

Hello,

We hope this package finds you well. Inside, you will find posters for our new **Stop the Stigma** campaign, developed by the Ministry of Mental Health and Addictions.

This campaign focuses on the importance of connecting with others in a compassionate way, understanding people's stories, and dispelling myths about addiction.

Stigma creates many challenges for people experiencing addiction, as well as their families and loved ones. It can cause feelings of isolation and prevent people from reaching out for help, for fear of being judged by others.

We all have a part to play in reducing stigma around addiction. We hope that you will take a moment to visit our website, [StopOverdose.gov.bc.ca](https://StopOverdose.gov.bc.ca) to find out more.

On this site, you can learn about myths and facts around addiction, and some guidance for reaching out to people in your life. This can be helpful for anyone who wants to offer their support to a friend or loved one.

We are sending these resources to different places across the province where people come for connection, wellness, and support. Our hope is that you will share with your community and help spread the word that we can all help to reduce stigma and create safer communities.

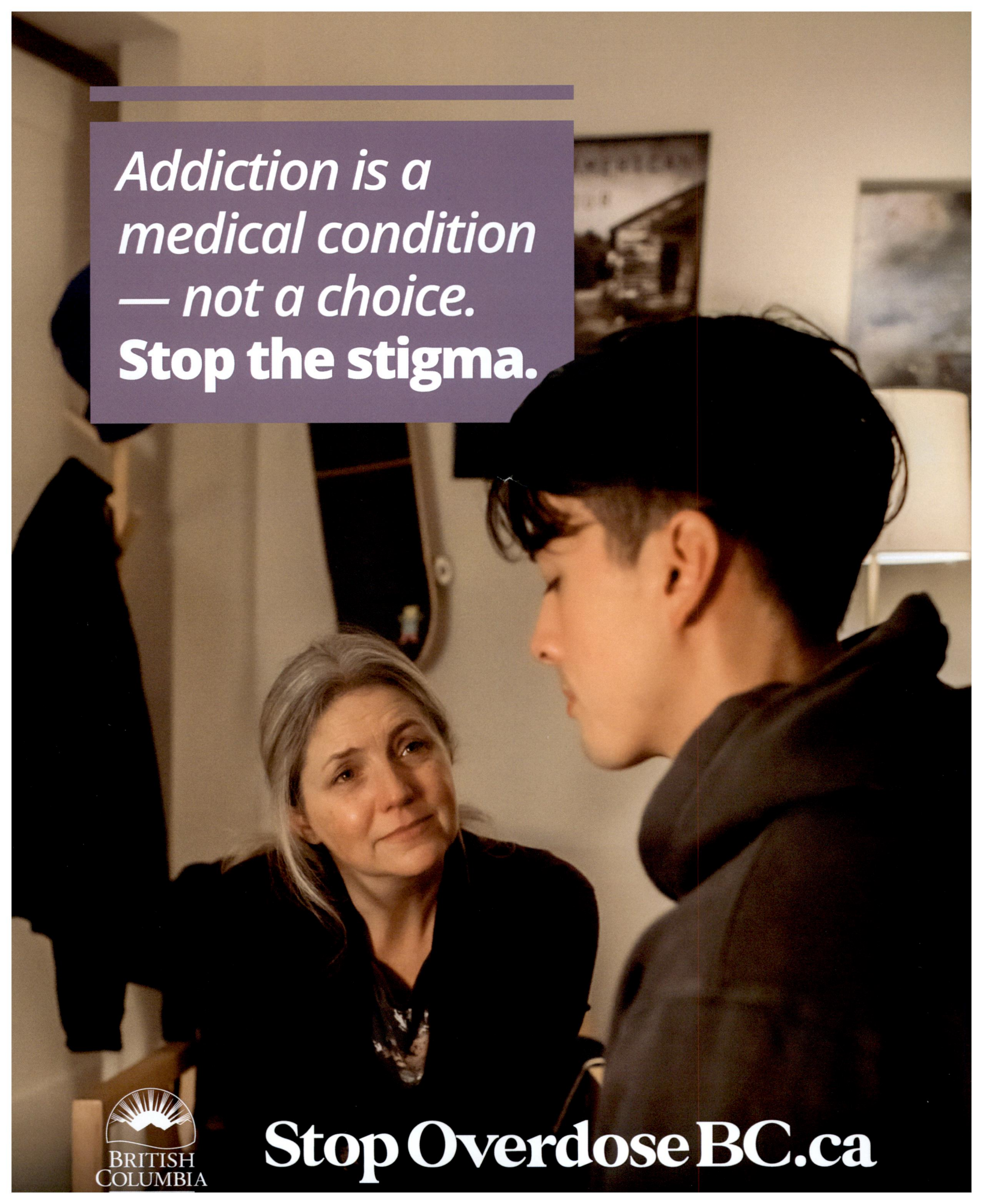
In the coming weeks, we will have a social media toolkit with images and written content that can be shared to your networks. If you would like to receive this as well, please be in touch!

To be in contact, please email [StopOverdose@gov.bc.ca](mailto:StopOverdose@gov.bc.ca) or call 250-213-1887

Thank you so much for your time. Have a wonderful day!

Whitney Welsh  
Partnerships & Engagement Branch  
BC Ministry of Mental Health & Addictions



A photograph of a woman with grey hair looking at a young man in a dark hoodie. The woman is looking up at him with a concerned expression. The background is a dimly lit room with some framed pictures on the wall.

*Addiction is a  
medical condition  
— not a choice.*  
**Stop the stigma.**



**Stop Overdose BC.ca**