



Addiction is a Disease

Social Media Toolkit

Introduction

We all know that drug addiction can affect anyone. Most of us have known someone who has struggled with this disease. Too many of us have lost a child, parent, sibling, or friend to overdose or drug-related suicide.

Science shows that addiction is a complex brain disease. However, some people still think of it as a moral failure or weakness. This old way of thinking leads to stigmatizing drug users. Stigma and shame make things worse. It drives people underground and makes it harder to reach them with life-saving treatment and support.

As a community, we can change the way we think about and treat addiction.

We can prevent overdoses and help people. As long as we remember that addiction is a disease and drug users are human beings who deserve our love and compassion.

How you can help

The *Hamilton County Public Health Department* launched a local social marketing campaign to reduce stigma directed towards people experiencing drug addiction. The campaign sends the message to users, and the general public, that addiction is a disease, and that stigma is adding to the problem.

This toolkit is designed to help concerned organizations and individuals to spread the anti-stigma message.

Social Media Posting

Everyone can play a role in increasing the reach and visibility of this campaign and encouraging the community to stop judging people struggling with addiction. One simple way is to share the branded materials made available in this toolkit on your social media channels (*Facebook, Instagram, Twitter, LinkedIn, YouTube*). Please also consider adding them to your website, newsletters, etc.:

- Suggested captions

- Campaign images

Hashtags

To help people to access campaign posts and participate in online conversations (via comments/reposts) about substance use disorder & being of assistance to the community, make sure your social media posts incorporate the relevant hashtags.

All campaign posts should include the unique/primary hashtag for this campaign: **#AddictionIsADisease**.

Recommended secondary hashtags include:

#BeforeYouJudge

#HCPHHarmReduction

#StopAddictionStigma

User Generated Content

Encourage others to share stories about overcoming addiction & experiencing stigma around drug use on their social media – also using the unique hashtag, **#AddictionIsADisease**. User-generated content (UGC), especially for a campaign that highlights real-life stories, lends to the authenticity and impact of the campaign message.

Suggested Captions

Copy, paste, and share any or all the following:

1. Opioid addiction doesn't discriminate – it affects all kinds of people, from all kinds of backgrounds, from every neighborhood across our county. It's a chronic illness, not a choice. For more info, visit AddictionDisease.org. #AddictionIsADisease
2. When people with addiction are stigmatized and rejected, it only contributes to the vicious cycle that entrenches their disease. Stigmatizing drug users makes it less likely that they will seek treatment.

3. The misuse of prescription medications has become a serious public health epidemic. Millions of Americans misuse prescription medications each month, and thousands do so for the first time every day. This misuse leads to serious legal, social, and health consequences, with drug overdoses now representing the leading cause of accidental death in the U.S. If you need help/assistance visit [AddictionDisease.org](https://www.addictiondisease.org). #AddictionIsADisease
4. It's no secret that times are hard. Substance abuse and mental health struggles are real. Learn more about addiction & how you can help by visiting: [AddictionDisease.org](https://www.addictiondisease.org). #AddictionIsADisease
5. Even when the effects of drugs are damaging to a person's health and harms their relationships with friends, family members and coworkers, the constant need for a substance may overcome any rational thinking—this is known as addiction. Addiction is a chronic disease identified by compulsive drug seeking despite harmful consequences. For more info and details on available resources: [AddictionDisease.org](https://www.addictiondisease.org). #AddictionIsADisease
6. There should be no shame in having a slip-up or a relapse after someone has attempted to quit substance use. It's OK to try again. For more info and how you can help someone you know, go to [AddictionDisease.org](https://www.addictiondisease.org). #AddictionIsADisease

7. Did/do you struggle with addiction? Share your story on social media about how your physical/mental/emotional well-being has improved and encourage someone out there to visit [AddictionDisease.org](https://www.AddictionDisease.org). Be sure to include the hashtag, #AddictionIsADisease, in your post. Everyone's experience is different, but you could give someone the hope they need to quit today.

Campaign Images

To download images visit <https://www.AddictionDisease.org/#share>

Anthony (Facebook/Instagram)



(Twitter)



Erica (Facebook/Instagram)



(Twitter)



Kameron (Facebook/Instagram)

(Twitter)



Robyn (Facebook/Instagram)



Wayne (Facebook/Instagram)



(Twitter)



(Twitter)

