



**Human
Empowerment**

Human Empowerment Campaign

26 June to 16th December 2019

SOCIAL MEDIA KIT

PHASE 1

‘Human Empowerment’ Concept

Dianova believes that girls’ and women’s rights are fundamental human rights and that there is an urgent need to create more awareness of the specific problems women face when confronted with substance use disorders, including stigma, gender-related differences, violence, and obstacles to treatment and social reintegration. This is the reason why the campaign will endeavour to emphasize how addiction and gender are closely interconnected, through the lens of a single concept, **Human Empowerment**.

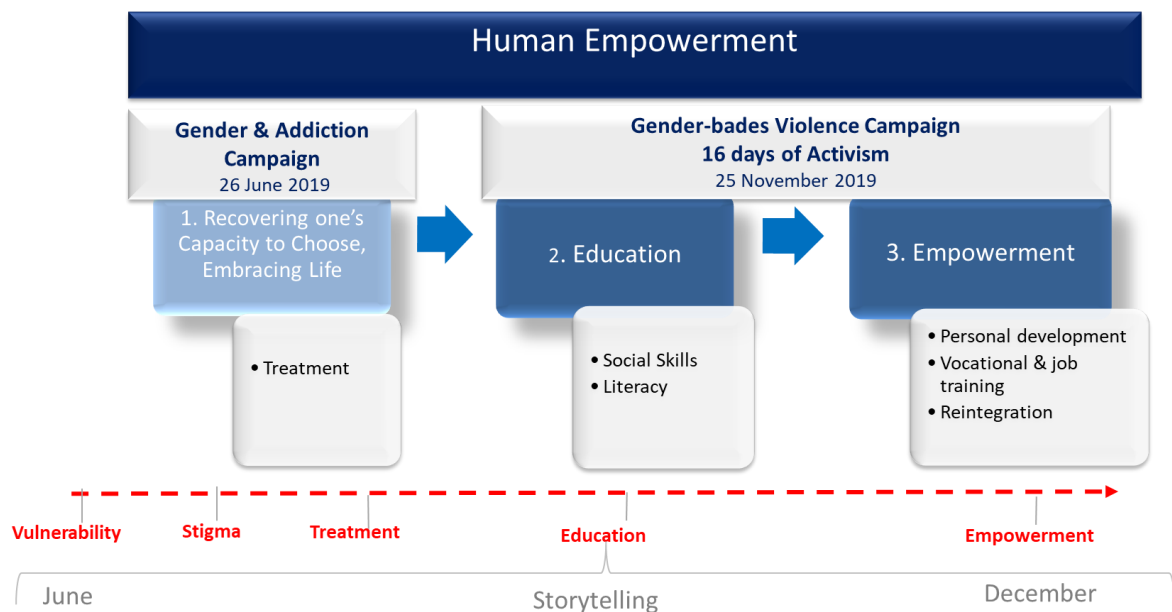
General Objective

The campaign’s general objective is to raise awareness of the need for change in people with substance use or other addiction disorders, to promote the use of effective treatment programmes, and to urge governments, the private sector, foundations and other stakeholders to support some of the Dianova network’s specific programmes and projects with financial aid and other contributions.

Fases de la campaña

The campaign will run from June 26 to December 16 under the umbrella of the *Human Empowerment* concept and following three consecutive phases:

- 1.- **Recovering one’s Capacity to Choose. (June – August)**
- 2.- Education. Achieving Empowerment through Life Skills. (September – October)
- 3.- Empowerment. (November – December)



FHASE 1 – Recovering one’s Capacity to Choose -

Block 1 AWARENESS

Topics: Vulnerability - Stigma - Treatment

Communication strategy:

- Report the situation to raise awareness

Goals:

- raise awareness, awareness.

- Winning authority

SOCIAL MEDIA MESSAGES

Block 1 – AWARENESS

These messages are accompanied by a numbered image that is referenced in each one.

The messages can be used at full extension for LinkedIn or Facebook taking parts for other networks such as twitter and / or Instagram.

Each participant can create different messages tailored to the social context of the country accompanying images.

1. The consequences of alcohol or drug use can be more severe for women, due to double stigma and higher social control. **About one in three people who use drugs are women, yet they account for only one out of 5 people in treatment.** There is an urgent need to rethink addiction treatment and implement services that effectively address people’s needs, depending on their gender. **#HumanEmpowerment #WorldDrugDay**
IMAGE 1
2. **Women who use drugs face discrimination and double stigma. In addition, they have often suffered greater instances of gender violence, which may hinder their access to social and health services.** In some regions, NGOs have documented repeated police brutality and sexual abuse against them. To address the disproportionate impacts of drug control policies on women, it is crucial to develop gender-responsive approaches and minimize custodial sentences for women who commit non-violent offenses. **#HumanEmpowerment #WorldDrugDay** **IMAGE 2**
3. **Women suffer disproportionately from the consequences of a highly repressive drug control. The war on drugs is a war against people who use drugs, especially women.**

Frequently, women who use drugs have lower incomes, less social support and high family responsibilities related to their traditional gender role as caregivers. In addition, in some cases they may participate in the illegal drug market, or they may be coerced to participate in it, with possible legal consequences. **#HumanEmpowerment #WorldDrugDay** **IMAGE 3**

4. **Many people consider women who use drugs as immoral and unfit mothers due to their perceived inability to fulfil their traditional role** as good mothers and spouses. As a result of such stigma, many women with substance use disorders receive little encouragement to enrol and stay in treatment programmes. **#HumanEmpowerment #WorldDrugDay** **IMAGE 4**

5. It is essential to start using gender indicators to assess the impact of drug policies on people who use drugs. **Drug policies should be monitored and evaluated as to their impact on gender, age, social class and ethnicity, using an intersectional approach.** **#HumanEmpowerment #WorldDrugDay** **IMAGE 5**

6. Women who enrol in treatment programmes often experience a sense of discomfort and lack of motivation due to the androcentric design of these programmes and their feeling of being in a minority in highly masculinized spaces. They are also more likely to relapse due to a lack of social support, economic problems or harsh living conditions. **Greater emphasis should be placed on the development of gender sensitive treatment programmes**, capable of addressing women's specific needs more efficiently. It's a matter of social justice and human rights. **#HumanEmpowerment #WorldDrugDay** **IMAGE 6**

7. **Health professionals are less likely to identify substance abuse in women than men because of a lack of gender-oriented interventions and the stigmatization of women who use drugs.** Health professionals tend to refer women to mental health services rather than addiction treatment programmes. In addition, shame, guilt, fear of losing custody of children, or lack of awareness of the problem, may prevent women from sharing their substance history. As a result, their substance abuse problem may remain undiagnosed for a lengthy period of time. **#HumanEmpowerment #WorldDrugDay** **IMAGE 7**

8. When it comes to substance use and addiction, women face unique issues that are mostly influenced by sex (based on biology) and gender (based on culturally defined roles) differences. **However, little is known about the impact of these differences because women are dramatically underrepresented in studies.** More efforts should be made to improve clinical knowledge in this field, without focusing only on bad mothering skills and their relationship with child abuse and neglect. **#HumanEmpowerment #WorldDrugDay** **IMAGE 8**

9. **Most addiction treatment programmes do not take specific gender needs into account.** Gender sensitive treatment programmes offer essential services, such as

childcare, gender-based violence prevention workshops, and social assistance modalities, among others. As a result, these programmes have better outcomes with regard to treatment completion, health promotion, and improvement of overall health and well-being. **#HumanEmpowerment #WorldDrugDay** **IMAGE 9**

10. Risk factors and signs associated with substance abuse are different for men and women. While men are more likely to develop an addiction due to gender mandates, UNICRI studies have shown that women are more affected by the consequences of substance abuse due to double stigma and greater social punishment. **It's time we implement gender sensitive treatment and prevention programmes capable of addressing the specific needs of men, women, and other gender identities, including the LGBTI community. #HumanEmpowerment #WorldDrugDay** **IMAGE 10**

Block 2 Encouraging Action

Topics: Vulnerability - Stigma - Treatment

Communication strategy:

- Call to action to involve, motivate the audience to promote and support the campaign.

Goals:

- Generate conversation, feedback, to share our messages.

SOCIAL MEDIA MESSAGES

Block 2 – Encouraging action

11. Mainstreaming gender responsive addiction policies and programmes can hugely contribute to achieving SDG 5 - gender equality & women's empowerment. What will be your contribution? **Addiction is loud, but let's make recovery even louder!** **#HumanEmpowerment #WorldDrugDay** **IMAGE 11**
12. Addiction stigma negatively affects a person's self-esteem, it damages relationships with loved ones, and prevent them from accessing treatment. Stigma contributes to high rates of fatalities, incarceration and mental health concerns among people with substance use disorders. **Stigma is a public health issue.#HumanEmpowerment #WorldDrugDay** **IMAGE 12**
13. Addiction stigma is fuelled by ignorance, misinformation and fear. Its consequences can be devastating but, first and foremost, it prevents people from seeking help. Still,



perceptions can change. Attitudes can shift. Behaviours can be modified. **But none of this will happen unless people speak out. Open up and share your experiences!**
#HumanEmpowerment #WorldDrugDay **IMAGE 13**

14. **Speaking out is central to the prevention and reduction of stigma.** When people tell their stories, they encourage others and make them believe that they too can recover. **Let's give people in recovery hope! #HumanEmpowerment #WorldDrugDay**
IMAGE 14
15. **Avoid stigma, don't define people by their disorder.** People are more than their substance use problem. A person's addiction represents only a part of their life. Never say "the addict", or "the alcoholic". Say "people with addiction", "people with alcoholism", or "people with addictive disorder".**#HumanEmpowerment #WorldDrugDay** **IMAGE 15**
16. Implementing a gender-responsive approach to addiction treatment services can help close the gap between men and women on their road to recovery. **It is crucial to acknowledge that gender makes a difference in how people start using drugs and how they may recover.** **#HumanEmpowerment #WorldDrugDay** **IMAGE 16**
17. Although women drink alcohol and smoke cigarettes at lower rates than men, rates of alcohol-related fatalities are 50-100% higher among women. **More research on female substance use disorders is needed urgently. Will you be a part of the change?**
#HumanEmpowerment #WorldDrugDay **IMAGE 17**