The background features a large, faint, circular seal of the U.S. Department of Health & Human Services. The seal contains the text "DEPARTMENT OF HEALTH & HUMAN SERVICES" around the top, "1798" at the bottom, and "PUBLIC HEALTH SERVICE" in the center. The seal is partially obscured by the main title text.

FACING ADDICTION IN AMERICA

*The Surgeon General's Report on
Alcohol, Drugs, and Health*

**TOOLKIT FOR PROMOTING
THE REPORT**

U.S. Department of Health & Human Services

Everyone Has a Role to Play

The Surgeon General's Report on Alcohol, Drugs and Health discusses approaches to effectively address the public health crisis of substance misuse and substance use disorders. "How we respond to this crisis is a test for America," states Dr. Vivek H. Murthy, the 19th U.S. Surgeon General. "This Report aims to shift the way our society thinks about substance misuse and substance use disorders while promoting evidence-based interventions to prevent and treat these conditions."

Addressing substance misuse and substance use disorders is a priority for the nation. The *Report* charges individuals, educators, organizations, policymakers, and communities to work together to prevent substance misuse and support wider access to treatment and recovery services, so that all Americans can fulfill their potential and lead happy, healthy, and productive lives.

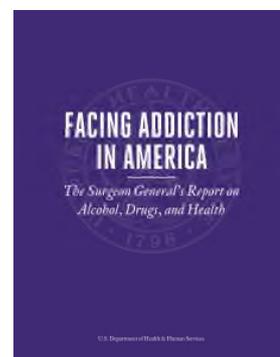
This toolkit is designed to assist you, your organization, or your agency in spreading the word about *The Surgeon General's Report on Alcohol, Drugs, and Health*. It provides information about the Report's findings, recommendations, and resources your organization can use to engage a broad cross section of the American public in this critical effort. It contains:

- An overview of the Report and collateral (supplemental) materials
- Suggested communication channels to employ in your outreach
- Promotional resources and materials

We encourage you to take ideas from this Toolkit and use the content within your networks to spread the message and expand the reach of this historic *Report*. If you use the examples, please attribute the materials to the U.S. Department of Health and Human Services. All materials described here can be found on <http://Addiction.SurgeonGeneral.gov>

Report Overview

The Surgeon General's Report on Alcohol, Drugs, and Health presents alcohol and drug misuse and substance use disorders as public health challenges. Written by leading scientists and researchers, its seven chapters discuss the latest science, describe evidence-based programs, policies, and strategies to address substance misuse, and make recommendations for the future:



- *Introduction and Overview of the Report* describes the extent of the substance use problem in the United States and describes the purpose, focus, and format of the *Report*.
- *The Neurobiology of Substance Use, Misuse, and Addiction* describes three main circuits in the brain involved in addiction, and how substance use alters the normal function of these circuits. Understanding this transformation in the brain is critical to understanding why addiction is a health condition, not a moral failing or character flaw.
- *Prevention Programs and Policies* describes a range of programs focused on preventing substance misuse, including universal prevention programs that target the whole community as well as programs that are tailored to high-risk populations. It also describes population-level evidence-based policies that are effective for reducing alcohol and drug misuse.
- *Early Intervention, Treatment, and Management of Substance Use Disorders* describes evidence-supported practices to identify people who have a substance use disorder and engage them in treatment. It also describes the range of medications and behavioral treatments that can help people successfully address a substance use disorder.
- *Recovery: The Many Paths to Wellness* describes the growing array of effective services and systems that provide recovery support and the many pathways that make recovery possible.
- *Health Care Systems and Substance Use Disorders* explains why integrating general health care and substance use disorder services can result in better outcomes and describes policies and activities underway to achieve that goal.
- *Vision for the Future: A Public Health Approach* provides concrete, evidence-informed recommendations on how to reduce substance misuse and related harms in communities across the United States.

The appendices provide additional detail about the topics covered in the Report.

- Appendix A, *Review Process for Prevention Programs*, details the review process for the prevention programs included in the Prevention chapter and the evidence on these programs.
- Appendix B, *Evidence-Based Prevention Programs and Policies*, provides detailed tables on the scientific evidence grounding the programs and policies discussed.
- Appendix C, *Resource Guide*, provides resources specific to those seeking information on preventing and treating substance misuse or substance use disorders.
- Appendix D, *Important Facts about Alcohol and Drugs*, contains facts about alcohol and specific drugs, including descriptions, uses and possible health effects, treatment options, and statistics as of 2015.

The *Report* is available at <http://Addiction.SurgeonGeneral.gov>. You can review and download the entire *Report*, the Executive Summary, or specific chapters and appendices.

Additional Materials about the Report

In addition to the *Report* itself, you will find resources that explain the main points and translate its findings and recommendations for specific audiences.

Fact Sheets for Different Audiences: Fact sheets that contain findings and recommendations for individuals and families, health professionals, communities, and federal, state, local, and tribal governments, aimed at enlisting different stakeholder groups in addressing substance misuse. A general fact sheet provides information about the *Report* for any audience.

Facts and Recommendations for Communities

FACING ADDICTION IN AMERICA
The Surgeon General's Report on Alcohol, Drug, and Health

How do we define substance use problems?

Substance misuse is the use of any substance in a manner, situation, amount, or frequency that can cause harm to users or to those around them. Prolonged, repeated misuse of substances can lead to substance use disorders, a medical illness that impairs health and function. Severe and chronic substance use disorders are commonly referred to as addictions.

Why should we be concerned about substance misuse and substance use disorders?

Alcohol and drug misuse and substance use disorders are pervasive problems that affect every community.

- Over 66 million people (27% of people) reported binge drinking (binge drinking is defined as having 5 or more standard drinks for men, and 4 or more standard drinks for women, on the same occasion on at least 1 day in the past 30 days).
- Nearly all men (98%) and two-thirds of women (67%) who used any form of prescription drug in the past year used it as prescribed.
- More than 47,000 people died from a drug overdose in 2014, and nearly 50,000 of these deaths involved prescription drugs.
- Substance misuse and substance use disorders cost the U.S. and local communities approximately \$462 billion each year.

Substance misuse and substance use disorders have direct and indirect consequences for communities:

- Direct consequences of substance misuse and substance use disorders include motor vehicle crashes, injuries, social and legal problems, impaired health, violence, death, and families torn with mental and physical symptoms of mental and physical disorders.
- Long-term consequences of alcohol and drug misuse and substance use disorders include higher health care costs, the spread of infectious diseases, drug-related crime, interpersonal violence, unintended pregnancy, and foster care placement.

Source: *Substance Misuse and Substance Use Disorders in the U.S.* (2014). *Substance Misuse and Substance Use Disorders in the U.S.* (2014). *Substance Misuse and Substance Use Disorders in the U.S.* (2014).

There are more than **5,000** communities across the U.S. working to reduce substance misuse in their communities.

How have communities successfully reduced substance misuse and substance use disorders?

Prevention:

- A variety of community-based prevention programs have been implemented to reduce substance misuse and substance use disorders. For example, community-based programs such as Communities That Care and Communities Mobilized for Change can reduce binge drinking and alcohol use among adolescents.
- Spreading alcohol awareness, limiting when, what, and where alcohol is sold, and increasing the minimum legal drinking age (21) have been shown to reduce alcohol use among adolescents.

Facts and Recommendations for Health Professionals and Health Care Systems

FACING ADDICTION IN AMERICA
The Surgeon General's Report on Alcohol, Drug, and Health

How do we define substance use problems?

Substance misuse is the use of any substance in a manner, situation, amount, or frequency that can cause harm to users or to those around them. Prolonged, repeated misuse of substances can lead to substance use disorders, a medical illness that impairs health and function. Severe and chronic substance use disorders are commonly referred to as addictions.

Why should we be concerned about these problems?

Substance misuse has serious consequences including:

- Heart and liver diseases
- Various forms of cancer
- NIH/NIDA is providing related to drinking or using drugs during pregnancy

The medical consequences of substance misuse are not limited to substance use disorders. Many other health problems, such as cardiovascular and cardiopulmonary diseases, liver and pancreatic disease, stroke, and cancer of the colon, liver, and esophagus, are associated with alcohol or drug misuse.

Substance misuse and substance use disorders are estimated to cost the U.S. \$462 billion each year in health care costs, lost productivity, and criminal justice costs.

More than 20 million people have a substance use disorder, but only about 1 in 10 people receive any type of quality treatment.

Why is integration of services for substance use disorders with general health care so important?

Improved quality of health care

- Substance use disorders should be treated as chronic medical conditions.
- Substance misuse, mental health disorders, and other general medical conditions, such as diabetes, hepatitis C, and HIV/AIDS, can affect one another, and integration can lead to reduced health disparities and improved health outcomes through better care coordination.
- Substance misuse and substance use disorders are associated with a higher risk of death and disability. Integrated care can improve health outcomes and reduce the burden of substance use disorders.

Improved access to care

- Individuals have greater access to coverage for substance use disorders because of the Full Workforce and the Patient and Family Health Care Act of 2008 and the Affordable Care Act, which require substance use and mental health disorder treatment to be covered at the same level as other medical services.
- However, affected individuals and their families are still facing many health care barriers, such as long wait times and fragmented health care benefits and coverage across states.

Facts and Recommendations for State, Local, and Tribal Governments

FACING ADDICTION IN AMERICA
The Surgeon General's Report on Alcohol, Drug, and Health

How do we define substance use problems?

Substance misuse is the use of any substance in a manner, situation, amount, or frequency that can cause harm to users or to those around them. Prolonged, repeated misuse of substances can lead to substance use disorders, a medical illness that impairs health and function. Severe and chronic substance use disorders are commonly referred to as addictions.

Why should we be concerned about these problems?

The yearly economic impact of substance misuse and substance use disorders on states and communities is:

- \$442 billion in lost productivity
- \$269 billion in health care costs
- \$193 billion in criminal justice costs

Across the United States, individuals, families, communities, and health care systems are struggling to cope with alcohol and drug misuse and its consequences.

Consequences of substance misuse and substance use disorders include increased alcohol and drug-related crime and violence, motor vehicle crashes, and health care costs.

The yearly economic impact of substance misuse and substance use disorders on states and communities is \$442 billion in lost productivity, \$269 billion in health care costs, and \$193 billion in criminal justice costs.

What does it mean to take a public health approach to substance misuse and substance use disorders?

A public health framework addresses the broad social and environmental determinants of health by working collaboratively across sectors to address the many factors that influence substance misuse. It includes:

- Empowering community and individual risk and protective factors for substance misuse.
- Preventing initial use of legal substances or misuse of legal substances.
- Implementing strategies to prevent substance misuse or substance use disorders.
- Providing access to effective prevention, treatment and recovery supports.
- Expanding and training the workforce to meet the needs of individuals across service settings; and
- Engaging multiple partners, including education, academic institutions, researchers, policymakers, business, law enforcement, emergency medical services, the criminal justice system, health care professionals, and health care systems.

General Facts and Recommendations

FACING ADDICTION IN AMERICA
The Surgeon General's Report on Alcohol, Drug, and Health

How do we define substance use problems?

Substance misuse is the use of any substance in a manner, situation, amount, or frequency that can cause harm to users or to those around them. Prolonged, repeated misuse of substances can lead to substance use disorders, a medical illness that impairs health and function. Severe and chronic substance use disorders are commonly referred to as addictions.

Why have substance misuse and substance use disorders become a public health crisis in the United States?

will develop a substance use disorder at some point in their lives.

- Over 66 million people (27% of people) reported binge drinking (binge drinking is defined as having 5 or more standard drinks for men, and 4 or more standard drinks for women, on the same occasion on at least 1 day in the past 30 days).
- Nearly 60 million people (19% of people) said they used an illicit drug or misused prescription drugs in the past year.
- More than 47,000 people died from a drug overdose in 2014, and nearly 50,000 of these deaths involved prescription drugs. Alcohol misuse contributes to 50,000 deaths in the United States each year.
- Over 17 million people in the United States are dependent on alcohol, and nearly 10 million people in the United States are dependent on prescription drugs.

How must we change our attitudes about substance misuse to successfully address this crisis?

- Substance use disorders have a neurological basis. They should be treated as a medical illness that affects people with substance use problems.
- We must change social attitudes about how we view, talk, and act about people with substance use problems.
- We have a moral obligation and economic imperative to provide access to the quality of care for people affected by substance use disorders.

What can we do to solve this public health crisis?

- The public health view requires a public health perspective, involving all of the necessary resources to address substance misuse and substance use disorders in our communities.
- Prevention works, treatment is effective, and recovery is possible for everyone.

Facts and Recommendations for Individuals and Families

FACING ADDICTION IN AMERICA
The Surgeon General's Report on Alcohol, Drug, and Health

How do we define substance use problems?

Substance misuse is the use of any substance in a manner, situation, amount, or frequency that can cause harm to users or to those around them. Prolonged, repeated misuse of substances can lead to substance use disorders, a medical illness that impairs health and function. Severe and chronic substance use disorders are commonly referred to as addictions.

Why should we be concerned about these problems?

Alcohol and drug misuse is a pervasive and increasing problem throughout the United States.

- Over 66 million people (27% of people) reported binge drinking (binge drinking is defined as having 5 or more standard drinks for men, and 4 or more standard drinks for women, on the same occasion on at least 1 day in the past 30 days).
- Nearly 60 million people (19% of people) said they used an illicit drug or misused prescription drugs in the past year.
- More than 47,000 people died from a drug overdose in 2014, and nearly 50,000 of these deaths involved prescription drugs. Alcohol misuse contributes to 50,000 deaths in the United States each year.

What types of problems result from misusing alcohol and drugs?

- Increased health care costs.
- Loss of productivity at school and work.
- Reduced quality of life, and
- Increased crime and violence, motor vehicle crashes, and child abuse and neglect.

Report Highlights: At-A-Glance: A brief summary of key messages and important facts and statistics in the *Report* provides a supplemental resource showing the seriousness of the substance misuse problem in our nation, its consequences, and how widespread implementation of evidence-based prevention, treatment, and recovery support services and integration of substance use disorder services within mainstream health care can help.

Highlights of The Surgeon General's Report on Alcohol, Drugs, and Health: At-a-Glance

Highlights: At-a-Glance is a brief introduction to *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health*. As the name suggests, it highlights key messages and important facts and statistics in the *Report* and is intended as a supplemental resource to share the *Report's* key messages and data showing the seriousness of the substance misuse problem in the United States, and the positive steps that individuals, families, health care providers, policymakers, and others can take to improve the health and well-being of those with substance misuse problems and substance use disorders.

Substance misuse is the use of any substance in a manner, situation, amount, or frequency that can cause harm to users or those around them. Prolonged, repeated misuse of a substance can lead to a substance use disorder, a medical illness that impairs health and function. Substance use disorders range from mild to severe. Severe and chronic substance use disorders are commonly referred to as **addictions**.

Key Messages of the Surgeon General's Report

- Both substance misuse and substance use disorders harm the health and well-being of individuals and communities. Addressing them requires implementation of effective, evidence-based strategies.
- Highly effective community-based prevention programs and policies exist and should be widely implemented.
- Full integration of the continuum of services for substance use disorders with the rest of health care could significantly improve the quality, effectiveness, and safety of all health care.
- Coordinated implementation of recent health reform and parity laws will help ensure increased access to services for people with substance use disorders.
- Research has clarified the biological, psychological, and social underpinnings of substance misuse and related disorders. Research has also identified effective prevention, treatment, and recovery support services.

Asistive Technology users should contact Jinhee Lee, Jinhee.Lee@samhsa.hhs.gov, 240-276-0545.

**FACING ADDICTION
IN AMERICA**

*The Surgeon General's Report on
Alcohol, Drugs, and Health*



Substance Misuse Terminology: Approved terms to use in collateral materials and other documents promoting the *Report*.

The Surgeon General's Report on Alcohol, Drugs, and Health: At-a-Glance: Approved Terms and Definitions

Preferred Terms to Use in Collateral Materials and Other Documents Promoting the Report	Definition
Binge drinking	Binge drinking for men is drinking 5 or more standard alcoholic drinks, and for women, 4 or more standard alcoholic drinks on the same occasion on at least 1 day in the past 30 days.
Recovery	A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.
Relapse	The return to drug use after a significant period of abstinence.
Substance	A psychoactive compound with the potential to cause health and social problems, including substance use disorders (and their most severe manifestation, addiction). Substances discussed in the <i>Report</i> include alcohol, illicit drugs, prescription-type medications used for non-medical purposes, and over-the-counter drugs and other substances such as inhalants.
Substance misuse (not substance abuse)	The use of any substance in a manner, situation, amount, or frequency that can cause harm to users or to those around them. For some substances or individuals, any use would constitute misuse (e.g., underage drinking, injection drug use). (Note: use of the term "abuse" is stigmatizing and should be avoided whenever possible.)
Substance misuse problems or consequences	Any health or social problem that results from substance misuse. Substance misuse problems or consequences may affect the substance user or those around them, and they may be acute (e.g., an argument or fight, a motor vehicle crash, an overdose) or chronic (e.g., a long-term substance-related medical, family, or employment problem, or chronic medical condition, such as various cancers, heart disease, and liver disease).
Substance use	The use—even one time—of any substance.
Substance use disorder	A medical illness caused by repeated misuse of a substance or substances. A severe substance use disorder is commonly called an addiction.

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**FACING ADDICTION
IN AMERICA**

*The Surgeon General's Report on
Alcohol, Drugs, and Health*



Suggested Communication Channels to Promote Engagement

Your organization may have multiple communication vehicles you can use in creating awareness of and interest in the *Report*.

Website

You can promote the *Report* in many ways from your webpage. Provided in this Toolkit are some resources you can use to engage your audience, such as the facts from the *Report* and infographics from the accompanying fact sheets. We have also developed images, a promotional video, and banners in various sizes.

Blogs

We encourage you to blog about the *Report*. Blogs are a good way to share information with your audience about topics that are important to you and them. This *Report*, with its potential impact on individuals and communities across our nation, is timely, considering the prevalence of alcohol and drug misuse and the current opioid crisis. We have drafted some language that you can use or adapt to meet your needs.

Personal and Professional Networks

Your own network and those of other individuals in your organization, including those you know personally and professionally, are likely to care about similar issues. By using your network, through email or professional social networking sites, you can help extend the reach of this *Report* and its resources.

Social Media

Social media posts are another efficient and easy way to spread the message. Tweet or post (using Twitter, Facebook, or other social media channels) about the overall *Report* or specific chapters most relevant to your audiences. Images and sample social media messages are available to engage audiences on multiple topics.

Newsletter and Listserv

Another way to share this information is to submit articles and content to existing newsletters and listservs that reach relevant audiences. Draft copy for such articles is included and can be customized to best meet your needs.

Conferences and Meetings

Present information at conferences and meetings. This is an opportunity to present information to highly engaged audiences and increase their knowledge.

Promotional Materials and Resources

A wealth of promotional material and resources are available for you to use as is or customize to reflect your organization's perspective.

Sample Blog Post (Organization & Agency Audiences)

Title: It's time for change. *The Surgeon General's Report on Alcohol, Drugs, and Health*

Substance misuse and its harms are a pervasive problem in the United States. Not only are individuals and families struggling with the consequences of this serious issue, the effects have far-reaching consequences on workplaces, the health care system, families, states, and communities. In the United States:

- Almost 67 million people reported binge drinking in the past month.
- Nearly 48 million people said they used an illicit drug or misused prescription drugs in the past year.
- In 2015, nearly 21 million people had a medically diagnosed substance use disorder, but only 1 in 10 received any type of treatment.
- One in seven people (14.6 percent of the population) are expected to develop a substance use disorder at some point in their lives.
- Nearly 30,000 people died from overdosing on prescription drugs in 2014.
- Substance misuse and substance use disorders are estimated to cost society \$442 billion each year in health care costs, lost productivity, and criminal justice costs.
- Prevention works. Treatment is effective. Recovery is possible for everyone.
- We can take action now by eradicating negative attitudes and changing the way people think about addiction.

It's time for a change. Substance misuse and addiction are solvable problems. We have reason for hope and optimism. Through research, we have new knowledge and clear conclusions that addiction is a chronic brain disease that requires medical intervention, not moral judgment. Scientifically tested prevention programs and policies are available to reduce people's risk of misusing alcohol and drugs. Treatment is effective and more than 25 million people are in remission from drug or alcohol use disorder. We also know that long-term recovery is possible. Ongoing recovery support services, like mutual aid, recovery coaches, and recovery housing, assist people in building a healthy, productive life.

We can, and must, inspire and catalyze action on this crisis. The launch of the historic report, *The Surgeon General's Report on Alcohol, Drugs, and Health*, addresses the issue in clear and understandable language. It shows us that everyone has a role to play in changing the conversation about substance use to improve the health, safety, and well-being of individuals and communities across our nation. The *Report* provides suggestions and recommended

actions for individuals, families, community leaders, health care professionals, the private sector, policy makers, and researchers.

I encourage you to visit the [website](#) to review the *Report* and related materials today. The information and findings will inspire and help you take action. Together we can improve the health of those we love and reduce the impact of substance misuse and addiction on our nation.

Sample Blog Post (Individual & Family Audiences)

Title: New Opportunities, New Hope. The Surgeon General's Report on Alcohol, Drugs, and Health

The scientific community has reached a clear conclusion: addiction to alcohol or drugs is a chronic brain disease that requires medical intervention, not moral judgment or punishment. And like other chronic conditions, such as diabetes or heart disease, there are scientifically proven prevention, treatment, and recovery programs and strategies that can benefit individuals and families and enable them to live happy and healthy lives.

Substance misuse and substance use disorders are two of the most important public health issues we face today. Yet sadly, many have viewed substance use disorders as a moral failing. It is time to shift the way our society thinks about substance use disorders. The U.S. Surgeon General has released a historic report, *The Surgeon General's Report on Alcohol, Drugs, and Health*, that will move us in this direction and help us change the conversation about substance use disorders. Substance misuse affects all of us, and there is a role each of us can play in addressing substance misuse and its devastating health consequences.

The most recent data on substance use and addiction reveal that the problem is deepening and the consequences are becoming more deadly than ever, particularly overdose deaths related to prescription pain relievers and heroin. There is an urgent need to raise awareness and show support toward people and families struggling with these problems. The earlier prevention, screening, and treatment begin, the better the outcomes are likely to be.

Substance misuse and substance use disorders are solvable problems. We have reason for hope and optimism due to a deeper, science-based understanding of these issues and new opportunities presented by ongoing health reform efforts. Scientifically tested prevention programs and policies are available to reduce people's risk for alcohol and drug misuse.

The Surgeon General's Report on Alcohol, Drugs, and Health provides suggestions and recommendations for individuals, families, and other stakeholders who play a critical role in supporting prevention, treatment, and recovery. You can help by reaching out if you think you or someone you know has a problem. It's important for people to know they are not alone. If a loved one has a problem, be supportive, not judgmental. Recognize that substance use disorders are medical conditions that require medical treatment, not moral failings.

If you're a parent, talk to your children about alcohol and drugs. The majority of people with substance use disorders start using substances during adolescence. Become informed about substances your child may encounter and the risks they face. Talking openly and honestly with your children is crucial.

You can also help by showing support toward people in recovery. We know that recovery is possible and extending kindness and empathy is an important part of encouraging people to seek treatment and supporting their recovery. We also encourage you to educate your community. Addressing substance misuse requires a public health approach that involves not only the health care system but also schools, civic groups, neighborhood associations, and other community organizations.

We can, and must, inspire change to address this crisis. I encourage you to visit the [website](#) to review the *Report* and related materials today. Together we can improve the health of those we love and reduce the impact of substance misuse and addiction.

Personal/Professional Email or Post

Dear <Friend/Colleagues>,

I'm sure you know that substance misuse is a pervasive problem in the United States. 66.7 million people aged 12 or older in the United States reported binge drinking in the past month and 20.8 million people aged 12 or older had a substance use disorder in 2015. Approximately 48 million people said they used an illicit drug or misused prescription drugs in the past year. Individuals, families, communities, and health care systems are struggling to cope with substance use and its consequences. **Substance misuse and substance use disorders are estimated to cost society a staggering \$442 billion each year in health care costs, lost productivity, and criminal justice costs.**

It's time for a change. Substance misuse and addiction are solvable problems. We have reason for hope and optimism. Through research, we have knowledge and a clear understanding that addiction is a chronic brain disease that requires medical intervention, not moral judgment. Scientifically proven prevention programs and policies are available to reduce people's risk for alcohol and drug misuse. Treatment is effective and more than 25 million people are in remission from drug or alcohol use disorder. We also know that recovery is possible. Ongoing recovery support services, like mutual aid, recovery coaches, and recovery housing, assist people in building a healthy, productive life. *The Surgeon General's Report on Alcohol, Drugs, and Health* addresses the issue in clear and understandable language. It shows us that everyone has a role to play in changing the conversation about substance misuse to improve the health, safety, and well-being of individuals and communities across our nation. The *Report* provides suggestions and recommendations for individuals, families, community leaders, law enforcement, health care professionals, the private sector, policy makers, and researchers.

I encourage you to visit the [website](#) to review the *Report* and related materials today. The findings and recommendations will help you take action. Together we can improve the health of those we love and reduce the impact of substance misuse and substance use disorders in our communities and on our nation.

<Signed>

Twitter Posts

For Consumers: These messages can be shared by, and for, individuals, families, communities and the general public.

- #FacingAddiction 1 in 7 ppl will develop a #SubstanceUseDisorder. Let's work to prevent #addiction: <http://Addiction.SurgeonGeneral.gov>
- The US has an #OpioidEpidemic. 30K ppl died from prescription drug #overdose in 2014 #FacingAddiction. <http://Addiction.SurgeonGeneral.gov>
- 66+ million ppl reported #BingeDrinking in past month. Let's prevent #AlcoholMisuse: <http://Addiction.SurgeonGeneral.gov> #FacingAddiction
- In 2015, 20 mill ppl in US had a #SubstanceUseDisorder. Take action to reduce this #. #FacingAddiction <http://Addiction.SurgeonGeneral.gov>
- 4+ alcoholic drinks for women (5+ drinks for men) on 1 occasion is #BingeDrinking: <http://Addiction.SurgeonGeneral.gov> #FacingAddiction
- #SubstanceUseDisorder is a medical illness caused by repeated misuse of a substance. #FacingAddiction <http://Addiction.SurgeonGeneral.gov>
- A severe #SubstanceUseDisorder is commonly called an addiction. Learn more: <http://Addiction.SurgeonGeneral.gov> #FacingAddiction
- #SubstanceMisuse: use of a substance in a manner that can harm users or others. #FacingAddiction. <http://Addiction.SurgeonGeneral.gov>

For Providers: These messages can be used by health care providers as well as their professional organizations.

- #SubstanceUseDisorders are chronic brain diseases that can be treated. #FacingAddiction <http://Addiction.SurgeonGeneral.gov>
- In 2015 20 mill ppl had a #SubstanceUseDisorder. Help ppl get quality treatment. #FacingAddiction <http://Addiction.SurgeonGeneral.gov>
- 1 in 7 ppl will develop a #SubstanceUseDisorder and need high-quality care. #FacingAddiction <http://Addiction.SurgeonGeneral.gov>
- #FacingAddiction 48 mill ppl used illicit drugs or misused #RxDrugs. Health providers can help. <http://Addiction.SurgeonGeneral.gov>

For Advocates: These messages can be used by advocates and health advocacy groups but may also be shared by consumers and providers.

- #SubstanceMisuse costs \$442 bill a year. More prevention & treatment lowers costs. #FacingAddiction <http://addiction.surgeongeneral.gov>
- #FacingAddiction. 1 in 7 ppl will develop a #SubstanceUseDisorder. <http://Addiction.SurgeonGeneral.gov>
- #HealthCareReform increases access to #SubstanceUseDisorder treatment for people #FacingAddiction. <http://Addiction.SurgeonGeneral.gov>
- Communities need effective policies & programs to prevent #Alcohol and #Drug misuse. #FacingAddiction <http://Addiction.SurgeonGeneral.gov>
- #FacingAddiction Communities can improve awareness of available programs to address #SubstanceMisuse. <http://Addiction.SurgeonGeneral.gov>

Twitter Images

These images can be used to accompany posts or used on their own.

These images are 506x253 and can be downloaded from the Supplemental Materials page on <http://Addiction.SurgeonGeneral.gov>





FACING ADDICTION IN AMERICA
*The Surgeon General's Report on
Alcohol, Drugs, and Health*

A Vision for the Future

#FacingAddiction 



FACING ADDICTION IN AMERICA
*The Surgeon General's Report on
Alcohol, Drugs, and Health*

A Vision for the Future

#FacingAddiction 

FACING ADDICTION IN AMERICA
The Surgeon General's Report on Alcohol, Drugs, and Health

A Vision for the Future

 #FacingAddiction

Substance misuse can have serious consequences including:



- Heart and liver diseases
- Various forms of cancer
- HIV/AIDS
- Problems related to drinking or using drugs during pregnancy

#FacingAddiction



will develop a substance use disorder at some point in their lives.

#FacingAddiction



Cost comparison to U.S. each year:

DIABETES
\$245
BILLION

\$442
BILLION

\$193
BILLION 
\$249
BILLION 

SUBSTANCE MISUSE & SUBSTANCE USE DISORDERS

#FacingAddiction

There are more than **5,000** COALITIONS across the U.S. working to reduce substance misuse in their communities.

#FacingAddiction Source: CADCA, 2016

The **yearly economic impact** of substance misuse and substance use disorders on states and communities is **\$442 BILLION:**

\$249 BILLION alcohol misuse 

\$193 BILLION illicit drug use 

#FacingAddiction

Facebook Posts

For Consumers: These messages can be shared by, and with, individuals, families, communities and the general public.

- Substance misuse is a serious issue. One in seven people will develop a substance use disorder at some point in their lives. You or someone you know may be dealing with this problem and feel alone. We all have a role to play—we can work together to support and improve our health and the health of our friends and family members. The latest report from the @USSurgeonGeneral gives information you can use to learn more about substance misuse and substance use disorders as well as what you can do to prevent them #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>
- Substance misuse and substance use disorders affect millions of Americans every year. The latest research shows that there are many effective programs for preventing and

treating substance misuse. Learn more in the latest report from the @USSurgeonGeneral #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>

- Did You Know: 4 or more alcoholic drinks for women and 5 or more drinks for men on one occasion is considered binge drinking? Alcohol misuse, including binge drinking, contributes to 88,000 deaths in the United States each year. The latest report from the @USSurgeonGeneral gives information you can use to learn more about substance misuse and substance use disorders as well as what you can do to prevent them #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>
- Did You Know: Substance use disorders are medical illnesses caused by repeated misuse of a substance? Substance misuse and substance use disorders affect millions of Americans every year. Learn more in the latest report from the @USSurgeonGeneral #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>
- A severe substance use disorder is commonly called an addiction. The latest research shows that there are many effective programs for preventing and treating substance use disorders. Learn more in the latest report from the @USSurgeonGeneral #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>

For Providers: These messages can be used by health care providers as well as their professional organizations.

- More than 20 million people in the U.S. had a substance use disorder in 2015. Research shows that substance use disorders are chronic but treatable brain disease that requires treatment, not moral judgment. Evidence-based treatments are available and can save lives and restore peoples' health, well-being, and functioning. Together we can support high quality care for substance use disorders and ensure that they are treated like any other chronic condition. To learn more, read the latest report from the @USSurgeonGeneral #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>
- Evidence shows that the quality, effectiveness, and safety of health care can be improved through the integration of services for substance use disorders with mainstream health care. The latest report from the @USSurgeonGeneral provides more information #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>

For Advocates: This message can be used by advocates and health advocacy groups but may also be shared by consumers and providers.

- Substance misuse and substance use disorders cost society an estimated \$442 billion each year in the U.S. alone. Evidence-based prevention and treatments can reduce these costs. Read the latest report from the @USSurgeonGeneral, which provides evidence and recommendations for governments and policymakers to promote a public health approach to addressing substance misuse and substance use disorders #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>

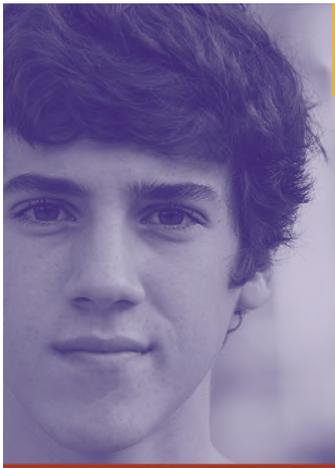
- Health reform efforts have created new opportunities to increase access to prevention and treatment services. Effective prevention programs and treatment and recovery services are available and can save lives and restore people’s health, well-being, and functioning. Learn more by reading the @USSurgeonGeneral report on alcohol, drugs, and health #FacingAddiction: <http://Addiction.SurgeonGeneral.gov>

Facebook Images

These images can be used to accompany posts or used on their own.

These images are 1200x630 and can be downloaded from the Supplemental Materials page on <http://Addiction.SurgeonGeneral.gov>





FACING ADDICTION IN AMERICA

*The Surgeon General's Report on
Alcohol, Drugs, and Health*

A Vision for the Future

#FacingAddiction



FACING ADDICTION IN AMERICA

The Surgeon General's Report on Alcohol, Drugs, and Health

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#FacingAddiction

**Substance misuse
can have serious
consequences
including:**



- Heart and liver diseases
- Various forms of cancer
- HIV/AIDS
- Problems related to drinking or using drugs during pregnancy

#FacingAddiction



will develop a substance use disorder
at some point in their lives.

#FacingAddiction



Cost comparison
to U.S. each year:

DIABETES
\$245
BILLION

\$442
BILLION

\$193
BILLION



**SUBSTANCE
MISUSE &
SUBSTANCE USE
DISORDERS**

\$249
BILLION



#FacingAddiction



There are
more than

5,000
COALITIONS

across the U.S.
working to reduce
substance misuse in
their communities.

#FacingAddiction

Source: CADCA, 2016

The **yearly economic impact** of substance misuse and substance use disorders on states and communities is

\$442
BILLION:

\$249
BILLION
alcohol misuse



\$193
BILLION
illicit drug use



#FacingAddiction

Website Banners/Badges

These images can be used on websites. They are included in the following sizes: 360x360, 504x342, 504x116, 600x190, and 116x504. You can use the following code in your HTML:

```
<a href="http://addiction.substanceuse.gov/"></a>
```

These images are 116x504 and can be downloaded from the Supplemental Materials page on <http://Addiction.SurgeonGeneral.gov>



These images are 504x116 and can be downloaded from the Supplemental Materials page on <http://Addiction.SurgeonGeneral.gov>



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These images are 600x190 and can be downloaded from the Supplemental Materials page on <http://Addiction.SurgeonGeneral.gov>



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Newsletter/Listserv Post

Substance misuse, the use of alcohol and drugs in a manner that causes harm to users or those around them, is a pervasive problem in the United States. Prolonged, repeated misuse of a substance can lead to a substance use disorder, a medical illness that impairs health and function. Severe substance use disorders are commonly referred to as addiction.

Approximately 48 million people said they used an illicit drug or misused prescription drugs in the past year. Individuals, families, communities, and health care systems are struggling to cope with substance use and its consequences. Substance misuse and substance use disorders are estimated to cost society \$442 billion each year in health care costs, lost productivity, and criminal justice costs.

It's time for a change. Substance misuse and substance use disorders are solvable problems. We have reason for hope and optimism. Abundant science shows that addiction is a chronic brain disease that requires medical intervention, not moral judgment. Scientifically tested prevention programs and policies are available to reduce people's risk for alcohol and drug misuse. Treatment is effective and more than 25 million people are in remission from drug or alcohol use disorder. Recovery support services, like mutual aid groups, recovery coaches and recovery housing, can assist people in building a healthy, productive life following addiction.

The Surgeon General's Report on Alcohol, Drugs, and Health addresses the issue in clear and understandable language. It shows us that everyone has a role to play in changing the conversation about substance misuse to improve the health, safety, and well-being of individuals and communities across our nation. The Report provides suggestions and recommendations for individuals, families, community leaders, law enforcement, health care professionals, the private sector, policy makers, and researchers.

Visit the website to review the *Report* and related materials. The findings and recommendations will help you educate your community. Together, we can improve the health of those we love and reduce the impact of substance misuse and substance use disorders on our nation.

Promotional Video

A promotional [video](#) on the *Report* is available and you can link to it on websites, in blog posts, social media posts, and other communications.