

# ADDICTION AWARENESS WEEK 2022



TAKING  
ACTION  
ADDICTION

## CAMPAIGN PACK



# WHAT IS ADDICTION AWARENESS WEEK?

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Addiction Awareness Week takes place every year, organised by the Taking Action on Addiction campaign. It aims to highlight that addiction is a serious mental illness which can have a devastating impact on people's lives, but that recovery is possible for everyone, with the right support.

**This year, Addiction Awareness Week takes place from Sunday 30th October to Sunday 6th November 2022.**



# WHAT IS TAKING ACTION ON ADDICTION?

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Taking Action on Addiction is a national campaign that aims to reframe existing perceptions of addiction and build awareness of it that improves understanding and empathy, reduces prejudice and enables more people to get the help they need. It calls for addiction to be treated as a serious mental health condition and for increased access to treatment, support and care so that recovery can be possible for everyone.

The campaign is organised by a partnership of charities: The Forward Trust, Kaleidoscope, The Amy Winehouse Foundation, Nacoa, Music Support, Steps2Recovery, Phoenix Futures and FAVOR UK.

# ABOUT THIS TOOLKIT

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This toolkit contains everything from core campaign messages and calls to action, to digital assets and how to use them.

It should have everything you need to start spreading the word, however if you have any queries, please email [takingactiononaddiction@forwardtrust.org.uk](mailto:takingactiononaddiction@forwardtrust.org.uk).

## KEY CAMPAIGN MESSAGES

- Addiction can happen to anyone.
- Addiction is treatable and recovery is possible.
- Misunderstanding stops people getting help.

## CALLS TO ACTION

- Addiction must be treated as a serious mental health condition
- Promote understanding of addiction so people can ask for help
- Do not accept addiction stigma
- Take Action on Addiction

Perceptions of addiction need to change. We need to build compassion and understanding around addiction and support people to ask for help without judgement, discrimination or stigma. Anyone can be effected by addiction and everyone deserves the help they need to overcome it. Anyone ready to ask for help should be listened to with empathy and understanding and have the opportunity to access the specialist support they need.

Addiction is a serious mental illness that has a devastating impact on people's lives. This must be recognised at all levels of Government and society. This recognition must be matched with policies and meaningful support that helps people, families and communities to overcome addiction.

## CAMPAIGN OBJECTIVES

- Normalising addiction and improving understanding of its breadth, its impact, its variety – across the general population, in the media and in Parliament
- Improving public attitudes on addiction and reducing prejudice and discrimination experienced by people living with addiction
- Exposing the hidden harm of addiction on communities, individuals, children and families through an improved evidence base on its impact and effective treatment
- Celebrating recovery and its human and social impact, establishing recovery as an aspiration in addiction treatment
- Changing policy and practice, so that more people can access treatment and support through sustainable investment

## CAMPAIGN DATES AND PLANNED ACTIVITY

Addiction Awareness Week takes place this year from Sunday 30th October to Sunday 6th November 2022. Planned activities include:

- **New YouGov Poll:** following on from our series of influential and revealing YouGov polls to gauge the effect of the pandemic on levels of addiction, we have commissioned a new poll enquiring into the effects of the current challenging economic and cultural times we are living through on addiction.
- **Hard-Hitting Poster Campaign:** We have commissioned posters targeted at members of the public to reach out for help if they are struggling with an addiction
- **Digital and social media campaign:** We are very excited to invite everyone in the sector and beyond to join us in raising awareness and pushing the conversation wider than it's ever gone before through sharing content and stories of lived experience and hope.
- **Bryony Gordon's Mad World Addiction Special:** Once again we are teaming up with Bryony to produce an interesting and thought-provoking podcast via this incredibly influential high-volume platform.
- **PR:** Working closely with our PR company Seven Digital we will maximize the potential of this campaign, seeking proactively seeking specialist and mainstream media opportunities as well as dealing with and make the most of the increased level of inbound queries we will be receiving.
- **Media outreach:** focussing on both highlighting some of the above initiatives, as well as telling the stories of people who have lived experience of the issues Addiction Awareness Week seeks to raise the profile of. If you know someone who might be suitable, email amy.williams@forwardtrust.org.uk as soon as possible.
- **Fundraising events:** see our separate fundraising pack for more details!



## SOCIAL MEDIA CONTENT

Social media is a great platform for raising awareness during Addiction Awareness Week. Accompanying this pack is a folder of social media assets. Below you will find some examples and tips for how to use them.

*Key message tiles for Instagram and Facebook:*



*Key message tiles for Twitter and LinkedIn:*



# WHAT NEXT?

Choose your image and add your message!

If you're stuck on what to say, here are some suggestions:

- Addiction is not a choice. It can happen to anyone but recovery is possible with the right support. Join me in taking action on addiction this Addiction Awareness Week! #AAW2022
- Addiction awareness saves lives. Stigma and misunderstanding stop people getting the help they need. Join us in taking action on addiction this Addiction Awareness Week! #AAW2022

“I hope that reading this can affect just one person by helping them realise that there is always hope, no matter how many times you've tried and relapsed. Just keep trying and one day something will stick. Don't give up.”

**Siobhan, Taking Action on Addiction ambassador**

Remember to include our campaign social media handles and hashtags in your post!

Our Addiction Awareness Week 2022 hashtags are:

- #AAW2022
- #NotAChoice
- #RecoveryIsPossible
- #SupportNotStigma

Our 'Taking Action on Addiction' social media handles are:

- Facebook: [@ActionOnAddictionUK](#)
- Twitter: [@ActionAddiction](#)
- Instagram: [@ActionOnAddiction](#)
- LinkedIn: [@Action-On-Addiction](#)

# USING OUR CUSTOMISABLE SOCIAL MEDIA ASSETS

Add your face or voice to the campaign with our customisable social media assets!

It's really easy to add your Addiction Awareness Week image or text to our pre-made Canva templates.

1. Just click the template link you would like to use (below)
2. Drag and drop your image or type in your text
3. Resize things if you need to by clicking and dragging the outside corners of the text box or photo
4. Once you're happy, click share -> download in the top right-hand corner of the page
5. Share far and wide and don't forget to tag us!

Start customising: [AAW quote template](#)

*Quote template*



*Example*



# OTHER ASSETS

## PHOTO FRAME TEMPLATE

- Start customising: [#AAW2022 template](#)
- Start customising: [#RecoveryIsPossible template](#)
- Start customising: [#SupportNotStigma template](#)

### Template examples

#### #AAW2022



[www.takingactiononaddiction.org.uk](http://www.takingactiononaddiction.org.uk) 

#### #RecoveryIsPossible



[www.takingactiononaddiction.org.uk](http://www.takingactiononaddiction.org.uk) 

## EMAIL BANNER

Help raise awareness in the workplace by adding our campaign banner to your email signature. Remember to add a hyperlink to the Taking Action on Addiction website by right-clicking the image, selecting 'Hyperlink', and pasting [www.takingactiononaddiction.org.uk](http://www.takingactiononaddiction.org.uk) into the location bar.



*Any questions? We're more than happy to help. Just email us at: [communications@forwardtrust.org.uk](mailto:communications@forwardtrust.org.uk)*