- Attend conferences and events. Provide marketing resources to statewide mental health and addiction providers.

Stigma-Reduction Campaign Communication Objective

- Compel the public to engage with StigmaNeverHelps.com about stigma and its effects on those struggling with mental health issues.
- Lessen use of stigmatic verbiage and phrases, especially when related to those seeking or in need of help.

Indiana Recovery Council Marketing Kit

Individuals can visit StigmaNeverHelps.com/Resources to download the marketing kit assets.

The kit includes:

- Stigma Never Helps Campaign Teaser Videos
- Authentic Stigma Story Testimonials
- PowerPoint Templates
- Stigma Never Helps Fact Sheet
- Stigma Never Helps T-shirt Template
- Social Media Posts
- Digital Ad Assets

Stigma Never Helps

A series of testimonial videos further drives home the pressure that stigma can put on those in need of help. These videos, along with the teaser concept, can be used to illustrate how stigma creates a ripple effect and barrier for those seeking treatment.



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PSAs to Use on Facebook and Websites.



Stigma

Never Helps

When someone is in need of help when dealing with a disease like mental illness or substance-use disorder, it's difficult to make that first step. Stigma creates an additional barrier that needs to be removed.

The “Stigma Never Helps” video teasers will showcase how stigma impedes the recovery process and can deter individuals from seeking help. The videos will drive our audience to the website where they can learn more about stigma's impact.

We believe understanding is the first step in ending stigma.



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For additional questions, information, speakers, conference and event availability contact:

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