

Sticks and Stones and Words Can Really Hurt You

Presented by:

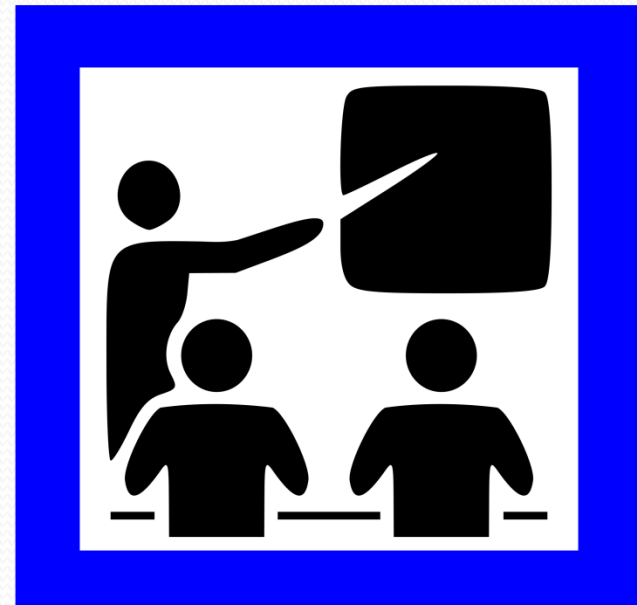
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Courtesy/Housekeeping

1. Full participation is required
2. Help us stay on task and on time
3. Turn your cell phone to silent
4. Save questions for the end

Turn it
OFF

Keep it
**OUT of
SIGHT**



Why Does Language Matter

- Looking Glass Self
- Self-Fulfilling Prophecy
- The Law of Attraction

Don Coyhis, founder of White Bison

WORDS ARE IMPORTANT

**If you want to care for something,
you call it a FLOWER.....**



Don Coyhis, founder of White Bison

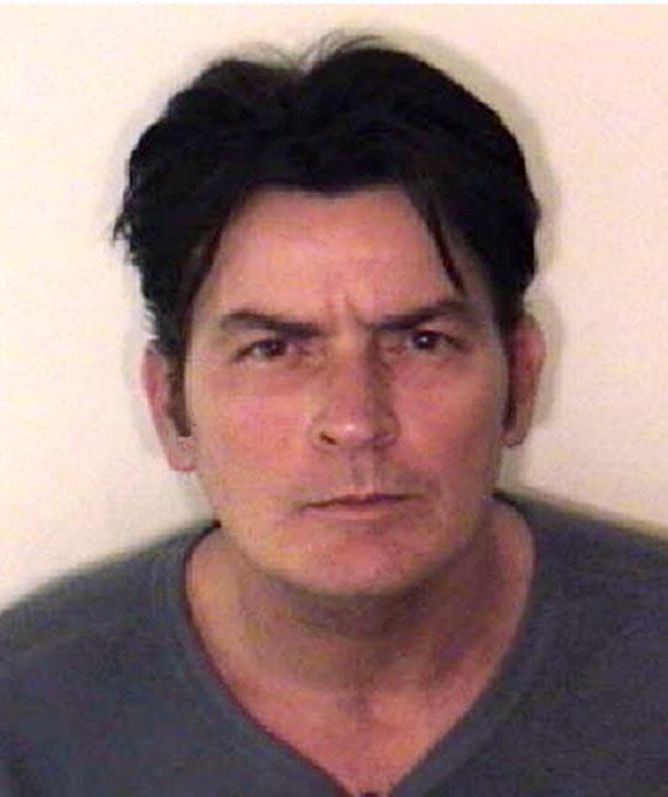
If you want to kill something,

you call it a **WEED**.....



The Media's Part

Weeds have deeper roots than flowers.....



What is Recovery Language

- Respectful
- Non-judgemental
- Clear and understandable
- Free of jargon, confusing data, and speculation
- Carrying a sense of commitment, hope and presenting the potential for opportunity.
- Strength's based

Recovery Language

What Not To Say

1. Drug/Substance Abuse
2. Addict, Abuser or Alcoholic
3. Clean or dirty
4. Recovering Addict/Alcoholic
5. Self-Help Group
6. Opioid Replacement Therapy
7. Relapse Prevention
8. Treatment Works

What to Say

1. Substance Use Disorder
2. Someone with a SUD
3. Substance Free or Positive
4. Person in recovery
5. Recovery Support
6. MAR/MAT
7. Recovery Enhancement
8. Recovery Works

The Power of Words

- Words can create change
- Words can heal

What is Recovery Messaging

- Recovery messaging is vitally important because it changes the public's perception of what the word recovery means.
- Recovery messaging allows recovery advocacy to be effective at changing the conversation from the problem to the solution.

Tips for Recovery Messaging

1. Keep It Personal
2. Keep it simple
3. Define the word recovery
4. Focus on your recovery
5. Recovery is more than abstinence
6. Don't talk about addiction being a disease or a health problem

When to Use Recovery Messaging

- When talking to your family, friends, neighbors and coworkers
- When introducing yourself and speaking in public
- When being interviewed
- When meeting with public officials, policy makers and other government employees
- When you are writing for jobs, newsletters, blog posts, Facebook, Twitter

CONGRATULATIONS





**YOUR FEEDBACK
MATTERS**