WHAT CAN MEDIA PROFESSIONALS DO?

Checklist for Recovery Friendly Reporting

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Checklist for Recovery-Friendly Reporting

☑ Follow the AP style guide regarding the use of “person first” language and avoid terms like “addict”

☑ 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
Checklist for Recovery-Friendly Reporting

☑ Include helpful resources in ALL stories related to substance use (as included in suicide reporting)
☑ Connecticut’s 24/7 Treatment Access Line at 1-800-563-4086
☑ Change the Script campaign at drugfreetct.org
☑ Live Loud campaign at liveloud.org
☑ Cannabis awareness campaign at beintheknowct.org
☑ NORA at norasaves.com
Checklist for Recovery-Friendly Reporting

- Involve all media staff in recovery-friendly reporting including editors, producers and managers
- 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
Checklist for Recovery-Friendly Reporting

- 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!

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