

VISUALIZING STIGMA

EXAMINING THE PUBLIC PERCEPTION

This survey polled 489 individuals of the general public to understand their beliefs about addiction.



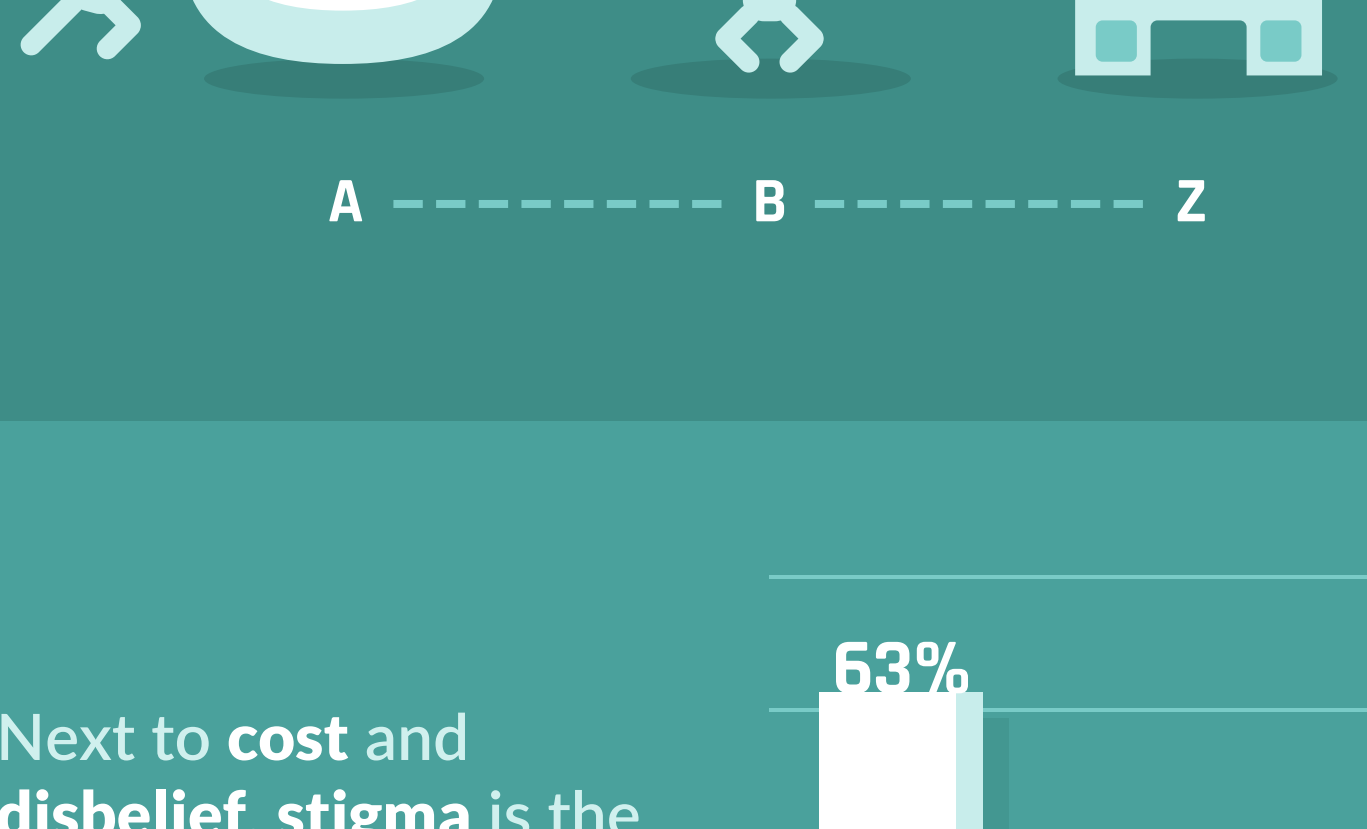
SAD is the #1 word mentally associated with addiction.



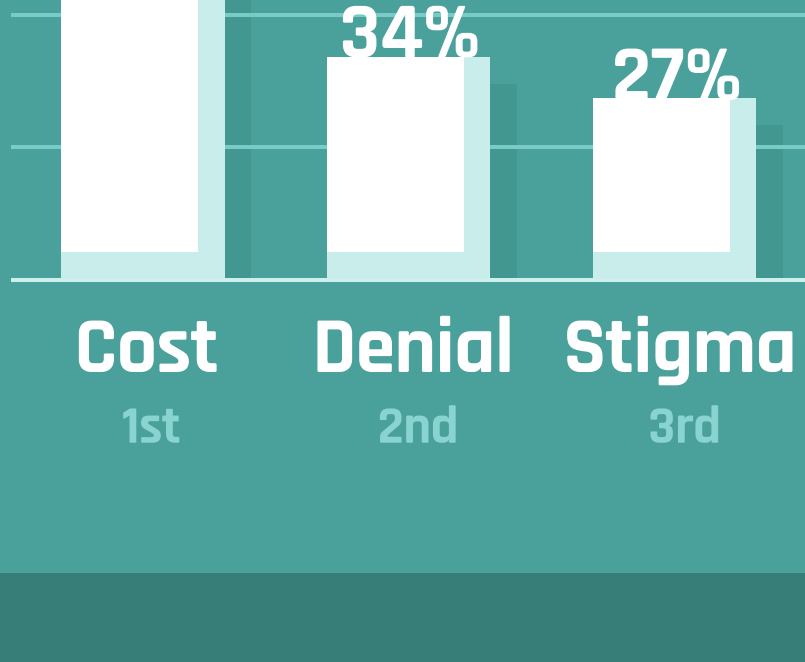
TAKING AN INSIDE LOOK

This survey polled 504 individuals who have struggled with substance abuse to understand their perception about the disease.

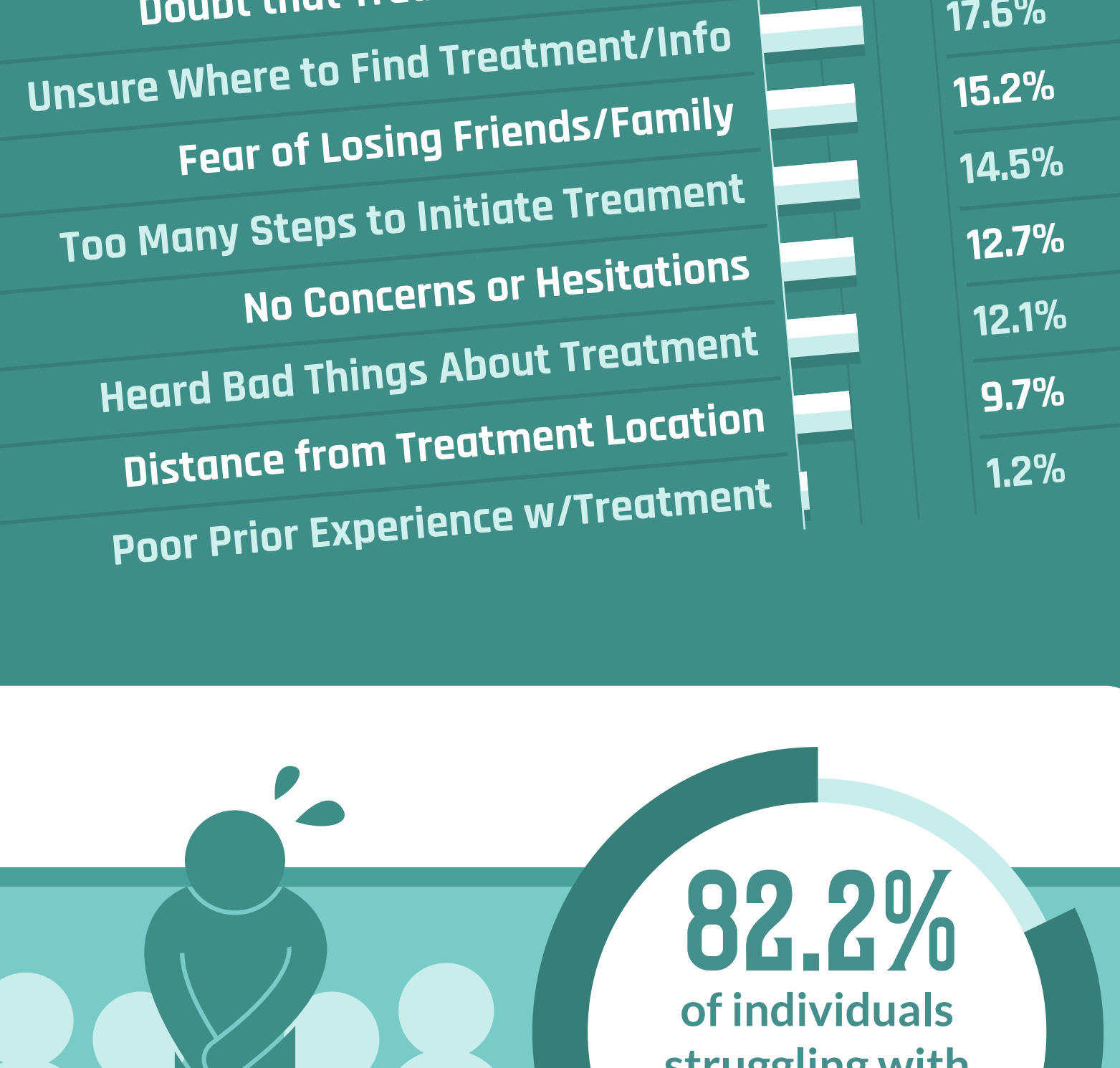
Next to cost, stigma is the *second largest* barrier for individuals considering treatment.



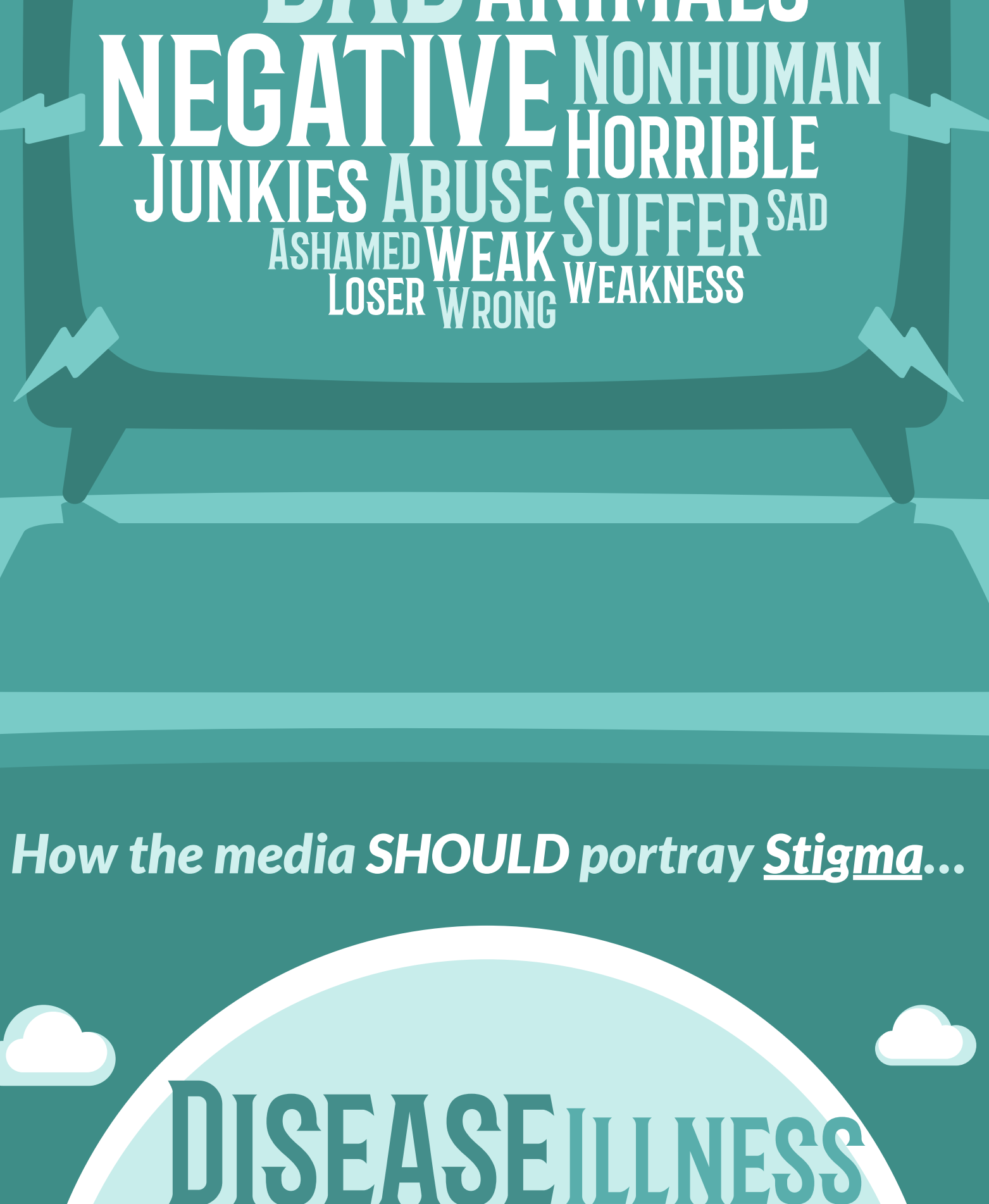
Next to **cost** and **disbelief**, stigma is the third largest reason that individuals choose not to receive treatment.



Other concerns and hesitations for not choosing treatment include:



How THE MEDIA portrays Stigma...



How the media SHOULD portray Stigma...

