



Australian
Alcohol
& Other
Drugs Council

Challenging Stigma: Best Practices for AOD Services in Media Engagement and Lived and Living Experience Storytelling

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The media loves stories about alcohol and other drugs

- Alcohol and other drugs are a frequent topic of media reporting
- Personal stories are a common feature

Reporting can challenge stereotypes and stigma but equally presents risks....

- AOD-related stigma and discrimination means that the sharing of personal stories in the media comes with significant risk
- This includes:
 - impacts on family relationships where family members have not been aware of someone's drug use
 - people feeling exposed and increasing their AOD use as a means to cope with this
 - increased attention from law enforcement and negative health care experiences following the publishing of personal stories
 - at the most extreme end, suicide

Role of AOD Services

Calls for more investment in life-changing rehab facilities as methamphetamine use grows nationally

By Hayden Smith By Emily JB Smith ABC Esperance Drug Rehabilitation

Sat 1 Jun

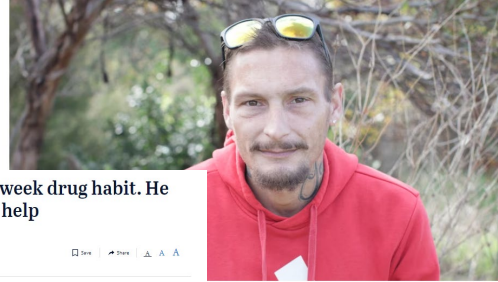


Jonathan Bowell's life was plunged into darkness from a meth addiction, but now he's seeing the light. (ABC Es

Overcoming drug addiction with group therapy, 'no judgement' and a shared lunch at the Healing Circle

By Jodie Hamilton ABC Eyre Peninsula Drug Rehabilitation

Sat 6 Jan



y (ABC Eyre Peninsula Jodie Hamilton)

This Perth man had an \$800 a week drug habit. He thought going to his GP would help



Rebecca Peggitt
August 14, 2024 - 5:03am

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For about six years, Dale Cranvick used drugs and alcohol to get through the stress of being a chef at a busy Bunbury restaurant.

The 29-year-old says he was spending around \$800 a week on marijuana, desamphetamine, alcohol and MDMA to cope with a 70-80 hour working week and subsequent problems sleeping.



Dale Cranvick (left) and another man. (ABC Eyre Peninsula)

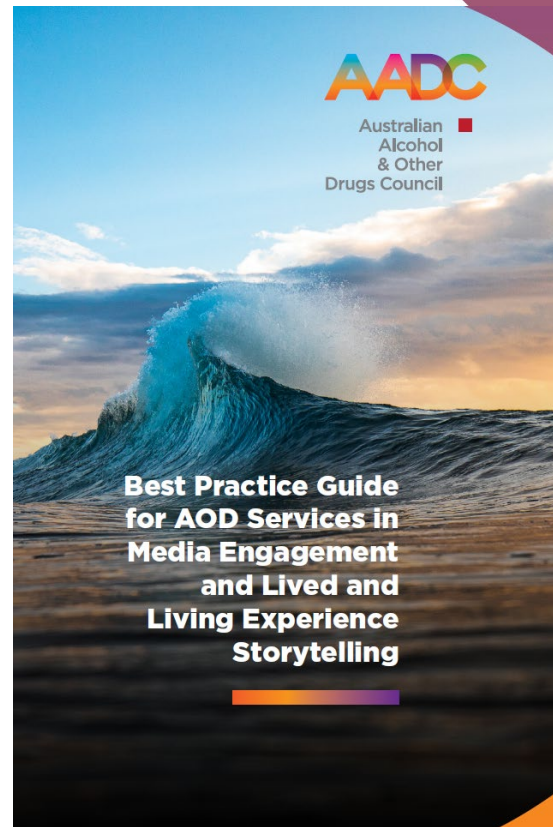
He "hit rock bottom", saying he spent all day, every day high, missed important



AOD services often act as an access point to lived and living experience stories for the media

How can we create a safer environment for lived/living experience story telling?

- Before deciding to engage with media
- During the preparation and planning process when a media opportunity arises
- 'On the day' during and after the media engagement
- In the long term - shaping a more positive environment for reporting on AOD issues



Next Steps

- Best Practice Guide will be available on the AADC website and in hard copy soon
- Launch and implementation event early next year
- Subscribe to our newsletter for updates

