

SAFE Project's No Shame Campaign



SAMPLE SOCIAL MEDIA -----

Facebook/Instagram/LinkedIn

- Stigma often acts as a barrier to individuals getting help for mental health and substance use disorders (SUD). There's #NoShame in talking about substance addiction, mental health, or seeking treatment. Help combat negative public perception by supporting those speaking up about their disorders. Sign @SAFEProjectUS' #NoShame Pledge today to join the national movement. safeproject.us/noshame
 - (Pair with toolkit graphic)
- In just 5 seconds, you can commit to supporting those speaking up about mental health and addiction. There's #NoShame in seeking treatment. Sign @SAFEProjectUS' #NoShame Pledge today to join the national movement. safeproject.us/noshame
 - (Pair with toolkit graphic)
- 1 in 6 youth aged 6-14 experience a mental health condition. There's #NoShame in getting help. Join us [insert your social media handle] and @SAFEProjectUS in a national movement. Take the #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)
- African Americans are 5 times more likely to be sent to prison than white people. The @NAACP says that African Americans are incarcerated for drug-related charges at 6 times the rate of whites with drug-related charges. Addiction is a disease. Join @SAFEProjectUS' national movement. Take the #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)
- 37% of LGBTQIA+ adults reported having a mental illness over a 12-month period. There's #NoShame in getting help. Join us [insert your social media handle] in getting our community on the map by taking @SAFEProjectUS' #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)
- People with disabilities may develop a substance use disorder due to a coping mechanism, compounding existing stigma. There's #NoShame in getting the help you need. Join us and @SAFEProjectUS in a national movement to use our collective voice. Take the #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)



Twitter

- Stigma is a barrier to individuals getting help for mental health and substance use disorders. @SAFEProjectUS believes there's #NoShame in getting help and is combating negative public perceptions. Join the national movement. Take the #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)
- 1 in 6 youth aged 6-14 experience a mental health condition. There's #NoShame in getting help. Join @SAFEProjectUS' national movement. Take the #NoShame Pledge. safeproject.us/noshame
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- The @NAACP says that African Americans are incarcerated for drug-related charges at 6x the rate of whites with drug-related charges. Addiction is a disease. Join @SAFEProjectUS' national movement. Take the #NoShame Pledge. safeproject.us/noshame
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- 37% of LGBTQIA+ adults reported having a mental illness over 12 months. There's #NoShame in getting help. Join us in supporting @SAFEProjectUS' national movement. Take the #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)
- People with disabilities may develop a substance use disorder as a result of a coping mechanism, compounding existing stigma. There's #NoShame in getting the help you need. Join @SAFEProjectUS' national movement by taking the #NoShame Pledge. safeproject.us/noshame
 - (Pair with toolkit graphic)



SAFEProject
Stop the Addiction Fatality Epidemic

safeproject.us/noshame

#NoShame