

TAKE A STAND—STAND UP TO STIGMA

CHANGING THE CONVERSATION

Addiction, Treatment & Recovery
TOOLKIT



IMAGINE HAVING AN ENTIRE MESSAGING CAMPAIGN THAT IS ALREADY RESEARCHED, DEVELOPED AND READY TO ROLL OUT.

ALL IT NEEDS IS YOU.

A STRATEGIC, 12-MONTH MESSAGING CAMPAIGN

THE CONTENT CONTAINED IN THIS TOOLKIT WILL HELP TO:

- INCREASE AWARENESS, UNDERSTANDING, AND EMPATHY ON THE DISEASE OF ADDICTION AND MENTAL HEALTH DISORDERS.
- REDUCE STIGMA, DISTRUST, SHAME, FEAR AND DISCRIMINATION.
- CHANGE LANGUAGE TO “PERSON-FIRST” COMMUNICATIONS—WORDS DO MATTER.
- ENCOURAGE AND INSPIRE PEOPLE WHO NEED HELP TO SEEK TREATMENT AND RECOVERY SUPPORTS.
- ADVANCE POLICY, PRACTICE, AND SYSTEMS BY RESPONDING TO *FACING ADDICTION IN AMERICA: THE SURGEON GENERAL’S REPORT ON ALCOHOL, DRUGS, AND HEALTH*.

**CONTACT: ANN STARK AT
603-536-9793 OR ASTARK@CADYINC.ORG**

It’s easy. It’s efficient. It’s effective. VISIT US ONLINE AT CADYINC.ORG

**A SUBSTANCE USE DISORDERS
CONTINUUM OF CARE MESSAGING CAMPAIGN**



PREVENTION ACCELERATOR

MEDIA CAMPAIGNS®

CHANGING THE CONVERSATION © Toolkit



WITH EACH CUSTOMIZABLE TOOLKIT
YOU'LL RECEIVE:

- READY-MADE TEMPLATES TO BRAND WITH YOUR LOGO
- RESOURCE MANUAL WITH USB DRIVE

YOUR RESEARCHED-BASED TOOLKIT INCLUDES:

- 52 MINI ADS
- 52 FAST FACTS
- 12 POWERFUL POWERPOINTS
- 12 NEWSLETTER COLUMNS
- 12 "FYI" ARTICLES

ONLY
\$895

IT'S THAT EASY. JUST PICK AND CLICK...

POWERFUL POWERPOINTS

DETERMINATION
"When you get into a tight place and everything goes against you, till it seems you could not hang on a minute longer, never give up, for that is just the place and time that the tide will turn."
- Harriet Beecher Stowe

Recovery is Possible – Hope is Essential
www.cadyinc.org

Insert your logo & contact info here

FYI ARTICLES

ADDICTION – FYI Article 2
Page 32

How Science Has Revolutionized the Understanding of Substance Use Disorders

For much of the past century, scientists studying substance misuse labored in the shadows of powerful myths and misconceptions about the nature of addiction. When scientists began to study addictive behavior in the 1930s, people suffering from addictions were thought to be morally flawed and lacking in willpower. Those views shaped society's responses to substance misuse, treating it as a moral failing rather than a health problem, which led to an emphasis on punishment rather than prevention and treatment. Today, thanks to science, our views and our responses to addiction and other substance use disorders have changed dramatically. Groundbreaking discoveries about the brain have revolutionized our understanding of compulsive substance use, enabling us to respond effectively to the problem.

As a result of scientific research, we know that addiction is a disease that affects both the brain and ...

cadyinc.org

CONTACT:
ANN STARK AT 603-536-9793
OR ASTARK@CADYINC.ORG

