

**Activity: Change the Language by Role Modeling**

“As prevention practitioners, we are in a unique position to reduce the stigma surrounding substance misuse. The language we use to discuss substance use disorders (SUDs) either formally, as part of prevention messaging, or informally, in conversations with colleagues and stakeholders, can either increase or decrease SUD stigma. In the context of the growing opioid crisis, the language we use becomes particularly important as we find ourselves working in partnership with people who actively misuse substances and confront directly the myriad societal stigmas associated with having an SUD.”

– SAMHSA’S Center for the Application of Prevention Technologies

**Fill in the blank**

Instead of clean, say \_\_\_\_\_,  
\_\_\_\_\_,  
or \_\_\_\_\_.

Instead of dirty, say \_\_\_\_\_, \_\_\_\_\_,  
or \_\_\_\_\_.

Instead of addict or alcoholic, say \_\_\_\_\_,  
or \_\_\_\_\_.

Instead of abuse or dependence, say \_\_\_\_\_.

Instead of former drug addict, say \_\_\_\_\_.