

A GATEWAY WITHIN ALL WOMEN'S REACH

SOCIAL MEDIA KIT

BY DIANOVA INTERNATIONAL

#RemovingGenderBarriers

A gateway within all women's reach

Orn
Multiple barriers prevent women from accessing addiction services. It's high time we removed them!



INTRODUCTION

On June 26th, on the International day against drug abuse and illicit trafficking, Dianova will launch the campaign "A gateway within all women's reach." This initiative aims to raise awareness about the challenges women encounter when accessing addiction services. Access to such services is significantly influenced by gender, with women facing greater obstacles in terms of structural, social, cultural, and gender-related barriers.

It is crucial to take into account the specific needs of women and to implement gender-sensitive policies and services.

Slogan: "A gateway within all women's reach"

Claim of the campaign: Multiple barriers prevent women from accessing addiction services. It's high time we removed them!

Campaign Hashtag: **#RemovingGenderBarriers**

[Click here to access campaign's web page](#)

TARGETS

- **Decision-makers** - it is essential that they support the integration of the gender perspective in drug policies and services. ^[1]_{SEP}
- **Health professionals** - they should be aware, particularly addiction professionals, of the need to integrate a gender perspective at all levels of care, including primary care, referral and specialized services
- **General public** – public opinion and attitudes need to change if we are to put an end to the stigmatization of women who use drugs.
- **Women who use drugs** - they need to be able to identify the problems they face in order to maintain their self-esteem. We've also got to encourage them to access addiction services

SOCIAL MEDIA CAPTIONS

TWITTER

1. Addiction does not discriminate by gender, but access to services. Let's work together to eliminate these barriers and provide equal treatment opportunities for all. [#RemovingGenderBarriers](#)
2. Let's not allow stigma and fear to hinder women's access to greater health and wellness. Let's remove gender barriers to accessing addiction services.
3. "No more invisibility or stigmatization. Women deserve equality in accessing addiction services. Join our campaign.
4. "Less than 20% of people in addiction treatment are women. We need to break down gender barriers and provide equal access for all.

LINKED IN

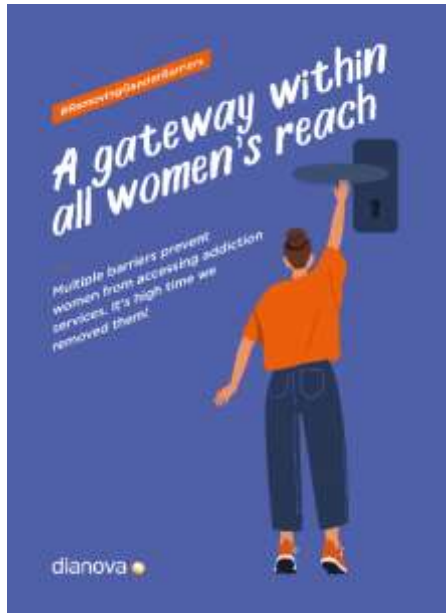
1. While it is true that more men than women use drugs, women are significantly underrepresented in treatment programs. Back in 2015, the UN already estimated that while one in three people who use drugs is a female, only one in five people in treatment for drug dependence is a woman. This gap calls for urgent action. Various factors contribute to this inequality. Women often enter treatment later due to family burdens, the stigma surrounding addiction, and the invisibility of their substance use. Consequently, their drug dependence becomes chronic and more severe by the time they access treatment. We must strive for a more inclusive and equitable approach to addiction services. By eliminating gender barriers, we can ensure that women receive timely support, reducing the long-term consequences of substance use. Together, we can create a society where everyone has equal access to addiction services.
[#RemovingGenderBarriers](#)
2. The stigma surrounding women who use drugs poses a significant obstacle in efforts for prevention, health promotion, and drug dependence treatment. Challenging and eliminating stigma is crucial to foster supportive environments that promote women's health and well-being.
3. Women struggling with addiction face multiple vulnerabilities. While prevalence is higher in men, women are at a greater risk of rapidly escalating substance use and developing an addiction. Addressing these gender inequalities in access to treatment is essential to ensure equitable care. It is time to drive the development of policies and treatment services that address the specific needs of women and the LGBT+ community to achieve higher levels of health and well-being.
4. Women with drug dependence often face stigmatization and discrimination due to gender roles and societal expectations. This can hinder their willingness to seek treatment and make them feel ashamed or judged. Join us in raising awareness about the unique challenges women face when accessing addiction services. Together, we can build a more inclusive and equitable future.

INSTAGRAM

1. Did you know that gender barriers can deter women's access to addiction services? It is in our hands to work together to eliminate these barriers and ensure that all women have equal opportunities to improve their own health and well-being. Let's make equal access a reality for everyone! [#RemovingGenderBarriers](#)
2. Every person deserves the opportunity to open the door to a better health and well-being. Let's eliminate gender barriers in addiction services and build an inclusive path for all.
3. Gender shouldn't be a barrier to access addiction services. At Dianova, we endeavor to eliminate the barriers women face, and ensure equitable and effective care for all.
4. Facing an addiction is challenging enough. Let's not allow gender barriers to hinder women's path to recovery/better health and well-being. Let's strive for equal access to treatment services.

FACEBOOK

1. Women with drug dependence often face unique challenges on their path to better health and well-being. From social stigma to structural barriers, it is crucial to address these difficulties and ensure equitable access to treatment services. [#RemovingGenderBarriers](#)
2. Stigma, family responsibilities, and gender-based violence are just some of the barriers women face when seeking addiction services. It's time to raise awareness, promote understanding, and ensure that all women have the support they need to embark on their own pathway to better health and well-being.
3. The lack of specialized services and limited resources for women hinder their access to addiction treatment. It is essential to invest in programs and treatment facilities capable of addressing the specific needs of women while promoting a comprehensive view of women's health and well-being.
4. Addiction services largely lack a gender perspective and do not adequately respond to the needs of women and LGBT+ communities. Gender barriers in accessing addiction services include stigma, family roles, violence/trauma, lack of tailored programs, and structural/financial barriers. It is crucial to address these barriers to ensure equitable and effective care for all.



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