

ISOLATION. EXCLUSION.
 FAULT. SELF-DOUBT.
 PATRONIZATION.
 CONDESCENSION.
 LESS
STIGMA.
 HOPELESSNESS.
**BETTER
 OUTCOMES.**
 BLAME. AVOIDANCE.
 PUNISHMENT. JUDGMENT.
 NEGATIVITY. FEARMONGERING.

STEREOTYPES.
 LIABILITY.
 GUILT.
 SCORN.
 DISCRIMINATION.

INDIFFERENCE.
 LIABILITY.
 INSULTS.

Substance use disorder is among the most stigmatized conditions in the U.S. and around the world.¹ Changing the way we think about it and talk about it is essential to combatting the opioid crisis. By reducing stigma and supporting those seeking help, we can generate better outcomes for us all.

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¹ Barry, C. L., McGinty, E. E., Pescosolido, B. A., & Goldman, H. H. (2014). Stigma, discrimination, treatment effectiveness, and policy: public views about drug addiction and mental illness. *Psychiatric Services*, 65(10), 1269-1272.