Shine a Light on Stigma Sample News Release



**Press Release**

**For Immediate Release                                                                               Contact:**(Media Rep. Name)  
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**(Organization Name) Commits to Removing the Stigma Around Substance Use Disorders**

(City, State) (Date) – (Organization) is committed to collaborating with health care and community organizations to continuously improve care for their patients—and the families who love them. At (Organization), we understand how stigma related to substance use disorder has been a long-standing barrier to recovery and access to appropriate care. Stigma on the part of health care providers and staff compromises access to diagnosis, treatment and successful health outcomes. We also know that people with substance use disorder who are in relationships with care teams using non-stigmatizing language are more likely to seek treatment and maintain recovery. Words matter. That’s why (Organization) is taking the Superior Health Quality Alliance Shine a Light on Stigma pledge to commit to using person-first/person-centered language when referring to people with substance use disorder and people who are in recovery.

“Quote,” said (Organization representative, title – use this quote or personalize it).

By pledging, we are Shining a Light on Stigma and making a conscious decision to think about our words and choose person-first and person-centered language. This shift will help us reduce the detrimental effect of stigma to improve care.

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**About Superior Health**  
Superior Health Quality Alliance comprises eight member organizations, all with long track records of success driving achievement of Medicare quality improvement goals. Member organizations include the [Illinois Health and Hospital Association](https://www.team-iha.org/), [MetaStar](http://www.metastar.com/), [Michigan Health & Hospital Association](https://www.mha.org/), [Midwest Kidney Network](http://midwestkidneynetwork.org/), [Minnesota Hospital Association](https://www.mnhospitals.org/), [MPRO](http://www.mpro.org/), [Stratis Health](http://www.stratishealth.org/) and the [Wisconsin Hospital Association](http://www.wha.org/). Our diverse capabilities and commitment to excellence form a comprehensive quality improvement organization that is bettering the health of the communities we serve. Learn more at [www.superiorhealthqa.org](http://www.superiorhealthqa.org).