

## WHAT CAN MEDIA PROFESSIONALS DO?

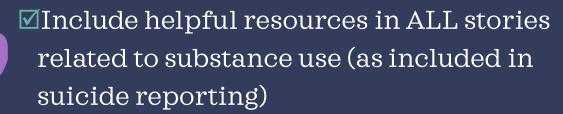
Checklist for Recovery Friendly Reporting

Kristi Olds





- ☑Use non-stigmatizing, medically accurate language as with any other medical condition
- When reporting on methadone and other medications for addiction treatment, make analogy to medications used to treat other medical conditions
- ☑Include information on naloxone and treatment options in stories involving opioid use or overdose



- ☑Connecticut's 24/7 Treatment Access Line at 1-800-563-4086
- ☑Change the Script campaign at drugfreect.org
- ☑Live Loud campaign at liveloud.org
- ☑Cannabis awareness campaign at beintheknowct.org
- ☑NORA at norasaves.com



- ☑Consider the impact of visuals and choose images that offer realism and positivity
- ☑Focus stories more on social functioning than on substance use
- ☑Recognize the positive impact of media's reporting on other health issues such as tobacco, suicide, and HIV/AIDS

☑Balance stories of overdose and addiction with those of recovery from substance use

☑Consider becoming a Recovery-Friendly Workplace. Learn more at www.recoveryworksct.org

## THANK YOU FOR RECOVERY-FRIENDLY REPORTING!

Hosted by the Connecticut Alcohol and Drug Policy Council's Prevention Subcommittee