

UNITED MADISON ADDICTION CAMPAIGN SCRIPTS 2-14-2020

TITLE: Someone who is struggling with Addiction :60

You don't really know how you got here.

You didn't choose this.

Addiction can happen to anyone - it doesn't discriminate. People can fall into addiction for so many reasons. And yeah - many are victims of pain - physical or emotional.

Figuring out how to turn your life around is hard. But it's not impossible. You CAN do this. One step at a time.

It's ok if you stumble . . . just make a choice to get back up and fight. You are valuable and your addiction does not define you. You are SO many wonderful things. Believe in yourself.

First step? Call NUMBER or visit UnitedMadison.com/addiction for resources for everything related to getting your life back.

At United Madison, we are rooting for you.

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TITLE: When a loved one is struggling with Addiction :60

Loving someone who is struggling with addiction is a hard feeling to describe.

You know you can't control someone else and what's happening can be difficult to understand, but know what you *can* control is . . . YOU - and how you respond to their battle.

What CAN you do? Love them.

Create boundaries - to *help* them.

Take care of YOURSELF. Getting overly consumed with their battle is only hurting your ability to cope with the rest of your life and others you love.

And then, BELIEVE in your loved one. They need the reminder of who they are . . . separate from their addiction.

Be grateful on the good days. Be patient with the baby steps and forgive them if they take a step backward.

Guide them to local resources in the Madison area by visiting unitedmadison.com/addiction

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TITLE: Confronting Stereotype of Addiction :60

A man with a torn rotator cuff has surgery but continues to aggravate it because he has to get back to work to pay his bills.

A young woman who was assaulted by her friend's dad when she was 8 years old.

A new mother recuperating from a difficult c-section upon the birth of her 3rd child.

A young man who was severely bullied and ostracized since middle school.

Can you relate to these stories – and understand . . . why each of these scenarios ended up with someone who is addicted to opioids or other substance?

When you hear the back story, it's easier to understand that addiction can happen to anyone. The root cause? Often pain – either physical or emotional.

They are **people**. Instead of judging the result, consider the reason, and then help them become aware of resources available in our Madison area. Visit unitedmadison.com/addiction

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