

The background features a landscape with a blue sky, a purple brushstroke across the middle, and a white and orange gradient at the bottom. Two black hands are shown holding the purple brushstroke. The text is overlaid on this scene.

WHEN WE
STOP STIGMA
WE
SUPPORT RECOVERY.

The St. Mary's Goes Purple initiative works to educate the community on stigma surrounding substance use disorder with the goal of ending stigma in St. Mary's County while promoting treatment, recovery, and harm reduction practices.

Stigma contributes to feelings of shame and hopelessness, and prevents individuals and families from asking for help when they need it.

The good news is that we can end stigma. Small efforts can make a big difference in the lives of people living with substance use disorder.

Use people-first language and language that reflects the medical nature of substance use disorder. Instead of “addict” or “abuser”, consider using “person with a substance use disorder.” Replace slang words associated with toxicology results, such as “dirty” or “clean” with “positive” or “negative”.

You can build someone up or break someone down with just a word.

I pledge to GO PURPLE against stigma:



I will NOT use words/labels that are stigmatizing like “addict”, “abuser”, “junkie” or “crack head”



I will encourage others to use non-stigmatizing language and to understand the impacts of stigma



I will use language that is compassionate and respectful when discussing addiction or someone who uses substances



I will think of the person as a person, and not define them by their illness



Signature _____ Date _____

ADDITIONAL RESOURCES

[shatterproof.org/our-work/ending-addiction-stigma/
understanding-addiction-stigma](https://shatterproof.org/our-work/ending-addiction-stigma/understanding-addiction-stigma)



www.smchd.org/gopurple