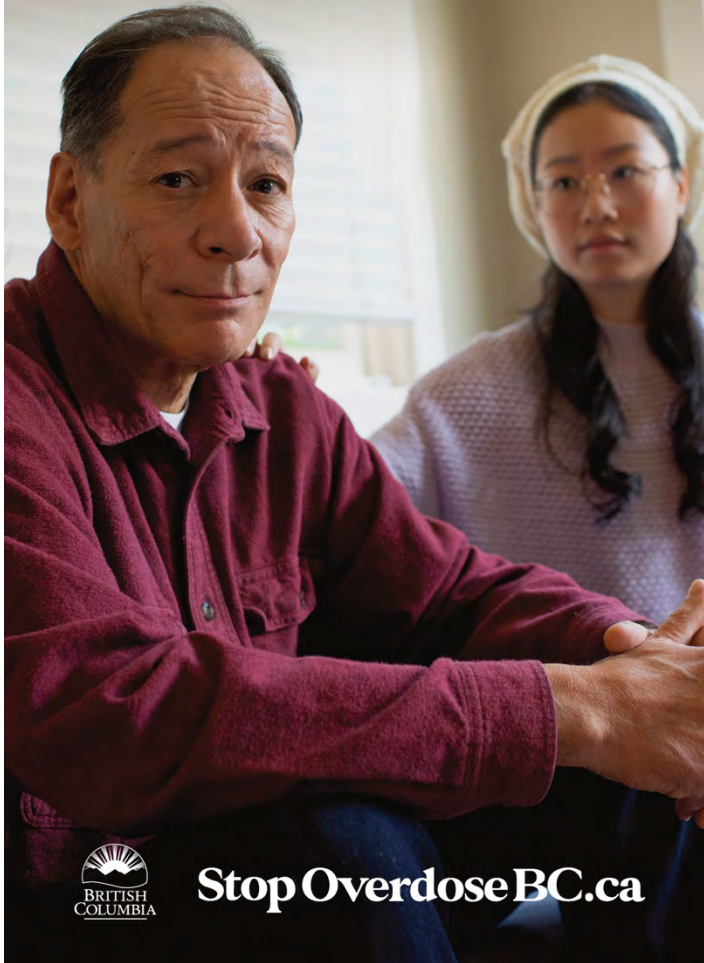


# **INDOOR POSTERS & TRANSIT SHELTER ADS**

Government of BC

*Addiction doesn't  
define me.*  
**Stop the stigma.**



**StopOverdoseBC.ca**

*Addiction is a  
medical condition  
— not a choice.*  
**Stop the stigma.**



**StopOverdoseBC.ca**

*Stigma around  
addiction  
isolates our  
family.*



**Stop Overdose BC.ca**

*Stigma around  
addiction  
makes it harder  
to ask for help.*



**Stop Overdose BC.ca**

# **BILLBOARDS**

Government of BC







*Stigma around  
addiction  
makes it harder  
to ask for help.*

**StopOverdoseBC.ca**



*Addiction is a medical  
condition — not a choice.  
**Stop the stigma.***

**StopOverdoseBC.ca**