# Email Template – Change the Conversation

*Use the email template below to send a message around changing the conversation and addressing stigma. Feel free to add images, graphics, or other information to best fit your company brand.*

**Subject Line:** *Change the Conversation on Substance Use Disorder to Reduce Stigma*

Dear [Company] Employees,

We all play a role in the opioid epidemic response. The first step is to understand the issue.

## Pushing on the Accelerator Without Brakes

Substance use disorder is a disease of the brain. By activating different brain systems, substances like opioids encourage you to take more and hamper your ability to stop. It’s important to know though, substance use disorder is preventable and treatable. However, the stigma of addictions keeps people from getting the treatment they need. According to the National Institute on Drug Abuse, **only 1 in 10 people with a substance use disorder receive treatment in the U.S.** We can change the conversation about substance use disorder and reduce stigma.

Watch [Science Says: Why Are Opioids so Addictive (https://www.youtube.com/watch?v=cHs07wVzaEs&feature=youtu.be)](https://www.youtube.com/watch?v=cHs07wVzaEs&feature=youtu.be) to learn more about how opioids affect the brain chemistry.

## Language Matters

The words we use are powerful. Terms like “addict” or “substance abuse” negatively affect how people treat a person with substance use disorder. Instead, experts suggest using “person first” language.

**Instead of:**

Addict

Addicted to X

Dirty

Clean

**Try:**

Person with substance use disorder

Has substance use disorder

Actively using X substance

Abstinent, in recovery, substance-free