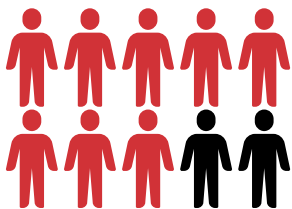


I ♥ SOMEONE WHO USES DRUGS

As a community we want to challenge the stigma associated with substance use and encourage more open and honest conversations.



**8 OUT OF 10
CANADIANS**

with a substance use disorder say they experienced barriers to recovery, including stigma.

This May, show your support by:

- learning about substance use health, stigma, and person-first language
- wearing an "I heart" button and adding the image to your email signature
- filling out a testimonial card
- posting a photo wearing the button on your organization's social media channels or on your personal social media; suggested hashtags:
**#StopStigma #StigmaEndsWithMe
#IHeartSomeoneWhoUsesDrugs
#HarmReduction**

For more info contact:

Superior Points
1-888-294-6630



Learn more and change the conversation

Community Addictions Peer Support Association (CAPSA):

- **Resource** for evidence based information and resources on stigma and person-first language.
- **Organizational Tool** developed by CAPSA and the Canadian Public Health Association to help organizations develop strategies for reducing stigma to create safer, more supportive environments.



bit.ly/capsatrain



bit.ly/suretool

Canadian Centre for Substance Use and Addiction Overcoming Stigma:

- **Training Module:** a three-part online learning module that focuses on your role in ending the stigma around substance use and how the language you use impacts it.
- **Primer:** facilitates conversations and increase awareness of the stigma surrounding people who use substances, their support networks and service providers in the community.



bit.ly/ccsastigma



bit.ly/ccsastigma2

Download the **Lifeguard Connect** App:

- For use in NWO, provides access to regional drug safety notifications, links to substance and mental health resources, and more.



bit.ly/lguardapp

Everyone deserves
respect.
Say it loud and proud.

