Examining the Public Perception

Next to cost, stigma is the second largest barrier for individuals considering treatment. 82.2% of individuals struggling with addiction have felt stigmatized. Next to cost and disbelief, stigma is the third largest reason that individuals choose not to receive treatment.

73.9% of individuals struggling with addiction claim to have felt most stigmatized by their family.

76.7% of people believe that addiction is fully or partially a choice.

Most individuals believe that increased treatment access and public awareness would be most effective in reducing the prevalence of addiction in the U.S.

How THE MEDIA portrays Stigma:

BAD ANIMALS
NEGATIVE NONHUMAN JUNKIES
ABUSE
SUFFER
HORRIBLE
WEAK
WRONG
LOSER
SAD

How THE MEDIA should portray Stigma:

DISEASE
ILLNESS
SICKNESS
UNDERSTANDING
PUBLIC
ANYONE
MEDICAL
STRUGGLE
TREATABLE
NORMAL
PEOPLE
HELP

Data Collected and Sourced from Recovery Brands, 2016.