The language we use to talk about substances is *powerful*

You can...

Promote stigma, shame & stereotypes

OR

Promote acceptance, support and wellness

When you say...	The message heard is...
• Abuser	• I deserve punishment
• Addict	• I am a criminal
• Habit	• It's a choice
• Relapse	• I am a failure
• Dirty/Clean	• Using drugs makes me dirty

HOW CAN I MAKE A DIFFERENCE?

Words to avoid

- Addict
- Junkie
- Abuse/Abuser
- Crackhead
- Alcoholic/Drunk
- Clean/Dirty
- Slip/Relapse

Words to use

People-first language

- Person with lived experience
- Person who uses substances
- Person living with substance use disorder

Without moral judgement

- Positive or negative test result
- Actively using
- Recurrance of substance use