



# 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 [drugfreet.org](http://drugfreet.org)
  - ✓ Live Loud campaign at [liveloud.org](http://liveloud.org)
  - ✓ Cannabis awareness campaign at [beintheknowct.org](http://beintheknowct.org)
  - ✓ NORA at [norasaves.com](http://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](http://www.recoveryworksct.org)



THANK YOU  
FOR  
RECOVERY-FRIENDLY REPORTING!

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

