

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
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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



FYI ARTICLES

ADDICTION – FYI Article 1
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Understanding Addiction to Support Recovery

Addiction can happen to anyone. One in 14 Americans reports experiencing a substance use disorder. There is not one single driving factor that leads to addiction; however, the progression of addiction is a major contributing factor. According to the National Center on Addiction and Substance Abuse, 9 out of 10 individuals who struggle with addiction began drinking, smoking, and using other drugs before they turned 18 years of age, a time when the brain is still developing. This is why addiction is often referred to as a "Disease of Adolescence." Addiction is a complex issue: some use drugs to help cope with stress, trauma, or to help with mental health issues and others develop opioid use disorder after misusing prescription drugs prescribed by doctors.

cadyinc.org

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