



Canadian Centre
on Substance Use
and Addiction

Evidence. Engagement. Impact.

NATIONAL ADDICTIONS AWARENESS WEEK

Communications for Stakeholders

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National Addictions Awareness Week November 26 - December 2, 2018

Each year the Canadian Centre on Substance Use and Addiction (CCSA) joins organizations across the country in observing National Addictions Awareness Week (NAAW). NAAW highlights issues and solutions to help address alcohol- and other drug-related harms and provides an opportunity for Canadians to learn about prevention, talk about treatment and recovery, and bring forward solutions for change.

The theme for NAAW 2018 is **All Walks of Life** and will focus on how substance use affects all Canadians across the nation. By acknowledging that substance use disorders deserve the same compassion and care as any other disease, we can help those struggling with addiction to enter recovery. Please join the conversation and use this toolkit as a means to reach out to your stakeholders, clients and communities.

Key Messages

Four key messages should resonate throughout National Addictions Awareness Week:

1. Addiction affects all walks of life.
2. Recovery is achievable and possible.
3. Choose your words wisely – words matter.
4. The cost affects us all.

About the toolkit

About the National Addictions Awareness Toolkit

This toolkit provides you with the resources you need to engage your networks and join the conversation regarding addiction and people from #allwalksoflife living with substance use disorder. Please print and distribute these resources throughout your organization and share the social media posts with your online community. Each resource has a download link so you can share the element as you choose.

What's in the toolkit?

- Social media resources
- Inspirational videos
- Printable factsheets
- A letter from our CEO

If you have any questions about National Addictions Awareness Week please contact Media@ccsa.ca

Letter from CEO

Ottawa, Nov. 26, 2018 — The Canadian Centre on Substance Use and Addiction (CCSA) is pleased to launch National Addictions Awareness Week from November 26 to December 2, 2018. This week is part of CCSA's mission to address issues of substance use in Canada by providing national leadership and harnessing the power of evidence to generate coordinated action.

We chose this year's theme, **All Walks of Life**, to illustrate that addiction does not discriminate. Addiction does not care about age, gender, skin color, religion or sexuality. It does not care about your income or class or what kind of family you come from.

It is time for us all to discard some deeply held stereotypes about substance use disorders and acknowledge that addiction touches **everyone**. In communities across the country, one in 10 Canadians struggles every day with a substance use disorder. That person could be a friend or family member, a colleague or neighbour, or someone else close to you.

Too often, substance use disorders are compounded by guilt and shame because of negative stereotypes and discrimination in our society. In fact, stigma is one of the major barriers to recovery from substance use disorders. Addiction is **not** a moral failing, nor is it a choice.

This year, our video campaign provides a platform for people to share their experiences with substance use. We encourage you to watch and share these videos.

During National Addictions Awareness Week, CCSA will also continue its work to help reduce the stigma of substance use disorders. We will be offering a Facebook Live panel from our **Stigma Workshop: Breaking down the Barriers** on Thursday, November 29. We want to shine a spotlight on the issue and inform more Canadians on how the language they use matters. The workshop aims to increase awareness of stigma and to identify strategies to address stigma in our communities and workplaces

through education, personal stories and language. We are building meaningful partnerships with others committed to addressing stigma.

There is a great deal of work to be done. CCSA will continue to deploy evidence to increase understanding about substance use disorders in the broader public: open minds and shift attitudes from stigmatization to compassion in the work place, in our communities and in our families. It's time for us to see this disease like any other — one worthy of the same care, attention and compassion.

To help share these important messages, CCSA has created a communications toolkit designed to facilitate public discussions. The toolkit includes videos, infographics, social media images and other content and is available on the CCSA website. We encourage you to share this within your networks and to use it throughout National Addictions Awareness Week and beyond in our joint effort to facilitate discussion on substance use, stigma and recovery. Please join us.

Rita Notarandrea, M.H.Sc., C.H.E.

Chief Executive Officer, Canadian Centre on Substance Use and Addiction

Media contact

Lee Arbon, Communications Advisor, CCSA

Email: media@ccsa.ca | Twitter: [@CCSACanada](https://twitter.com/CCSACanada)

Visit [CCSA.ca](https://www.ccsa.ca) for more information on events throughout National Addictions Awareness Week. Visit our Facebook page for information on the stigma workshop.

Social media



Social Post: It's National Addictions Awareness Week which means it's time for us all to discard stereotypes about substance use disorders and acknowledge that addiction affects #allwalksoflife

[Download here ▼](#)[Download here ▼](#)

Social Post: National Addictions Awareness Week is about helping Canadians understand that addiction is a health condition that can affect anyone. #allwalksoflife

[Download here ▼](#)[Download here ▼](#)

Social Post: Sadly, addiction is often compounded with guilt and shame because of negative stereotypes and discrimination. To learn more about how to fight stigma, join us for our Facebook Live event, a workshop called "Stigma Ends with Me," on Thursday, November 29

[Download here ▼](#)[Download here ▼](#)

Social media



Social Post: Addiction is not a choice, yet the stigma associated with it is a major barrier to recovery. To learn more about how to fight the common misconceptions surrounding addiction, tune in to our Facebook Live event, a workshop called “Stigma Ends With Me” on Thursday, November 29

[Download here ▼](#)[Download here ▼](#)

Social Post: Words matter! Use them to show understanding and compassion. Avoid stigmatizing language. Break down the barriers to recovery in #allwalksoflife

[Download here ▼](#)[Download here ▼](#)

Social Post: People struggling with addiction deserve the same amount of care and compassion as those with any disease. Please share this message to help us tear down the barriers that stand in the way of recovery. #allwalksoflife

[Download here ▼](#)[Download here ▼](#)

Video 1



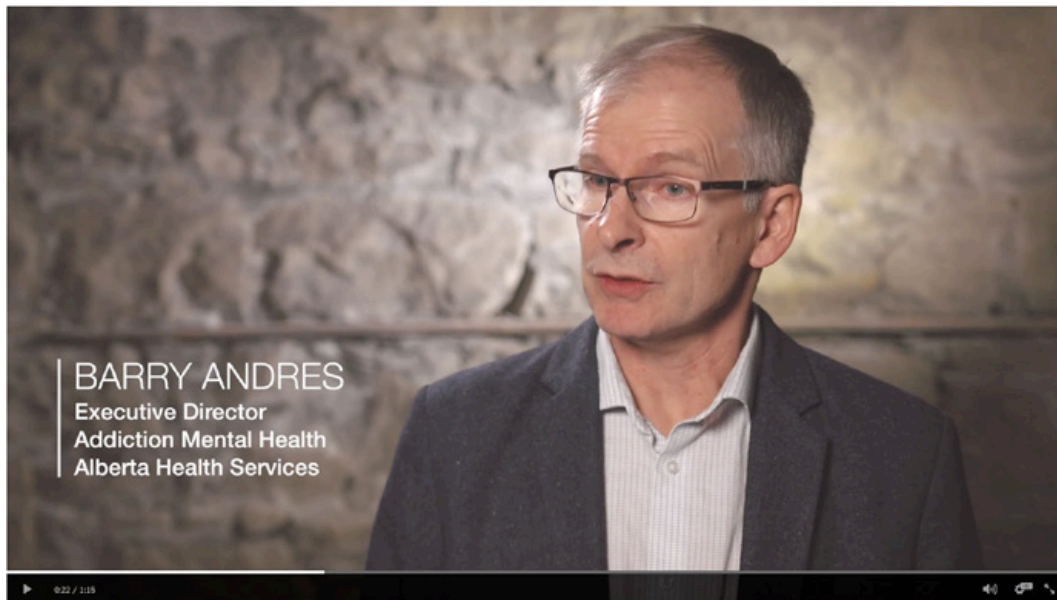
Compassion

Social Post: When addiction is acknowledged as a brain disorder that requires treatment, society can give it the compassion it deserves. This National Addictions Awareness Week, remember that addiction affects #allwalksoflife

Alternative Social Post: "I think society needs to understand addiction as a brain disorder that requires treatment and most important compassion." Dr. Peter Selby, Centre for Addiction and Mental Health

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Video 2



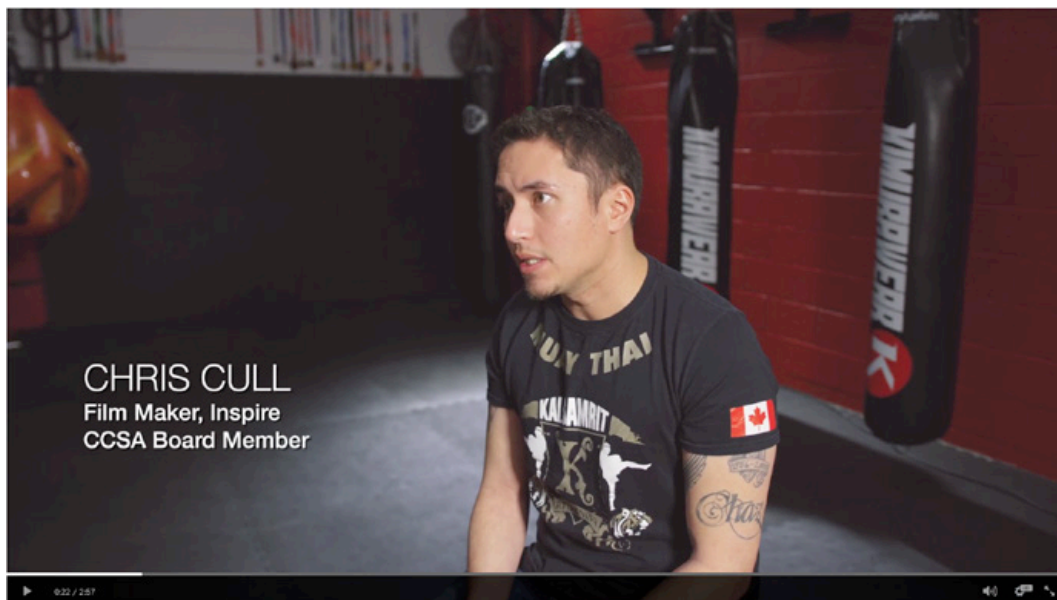
Illuminate

Social Post: This National Addictions Awareness Week, Dr. Elaine Hyshka reminds us all to imagine what it might be like to have a very serious health condition, and feel like there is nowhere to turn. In our society, that's how many people struggling with substance use feel. #allwalksoflife

Alternative Social Post: "We're very quick to judge. We just need to remember the human element." Barry Andres, Executive Director, Addiction and Mental Health, Alberta Health Services

[Download here ▼](#)

Video 3



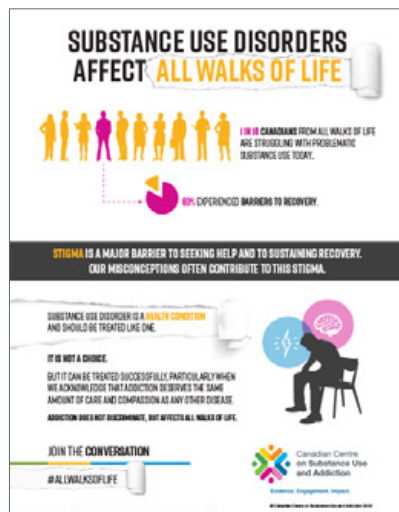
Journey of Hope

Social Post: Find out how Chris used his lived experience to inspire and help others living with substance use. Addiction doesn't discriminate and affects Canadians across the nation.

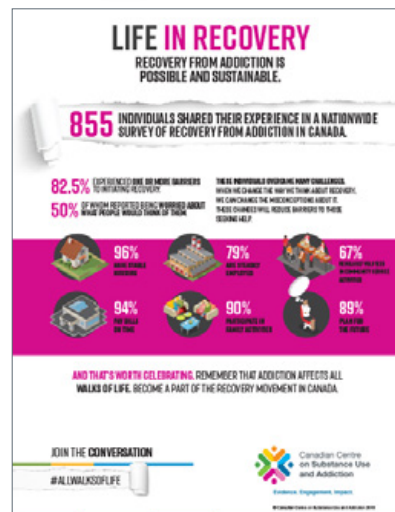
Alternative Social Post: "No matter how deep and dark of a hole you're in, you can come back from it and you can be the inspiration for other people." Chris Cull, Filmmaker, Inspire

[Download here ▼](#)

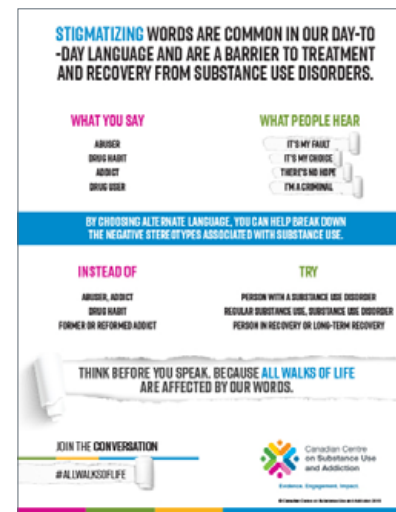
Fact sheets



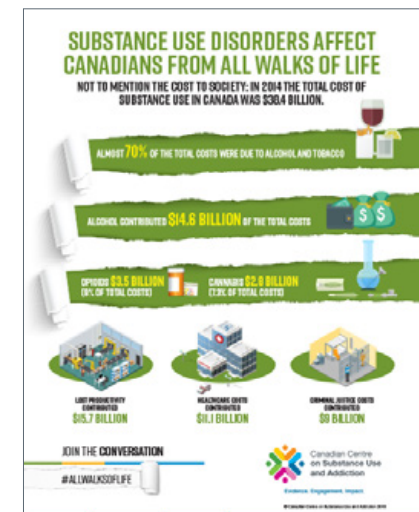
Factsheet Post 1: 1 in 10 Canadians from #allwalksoflife are struggling with problematic substance use today. Join the conversation and help remove the stigma.

[Download here ▼](#)


Factsheet Post 2: When we acknowledge addiction touches #allwalksoflife we can work towards reducing the stigma that creates barriers to recovery. Discover what recovery from addiction in Canada looks like.

[Download here ▼](#)


Factsheet Post 3: What we say can have a huge impact on the stigma associated with substance use disorders. Read how tweaking your day-to-day language can help reduce stigma.

[Download here ▼](#)


Factsheet Post 4: Substance use disorder is expensive. Read how those costs affect all Canadians from #allwalksoflife

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