

TACKLING DRUG STIGMA IS EVERYONE'S BUSINESS

A tool for talking about drugs and tackling stigma



Greater Glasgow & Clyde
Drug Stigma Action Group

Drug Stigma Communication Pack

Greater Glasgow & Clyde (GGC)'s Drug
Stigma Action Group

What is the 'Tackling Drug stigma is Everyone's Business' Toolkit?

Recognising stigma is the first step to tackling it. When you witness stigmatising behaviour, you have a choice about the action you take. Taking action shows that stigmatising behaviour is not acceptable. We don't all need to be experts, but we all have a role in tackling drug stigma. Understanding stigma and approaching interactions with kindness and compassion is the key.

The toolkit seeks to explain the impact of drug stigma and provide practical tools, suggestions and strategies to tackle stigma. by taking action together, we can help create a more compassionate and supportive response to drug harm.

How to get involved

We don't all need to be experts, but we all have a role in tackling drug stigma. Understanding stigma and approaching interactions with kindness and compassion is the key.

- Spread the word: share the framing document and toolkit with your teams, organisation and wider audiences
- Run Stigma Workshops within your organisation or community
- Use the conversation cards to have discussions about recognising and tackling drug stigma

Social Media Guidance

Social media content featuring the topic of drugs and stigma can often receive a variety of responses, including those containing stigmatising language. We urge organisations to consider how they will approach comments of this nature, following their own organisational guidelines when doing so.

Toolkit Resources



Stigma Framing document



Poster



Conversation Cards

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.

Stigma Kills



"Reframing the societal approach towards people who use drugs, their families and those who work in drug support services is not about encouraging drug use. It is about reducing trauma, supporting people and ultimately saving lives."

- Changing Lives, Scottish Drugs Death Taskforce (2022)



SOCIAL MEDIA ASSET 1

Stigma creates walls, loneliness, poor health and ultimately stigma kills. To find out more about the types of drug stigma and to access resources to support conversations about tackling stigma, go to:

<https://ow.ly/M0F050Z77hwm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.

Everyone knows someone

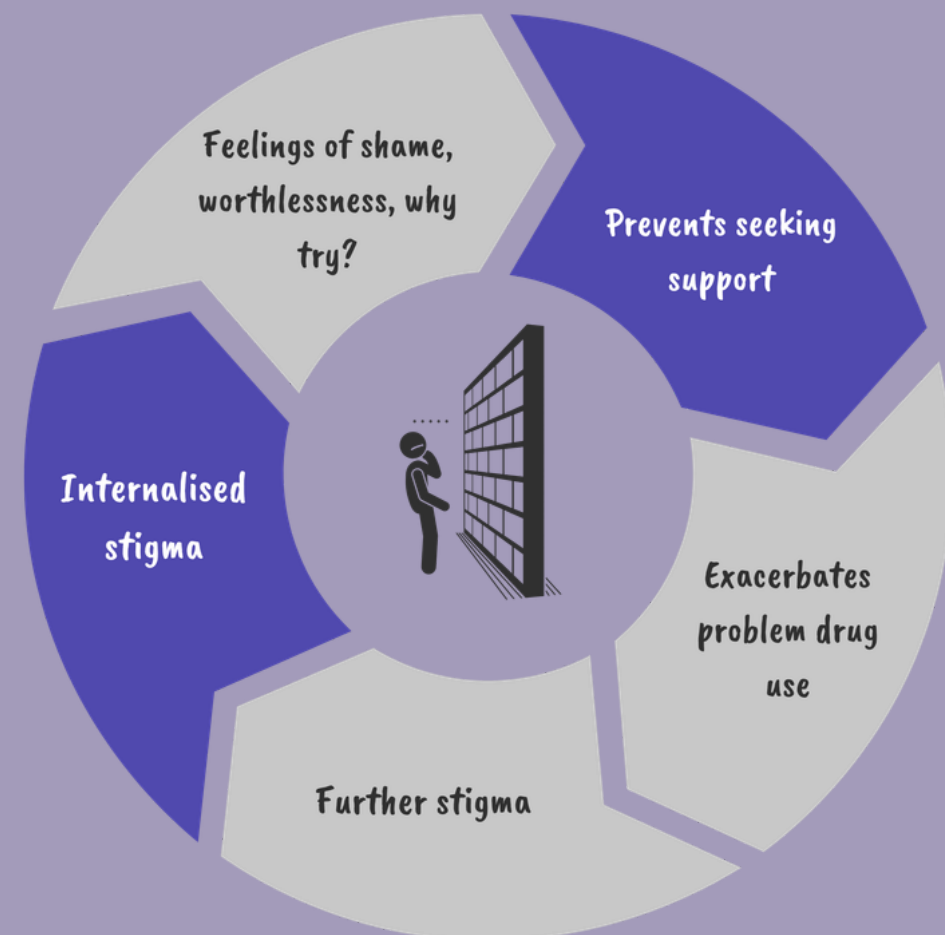


Reducing barriers and tackling stigma is everyone's business as we all know someone affected by drug use. GGC's Drug Stigma Action Group have created 'Conversation Cards' to encourage conversations and tackle drug stigma, one conversation at a time.

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.

Stigma is a barrier to good health and quality of life



SOCIAL MEDIA ASSET 3

People affected by drugs tell us that they have experienced stigma in a variety of places. To find out more about the barriers stigma creates to accessing treatment and care, use the Stigma Toolkit and resources to help begin tackling stigma in your workplace: <https://ow.ly/M0F050Z77hm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.



POSTER

It's everyone's business to tackle drug stigma

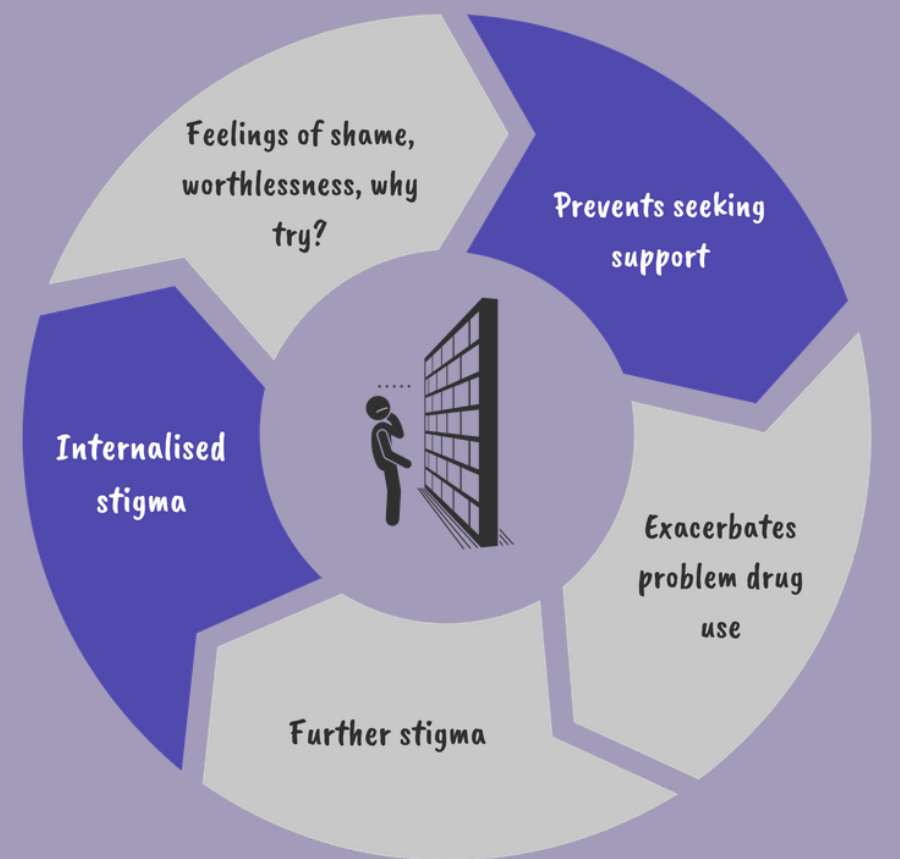
We don't all need to be experts, but we all have a role in tackling stigma. Use the stigma framing document to find out more about the language that can be used for a more kind and compassionate approach:

<https://ow.ly/M0F050Z77hwm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.

Blame is not constructive



SOCIAL MEDIA ASSET 3

People who are affected by drugs may already feel guilt, shame or even blame themselves. Blame stops people from seeking support. Compassion, not criticism, helps people to break free of this cycle.

Read the 'Tackling Stigma Is Everyone's Business' framing document: <https://ow.ly/4ENT50Z9Qpq>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.

Tackling drug stigma is a human rights issue and reduces harm



"The National Collaborative's vision is to integrate human rights into drug and alcohol policy leading to better outcomes for people affected by substance use."

Charter of Rights, The National Collaborative



SOCIAL MEDIA ASSET 4

In December 2024, The National Collaborative published a Charter of Rights for People Affected by Substance Use. Tackling stigma is an important piece of the puzzle to reduce the harm for people affected by drugs.

Social Media Resources

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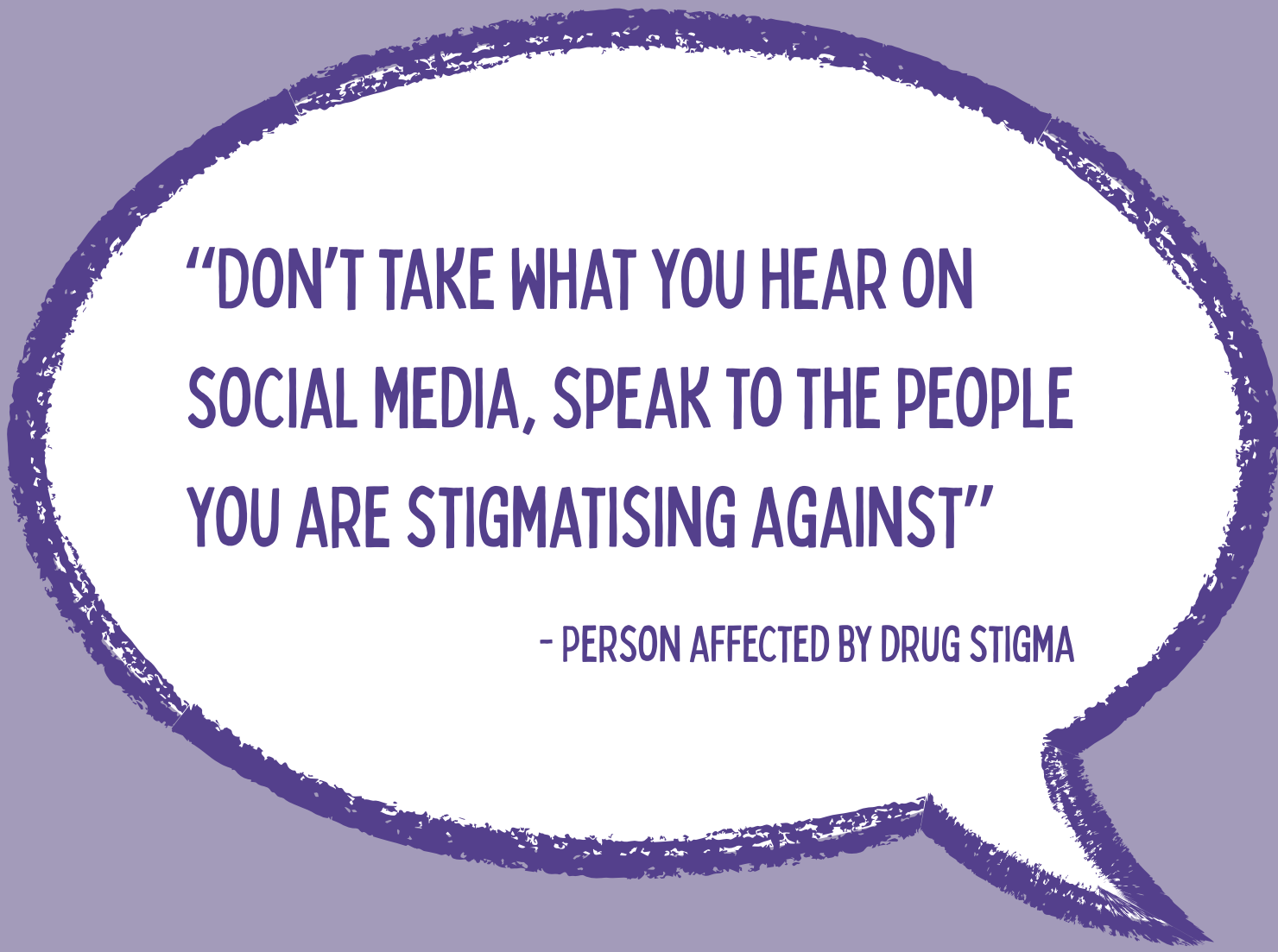
There are things we can do to tackle stigma

There are many actions we can take to tackle drug stigma.

To access the drug stigma toolkit, information and resources, go to: <https://ow.ly/M0F050Z77hm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.



**“DON’T TAKE WHAT YOU HEAR ON
SOCIAL MEDIA, SPEAK TO THE PEOPLE
YOU ARE STIGMATISING AGAINST”**

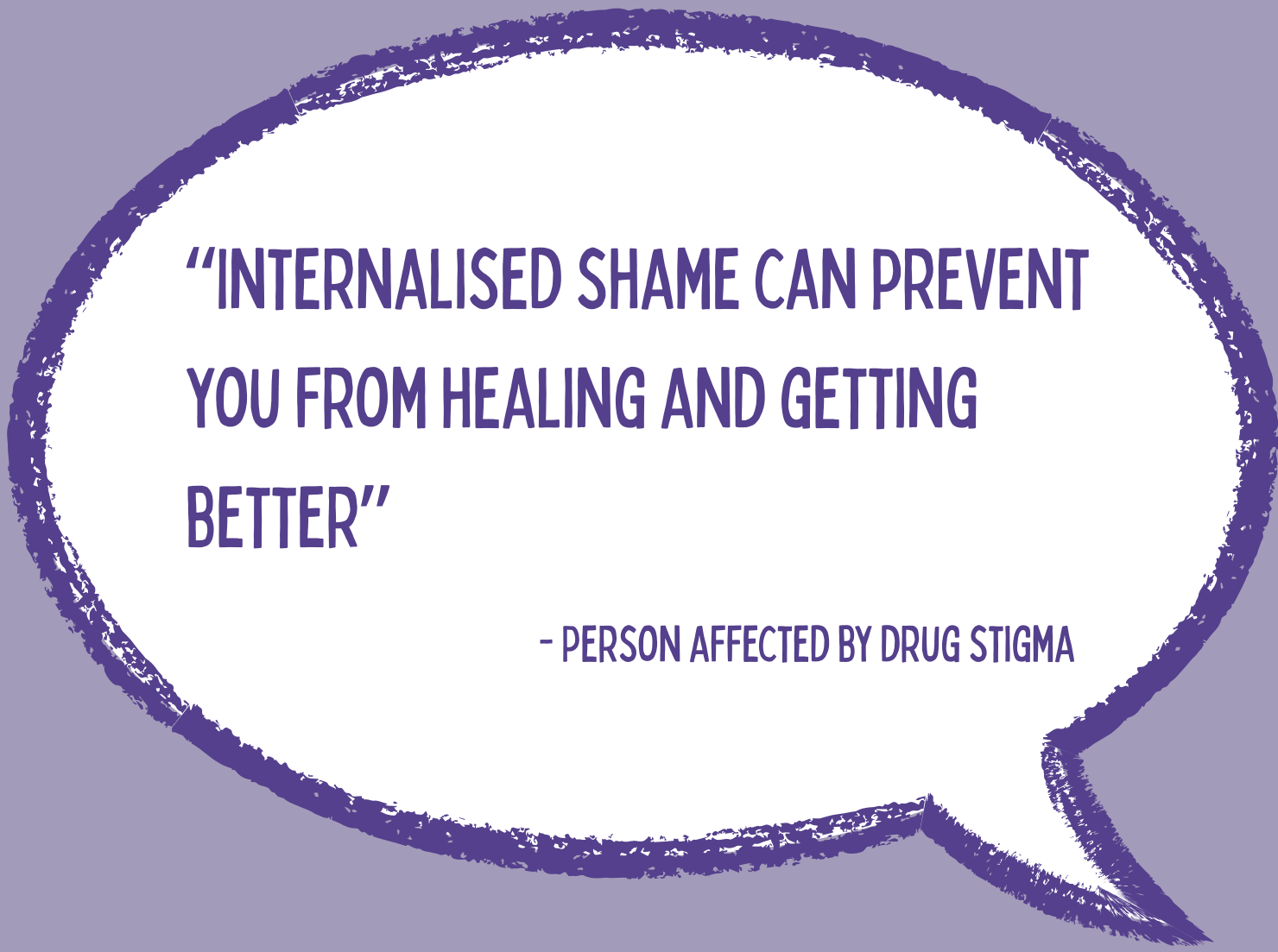
- PERSON AFFECTED BY DRUG STIGMA

Everyone knows someone affected by drugs. It’s crucial we come together to tackle the stigma faced by those who use drugs.

To find out more on how to tackle drug stigma and to access ‘the Tackling Drug stigma is everyone’s business’ toolkit, go to : <https://ow.ly/M0F050Z77hm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.



**"INTERNALISED SHAME CAN PREVENT
YOU FROM HEALING AND GETTING
BETTER"**

- PERSON AFFECTED BY DRUG STIGMA

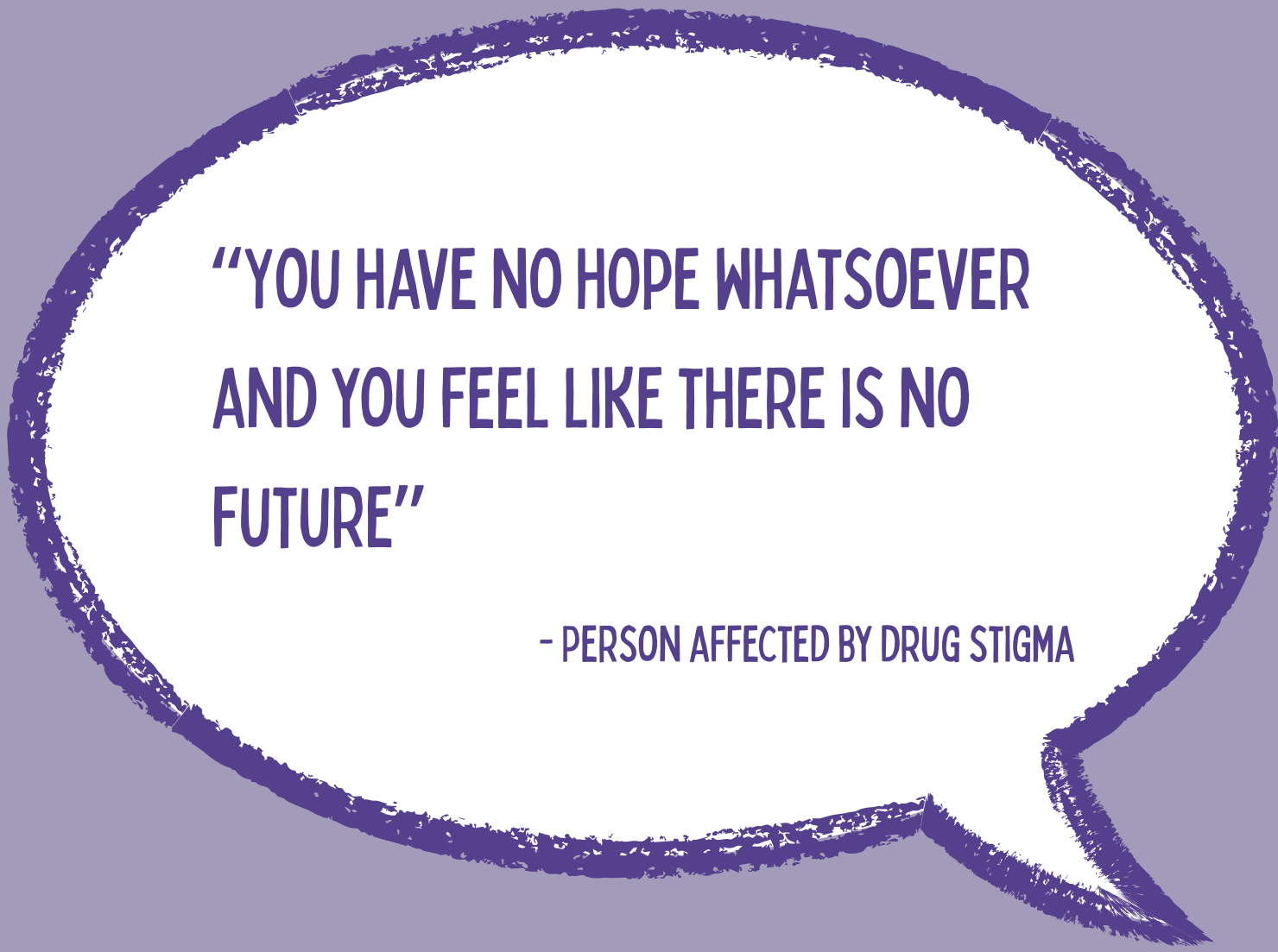
Blame stops people from seeking support.

Compassion, not criticism, helps people to break free of the cycle caused by stigma.

To find out more on how to tackle drug stigma and to access 'the Tackling Drug stigma is everyone's business' toolkit, go to : <https://ow.ly/M0F050Z77hm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.



**"YOU HAVE NO HOPE WHATSOEVER
AND YOU FEEL LIKE THERE IS NO
FUTURE"**

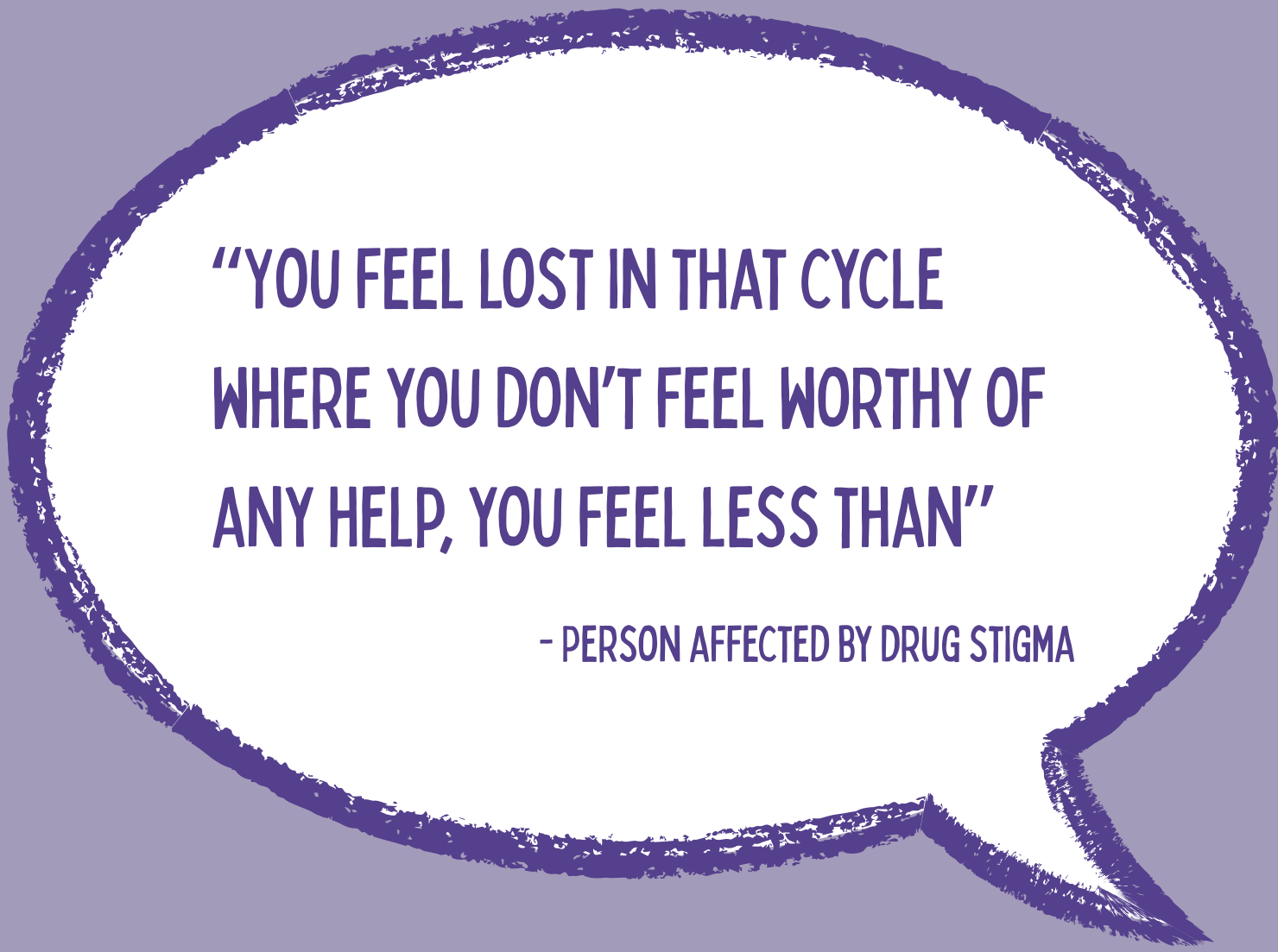
- PERSON AFFECTED BY DRUG STIGMA

Drug Stigma Kills. By tackling stigma, we can help people feel a greater connection to society, more included and more likely to access treatment and support for recovery.

To find out more on how to tackle drug stigma and to access 'the Tackling Drug stigma is everyone's business' toolkit, go to : <https://ow.ly/M0F050Z77hwm>

Social Media Resources

Use these social media posts alongside our downloadable assets to take action and tackle drug stigma.



**“YOU FEEL LOST IN THAT CYCLE
WHERE YOU DON’T FEEL WORTHY OF
ANY HELP, YOU FEEL LESS THAN”**

- PERSON AFFECTED BY DRUG STIGMA

Compassion, not criticism, helps people to break free of this cycle of stigma.

To find out more on how to tackle drug stigma and to access ‘the Tackling Drug stigma is everyone’s business’ toolkit, go to : <https://ow.ly/M0F050Z77hm>

Drug Stigma Workshop

Tackling drug stigma is a national priority. People with lived experience report that stigma can happen anywhere. That is why tackling drug stigma is everyone's business.

Deliver the 'Tackling Drug Stigma is Everyone's Business' workshop with your team, organisation or community, to increase awareness of drug stigma and its impact.

We don't all need to be experts, but we all have a role in tackling drug stigma. the workshop and other support resources can be accessed on our website:
<https://ow.ly/M0F050Z77hm>



Acknowledgements

This resource was developed by Glasgow City Alcohol and Drug Partnership (ADP) on behalf of the Greater Glasgow and Clyde (GGC) Drug Stigma Action Group.

The GGC Drug Stigma Action Group is a multi-agency partnership bringing together statutory and third sector organisations to deliver a coordinated approach to tackling drug related stigma across Greater Glasgow and Clyde.