



Supporter Pack

Introduction

Thank you for downloading our #StigmaKills supporter pack. In order for us all to continue to challenge the stigma that is so prevalent in society, we must work together so we can share the message against stigma and reach those who need our advocacy the most. We have collated this supporter pack so individuals and organisations can share the crucial message of our campaign. Within the pack, you will find useful content, pre-designed assets, and resources. We encourage supporters to use these across your social channels and website, and even put up posters within your organisation. We would also love to see these resources in action! We encourage any of our campaign supporters to share pictures of staff or the public engaging with our #StigmaKills campaign by tagging the NHS APA on social platforms and using any of our campaign hashtags detailed throughout this pack. Together we can start breaking down stigma and the barrier it creates to lifesaving treatment for those suffering from addiction. For any questions about this pack or the campaign please email us at admin@nhsapa.org.

ABOUT THE NHS APA #STIGMAKILLS CAMPAIGN

Stigma Kills is a public campaign launched by the NHS Addictions Provider Alliance and its supporters.

The campaign aims to highlight the damaging effects of stigmatising language and attitudes towards those who experience addiction. It asks for all of us as individuals to look beyond the addiction, to see the person behind it and hear their story. The campaign also aims to break down the myths and misconceptions around addiction by demonstrating it is both a mental and physical health condition. Addiction is not a person's choice.

By changing how we view and treat people who experience addiction and challenging our preconceived notions, we can begin to break down the barriers that people with addiction face and enable them to access fair treatment and the support that they need to get better.

Since its launch in 2021, the #StigmaKills campaign has gone from strength to strength, and the NHS Addictions Provider Alliance (NHS APA) would like to thank everybody who has supported us so far in our pledge to tackle stigma head-on.

To date, the campaign has produced videos, a website for anyone looking for information and support, resource papers led by people's lived experience of stigma and a complete graphics series available to all for use across a wide variety of communication platforms.

We have been overwhelmed by the support and engagement in this subject and we hope to grow the campaign year on year in our ongoing pledge to tackle stigma and its adverse effects on those who experience addiction.

stigmakills.org.uk

CAMPAIGN RESOURCES

Please find links to all available campaign resources to support the #StigmaKills campaign.

Supporter Badges

To show your support for the campaign on your website, newsletters or social media please download one of our 'proud supporter' badges. You can also upload these as your profile picture on any social platform (one size fits all)

To download the badges, please click [here](#).

Campaign Social Media Posts & Graphics If you would like to show your support for the campaign on social, please see sample tweets and campaign graphics below.

Step 1: Download the graphic by clicking the download graphic link below.

Step 2: Copy and paste the content

Step 3: Post to relevant social channel

Please note that the examples provided are for use on Twitter. Size variations for other social channels can be downloaded on page 8.

We all know someone who's experienced #addiction, from substance misuse to gambling or gaming addiction. Together, we need to encourage others to #SeeThePersonHearTheirStory. Visit the Stigma Kills website to find out more: www.stigmakills.org.uk

#StigmaKills

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Addiction does not discriminate. No matter your age, income, ethnicity, religion or gender, #addiction affects people from all backgrounds.

Find out more: www.stigmakills.org.uk

#SeeThePersonHearTheirStory

#StigmaKills

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The first step we need to take to stop #stigma is to start thinking about our words & actions & encourage others to do the same. Visit the NHS APA website to find out more about how you can play a part in breaking down #stigma:

Website: www.stigmakills.org.uk #WeAllKnowSomeone

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The @NHS_APA #StigmaKills campaign challenges each and every one of us to reflect on our attitudes and behaviours towards people who experience #addiction. #Stigma needs to stop - but we can't fight it alone.

Learn more: www.stigmakills.org.uk

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Changing the language you use can make a huge difference to the person you're speaking about. Instead of using derogatory terms, #SeeThePerson behind the addiction and treat them with respect and dignity.

Learn More: www.stigmakills.org.uk

#WeAllKnowSomeone #StopStartAsk

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Instead of judging someone for their #addiction, consider why they might be ill. Addiction can be linked to trauma & adverse childhood experiences.

Learn More: www.stigmakills.org.uk #SeeThePersonHearTheirStory #StopStartAsk #StigmaKills

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Sometimes, simply asking someone if they are okay opens a door that can empower that person to take the first steps into seeking treatment for their #addiction.

Learn More: www.stigmakills.org.uk

#SeeThePersonHearTheirStory #StopStartAsk #StigmaKills

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Access the [full suite](#) of campaign social media assets, or select your specified platform from the list below:

[TWITTER](#)

[FACEBOOK](#)

[LINKEDIN](#)

[INSTAGRAM](#)

Become An Ally Against Stigma

We are proud to work closely with and be supported by a number of like-minded organisations. This collaboration allows the NHS APA to share the message against stigma more widely and reach those who need our advocacy the most.

If your organisation would like to become an ally of our campaign email us at admin@nhsapa.org.

.CHECKLIST FOR SUPPORTERS

Please find some suggested steps or actions you could take today to support the #StigmaKills campaign:

Download the #StigmaKills supporters badge or email footer and add it to your email footer.

Read the #StigmaKills campaign paper and share it with colleagues in your organisation or friends or family.

Like our social media accounts and use the hashtags #WeAllKnowSomeone and #SeeThePersonHearTheirStory to encourage conversations about breaking down stigma

Share our #StigmaKills video on social media

Become an Ally Against Stigma by emailing us at admin@nhsapa.org

Put up a poster in your organisation and send us a picture of it in use.

Watch videos from our conference which focuses on tackling stigma:
nhsapa.org/stigma-conference-2023

Sign up to our newsletter for more information and resources: nhsapa.org/sign-up-to-our-newsletter

**Thank you again for downloading this supporter pack.
We hope you find it a useful resource.**

**If you have any content or suggestions you wish to contribute to the
campaign we encourage all our supporters to get in touch by emailing
admin@nhsapa.org.**

Thank you, together we can make a real difference.