



dianova
20 YEARS
OF NETWORKING

Campaign – #QuitStigmaNow
Social Media Kit



INTRO

Starting June 26th, International Day against Drug Abuse and Illicit Trafficking through 26 of July, the campaign **"Bringing Addiction Stigma to an End"** is to be launched to help raise awareness about the physical and psychological consequences of stigmatizing people facing substance use disorders or behavioural addictions. The campaign aims to emphasize that addiction is not a personal choice but a public health issue that needs to be addressed as such

The campaign **"Bringing Addiction Stigma to an End"** aims to eliminate the social stigma experienced by people having, or recovering from, addiction disorders.

In addition, the **"Bringing Addiction Stigma to an End"** campaign stresses the importance of knowing more about the addiction problem and starting to view it as it is: a public health issue associated with various factors, whether biological, psychological or cultural, and resulting in an inability to control consumption or stop behaviours despite their clear negative consequences.

Through the slogan **'Don't search for a difference, there's none'**, the campaign also aims to deconstruct stereotypes that all drug users are criminals or that the drug problem is primarily associated with poverty, trafficking, etc."

Website

This social media package along with the images in English, Spanish and French is available here link <https://www.dianova.ngo/campaigns/bringing-addiction-stigma-to-an-end/>

Hashtags: #QuitStigmaNow #dianovanetworking20

Twibbon

SAMPLE MESSAGES ENGLISH

TWITTER

The campaign "Bringing Addiction Stigma to an End" aims to eliminate the social stigma experienced by people having or recovering from addiction disorders. #QuitStigmaNow #dianovanetworking20 #SDG3 [UPLOAD: IMAGE WHITE]



Through the slogan 'Don't search for a difference, there's none', campaign Bringing Addiction Stigma to an End also aims to deconstruct stereotypes that all drug users are criminals or drug problem is primarily associated with trafficking, etc #QuitStigmaNow #dianovanetworking20 [UPLOAD: IMAGE WHITE] and [UPLOAD: IMAGE BLUE]

"Transforming Our World: The 2030 Agenda for Sustainable Development." This document includes a commitment to leaving no one behind in the implementation of these goals #QuitStigmaNow #dianovanetworking20 #SDG16 [UPLOAD: IMAGE WHITE]

Many people with substance-related disorders experience social isolation and must face stigma and discrimination, No one should be left behind #QuitStigmaNow #dianovanetworking20 #SDG16 [UPLOAD: IMAGE WHITE]

People who use or have used drugs, whether injectable or not, are more vulnerable to HIV & Hepatitis C transmission. They encounter difficulties when seeking treatment, harm reduction & reintegration services due to the stigmas #SDG3 #QuitStigmaNow #dianovanetworking20 [UPLOAD: IMAGE BLUE]

Resolution 61/11 of the @UNODC, adopted in 2018, recognizes that marginalization, stigmatizing attitudes, discrimination & the fear of social, labor, or legal repercussions, can refrain those who need help from accessing the services they need #QuitStigmaNow #dianovanetworking20 #SDG3 [UPLOAD: IMAGE BLUE]

Hundreds of thousands of people are criminalized, given long prison sentences, or, in some countries even sentenced to death for having used illegal drugs #QuitStigmaNow #dianovanetworking20 #SDG16 [UPLOAD: IMAGE WHITE]

In some countries, the rule of law leaves people who use or have used drugs with the burden of possessing a criminal record that prevents their access to certain jobs #QuitStigmaNow #dianovanetworking20 #SDG16 [UPLOAD: IMAGE WHITE]

Through its Manifesto, #Dianovanetwork supports the implementation of policies based on public health & #HumanRights .We call for an end to these repressive policies that only serve to marginalize drug users & reduce their access to the services they need #QuitStigmaNow #SDG10 [UPLOAD: IMAGE WHITE]

Stigma have the potential to negatively impact various areas of a person's life including employment, housing, social relationships and physical and mental health #QuitStigmaNow #dianovanetworking20 #SDG3 [UPLOAD: IMAGE WHITE]

Gender Equality points to a need for drug-related policies to recognize that there are important differences between men & women with substance abuse problems with regard to their consumption patterns and associated vulnerabilities #SDG5 #QuitStigmaNow #dianovanetworking20 [UPLOAD: IMAGE WHITE]

Women who use or have used addictive substances. They are subjected to a double stigmatization, both as women and as users or ex-users of addictive substances – a situation that may worsen when they have children #QuitStigmaNow #dianovanetworking20 #SDG5 [UPLOAD: IMAGE WHITE]



The stigma attached to people with addictive disorders may persist for years after they have recovered. Those who are genuinely trying to rebuild their lives are subject to bias and stereotypes based on the fear of people who use drugs #QuitStigmaNow #dianovanetworkin20 #SDG10 [UPLOAD: IMAGE WHITE]

Our society continues to praise the importance of overcoming alcohol & other drugs & becoming “productive citizens” without giving those concerned the opportunity to do so, important with regards to social & vocational integration, a key factor in complete #recovery #QuitStigmaNow [UPLOAD: IMAGE WHITE]

Stigma, repressive policies, and exclusion prevent access to treatment, harm reduction and other health services; they prevent people from enjoying the full extent of their rights #QuitStigmaNow #dianovanetrworking20 #SDG10 #SDG3 #SDG16 #SDG5 [UPLOAD: IMAGE BLUE]

Health professionals may hold negative beliefs about patients with addiction disorders. These patients are often considered unpredictable, unable to follow recommendations, or even violent. Being so branded can hinder their access to treatment #QuitStigmaNow #SDG3 #dianovanetrworking20 [UPLOAD: IMAGE BLUE]

The negative image of people with substance-related disorder in society leads fewer and less meaningful political initiatives in this area. Moreover, these initiatives are often based on ideological positions #QuitStigmaNow #SDG16 #SDG10 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

Rather than considering addiction as a problem to be solved to promote the well-being of employees and therefore their engagement for the company, many employers choose to hunt down “drug addicts”, thus generating intolerance & discrimination #QuitStigmaNow #SDG10 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

In certain situations, mass media uses a stigmatizing language to describe people who use drugs. Moreover, by connecting drug use to violence, they encourage discrimination and prejudice #QuitStigmaNow #SDG10 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

The double stigmatization that exists for women based on gender and their history of substance abuse, reduces their access to treatment and harm reduction services #QuitStigmaNow #SDG5 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

FACEBOOK

Starting June 26th, International Day against Drug Abuse and Illicit Trafficking through 26 of July, the campaign “Bringing Addiction Stigma to an End” is to be launched to help raise awareness about the physical and psychological consequences of stigmatizing people facing substance use disorders or behavioural addictions. The campaign aims to emphasize that addiction is not a personal choice but a public health issue that needs to be addressed as such. Join our campaign under the hashtag #QuitStigmaNow #SDG3#dianovanetrworking20 [UPLOAD: IMAGE WHITE]



Through the slogan 'Don't search for a difference, there's none', the campaign "Bringing Addiction Stigma to an End" also aims to deconstruct stereotypes that all drug users are criminals or that the drug problem is primarily associated with poverty, trafficking, etc." #QuitStigmaNow #dianovanetworking20 #SDG3 #SDG5 #SDG10 #SDG16 [UPLOAD: IMAGE WHITE]

It is necessary to consider that people who use or have used drugs, whether injectable or not, are more vulnerable to HIV and Hepatitis C transmission. In addition, they encounter difficulties when seeking treatment, harm reduction, and reintegration services due to the stigmas and prejudices associated with substance abuse #SDG3 #QuitStigmaNow #dianovanetworking20 [UPLOAD: IMAGE BLUE]

Hundreds of thousands of people are criminalized, given long prison sentences, or, in some countries even sentenced to death for having used illegal drugs. In some countries, the rule of law leaves these people with the burden of possessing a criminal record that prevents their access to certain jobs #QuitStigmaNow #SDG10 #dianovanetworking20 [UPLOAD: IMAGE WHITE]

It is important to note that not recognizing the addiction problem as a public health issue contributes to the cycle of marginalization that affects people with substance abuse disorders, thereby compromising treatment and social reintegration opportunities. The stigmatization of people who use drugs can hinder their access to health services #SDG10 #QuitStigmaNow #dianovanetworking20 [UPLOAD: IMAGE WHITE]

Stigmas have the potential to negatively impact various areas of a person's life including employment, housing, social relationships and physical and mental health. They lead to delays in getting treatment, recovering, and ultimately reintegrating into society. Furthermore, they increase the chances of becoming involved in risky behavior. Many studies have shown that stigmas are a significant barrier to accessing health and treatment services. #QuitStigmaNow #SDG3 #dianovanetworking20 [UPLOAD: IMAGE BLUE]

The outcome document of the United Nations Special Session (UNGASS) on the world drug problem defines the drug problem as a public health issue. This document acknowledges that substance dependence is a "health disorder" of "a chronic a recurring nature" that should be addressed as a health and social issue and not as a criminal justice issue #QuitStigmaNow #SDG3 #dianovanetworking20 [UPLOAD: IMAGE BLUE]

Through its Manifesto, the Dianova International network supports the implementation of policies based on public health and human rights. The organization calls for an end to these repressive policies that only serve to marginalize drug users and reduce their access to the services they need #QuitStigmaNow #SDG10 #SDG3 #SDG16 #dianovanetworking20 [UPLOAD: IMAGE WHITE]

Women who use or have used addictive substances. They are subjected to a double stigmatization, both as women and as users or ex-users of addictive substances – a situation that may worsen when they have children. This can result in denying their problem and a reluctance or inability to seek necessary support and access treatment services #QuitStigmaNow #SDG5 #SDG3 #dianovanetworking20 [UPLOAD: IMAGE WHITE]

The stigma attached to people with addictive disorders may persist for years after they have recovered. Those who are genuinely trying to rebuild their lives are subject to bias and stereotypes based on the fear



of people who use drugs #QuitStigmaNow #SDG10 #SDG3 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

Our society continues to praise the importance of overcoming alcohol and other drugs and becoming “productive citizens” without giving those concerned the opportunity to do so. This aspect is especially important with regards to social and vocational integration, a key factor in complete recovery #QuitStigmaNow #SDG10 #SDG3 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

People with substance-related disorders they are seen by society as vice-driven people with low morality who are responsible of their condition. The multifaceted nature of the problem as well as the presence of biopsychosocial factors is still not widely understood. Stigma, repressive policies, and exclusion prevent access to treatment, harm reduction and other health services; they prevent people from enjoying the full extent of their rights #QuitStigmaNow #SDG3 #SDG10#dianovanetrworking20 [UPLOAD: IMAGE BLUE]

Health professionals they may hold negative beliefs about patients with addiction disorders. These patients are often considered unpredictable, unable to follow recommendations, or even violent. Being so branded can hinder their access to treatment services #QuitStigmaNow #SDG3 #SDG10 #dianovanetrworking20 [UPLOAD: IMAGE BLUE]

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In certain situations, mass media uses a stigmatizing language to describe people who use drugs. Moreover, by connecting drug use to violence, they encourage discrimination and prejudice. Stigmatization prevents people who face substance-related disorders from accessing treatment and harm reduction services #QuitStigmaNow #SDG10 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]

Stigmatization makes social and vocational integration more difficult for recovering people. The double stigmatization that exists for women based on gender and their history of substance abuse, reduces their access to treatment and harm reduction services #QuitStigmaNow #SDG5 #dianovanetrworking20 [UPLOAD: IMAGE WHITE]