



WORDS ARE IMPORTANT.

IF YOU WANT TO CARE FOR
SOMETHING, YOU CALL IT A
“FLOWER”;
IF YOU WANT TO KILL
SOMETHING, YOU CALL IT A
“WEED.”

— Don Coyhis

We learn at an early age that words matter. But when it comes to helping those with substance use disorders, choosing the right language is critical to prevention, treatment and recovery efforts. Frame your care and concern in a way that eliminates harmful labels, reduces stigma and moves us in the right direction for combatting the opioid crisis.

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