

Language Matters and it starts with us – AOD and decriminalisation

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Introduction / Issues: The workshop aim is to develop a shared understanding of the theory behind messaging, the key findings from messaging research on reducing drug stigma and how to apply them in the AOD public advocacy setting.

Design and Methods: The workshop will introduce a largely clinical and research based audience to the cognitive linguistics concepts of values and framing. Further, it will demonstrate how essential it is for language to change in order for stigma, policy and community understanding to change.

Learning Outcomes are to enable participants to: develop a better understanding of the theory behind the messaging and framing research produced by Common Cause (including the 'values circumplex', 'see saw effect' and 'spillover'); apply recommendations from 'the research to drug stigma communication; explore narrative and framing in the Fair Treatment Campaign

Key Findings: The workshop will engage the audience in discussion of examples of how the language we use can be strategically shifted in order to appeal to non-traditional supporters of AOD reforms.

Discussions and Conclusions:

Disclosure of Interest Statement: *Nil conflicts to disclose*