PREVENTION ACCELERATOR
MEDIA CAMPAIGNS©

CHANGING THE CONVERSATION©

Addiction, Treatment & Recovery Toolkit

Target Audience: Adults, Healthcare

TAKE A STAND—STAND UP TO STIGMA

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 SUBSTANCE USE DISORDERS CONTINUUM OF CARE 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.*

It’s easy. It’s effective. It’s efficient.
Order your Changing The Conversation© Toolkit today!

CONTACT ANN STARK AT 603.536.9793
OR ASTARK@CADYINC.ORG
VISIT US ONLINE AT **CADYINC.ORG/PA**

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CHANGING THE CONVERSATION© Toolkit
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CADY
Communities for Alcohol- and Drug-Free Youth

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Template Examples:

Fast Facts

FACT #5	Genetic risk factors account for more than half of the likelihood that an individual will develop an addiction. (NIDA)

Source: Genetics and Epigenetics of Addiction DrugFacts | National Institute on Drug Abuse (NIDA) (nih.gov)

Your Logo Here

Mini Ads

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Treatment is Effective
Recovery is Possible

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Naltrexone blocks the effects of opioids and has also proven to be beneficial in managing cravings for alcohol.

(SAMHSA)

Your Contact Info Here

Powerful PowerPoints

THE WORDS WE USE MATTER

Why does it matter?

Language matters in compassionate care, and that is not just limited to what you say in front of a patient. What you say behind closed doors to coworkers, friends and family can be the seed for stigma, and not recognizing cultural differences may lead people to distrust and avoid treatment. After experiencing a traumatic event, many people struggle to share their experiences and reactions with others. What you say matters in helping the survivor feel safe and understood.

(AHA)

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Recovery is Possible – Hope is Essential

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To View Additional Template Examples, please contact:

Ann Stark
astark@cadyinc.org
(603) 536-9793

*Verifiable Source Links included for all templates

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