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WHY LANGUAGE MATTERS

A terminology guide when discussing substance use, developed alongside people with lived and living experience.

"BEHIND SOMEONE WHO USES SUBSTANCES, IS A HUMAN BEING, WITH A LIFE, AND LABELS DON'T TAKE YOU THERE, ONLY TO A NEGATIVE PLACE"

Young person, Youth Ambassador Service, Gwent N-Gage

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"LANGUAGE CAN BE ABOUT PERCEPTION AND IS OFTEN VERY EMOTIVE"

Anonymous, Bridgend Service Involvement Group

We recognise that the topic discussed within this document is of a sensitive nature and that some of the language used can be upsetting and triggering. It is not the intention of this document to cause such emotions, more as an educational guide on the future use of language relating to substance use. We also acknowledge that everyone will be different in terms of how they talk about, and refer to, their own experience and recovery.

DISCLAIMER



CEO INTRODUCTION

We understand that language shapes human understanding, and stigmatizing language can perpetuate negative biases against people who use substances. This can and does lead to people who use drugs and alcohol are subject to value-based judgments that in turn affect the treatment and support they are offered for a range of physical and mental health services. Words can be alienating, isolating and make individuals feel shame and embarrassment.

It is unacceptable.

Inappropriate, judgemental and inhumane language, often built upon inaccurate and disproportionate beliefs, can perpetuate fear and stigma. It is with the latter that often acts a significant barrier to people affected by substance use reaching out and seeking support. Additionally, this can lead to people who use substances to further remove themselves from friends, family and society, which can not only affect relationships and weaken their social support network and can lead them to undertake risky behaviour that can increase the risk of significant harms, including death.

Use of language and the stigma generated from this can also work the other way round. It can lead to people wanting to distance themselves away from people who use substances, as well as whip up a sense of fear and anger towards an already marginalised and vulnerable population within our society.



Language can also have a negative influence on health care provider perceptions of people who use substances and subsequently impact the care and treatment they provide. It is not just the impact stigma can have on people who use substances. It can also adversely affect their loved ones and concerned others. Adfam, a national charity tackling the negative effects of drugs and alcohol on family members and friends, state that 2 million concerned others have experienced stigma and judgement because of someone else's substance use.

Our terminology guide is intended to help people navigate the language around substance use, inform and educate us all to be aware of the impact of negative stereotypes and the associated language used.

There are many barriers to people accessing support, let's make sure the language we use isn't one of them.

CAROLINE PHIPPS

Chief Executive Officer, Barod



HOW TO USE THIS DOCUMENT

This terminology guide has been co-produced with people who have lived and living experience of substance use and engage with Barod's service user groups. Firstly, we would like to say a huge thank you to everyone that took part in the consultations that resulted in the development and formulation of this document. Much of the content is verbatim of what was discussed within the consultations, by those with lived and living experience.

The words and terms listed in this document is not an exhaustive list of the language used when discussing people who use substances, substances themselves and substance use in general. However, many of the words and terms listed was language that people with lived and living experience of substance use deemed most important to highlight and advocate their use or disuse.

We would encourage everyone, from within the health and social care field and beyond, to consider and reflect on the words of those with lived and living experience outlined within this document. Consequently, this can help change the language used when talking about people who use substances and substance use. In turn, this will aid the effort to minimise stigma and prejudice associated with substance use and move towards a more dignified and respectful language when discussing such behaviour.

We also acknowledge that the words of those that took part in the consultations may not be accepted universally among people who use substances, and therefore we recognise this document can be used as a guide and not necessarily reflect the whole community. The intention of this process is to ensure that language used when discussing anything and everything to do with substance use, is respectful from top down. This includes the language printed within formal documents, comprising of published policies and frameworks set by Government, and consequently reflected by commissioned services within their everyday delivery.

As part of this process, many people agreed that certain terms or phrases were ok or not ok to use, while others disagreed. It was also highlighted multiple times that the determination of whether a term or phrase was acceptable or not, could be based upon the context or situation it is used at that time.

It is important to note that during the consultations, many individuals acknowledged that they may use, what they deem unacceptable language, to describe themselves but highlighted they weren't for anyone else to use it to define them. We accept that people are free to describe themselves in a way that fits them, however we will always make people aware that they are person first, and that regardless of what terms they use, their behaviour does not define who they are.

"I USED TO CALL MYSELF A J****E, AS THAT WAS THE TERMINOLOGY USED AROUND ME. BUT WITH MORE UNDERSTANDING, AND FEELING BETTER IN MYSELF, I JUST CALL MYSELF 'JAMES'. THAT IS ME. THAT IS WHO I AM".



"CHANGING TERMS MIGHT CHANGE ATTITUDES"

Anonymous, Merthyr Tydfil Service Involvement Group

WHY DOES LANGUAGE MATTER?

"Being labelled makes me feel like I don't want to get help because that is all I am seen as. It can stop people from getting the help they need and deserve".

Those are the words of a young person when asked why language is important. It highlights that the terms and phrases used, whether to describe an individual or their behaviour, can have an everlasting effect on how they view themselves and can additionally influence how others view them too. Such notions were backed up by another young person who stated "we remember the words that are used and the names thrown at us and how it makes us feel. It affects our self-esteem and how we see ourselves. This is not something we ever forget".

These are poignant statements given the age, late teens and early twenties respectively, of the young people making them. So why does language matter? Well its use can "make me feel a certain way" and "a lot of the language used is dehumanising. It makes it harder for people to get out of the cycle. Once you have a label, you are stuck with it and it is hard to deviate from it". Therefore "improving language can help work towards people being treated better and subsequently having a better experience. This can increase the opportunity for us to achieve what we set out to do" and "using the right words in the right place can have profound effects and can be more powerful than the words we have been using". These are statements and subsequent reasons outlined by people with lived and living experience, of whom are most affected by the language used, as to why language needs to change.

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Additionally, language is constantly changing. One day a term or phrase is acceptable and the next, it is not. We have seen terminology come and go and certain sectors embrace more respectful and dignified language compared to that used just a few years ago. We have seen language change within associated fields where terms once used on a daily basis are no longer done so within everyday dialogue, due to their historic stigmatising nature. We hope the same can be said for the substance use field in the future.

However, there has been stagnation within the substance use field on this part, as we continue to use, and read, language that ensures prejudice and stigmatisation looms large, purely based on how we communicate when conversing about such behaviour. One individual highlighted that we "continue to use language that was done so in the '60s, '70s and '80s and it needs to change". Many who will be reading this will already know certain terms such as 'addict' is entrenched with negative rhetoric's, yet this, and associated terms, continue to be used on a daily basis, both within everyday conversation as well as within written press and official documents. In September 2024, the UK Government published a news report regarding the synthetic opioid, Xylazine, with the headline 'Britain takes decisive action to ban 'zombie drug' xylazine'. Use of terms such as 'zombie' help sustain the inhumane narrative that people who use substances are separated from everyday people and ensure such individuals remain isolated and marginalised from the wider population. Such examples highlight why a change of more respectful and dignified language needs to be embraced and adopted, top down.

It was also noted that for some people, language was either not a significant issue for them, or that they had long since accepted the use of terms and phrases that many would deem unacceptable or offensive. Yet, they agreed language does need to be adapted for its use among future generations.

"WHEN YOU ARE IN IT [USING SUBSTANCES], YOU LEARN TO USE TERMINOLOGY DIFFERENTLY TO WHEN YOU ARE NOT [NO LONGER USING SUBSTANCES]"

Anonymous, Pontypridd Service Involvement Group



IN FOCUS: TERMS AND PHRASES

An in-depth look at various words and phrases, as described by people with lived and living experience of substance use.



Dehumanising



Disempowering



Stigmatising



Inaccurate



Judgemental



Derogatory



Offensive



Accepted



Rejected





















Noun. Sometimes Offensive.

1. a person who has become physically or psychologically dependent on a chemical substance

Many individuals identified themselves as 'addicts' or 'drug addicts' as a way to gain a a better understanding of their experiences for themselves, as well as describing such situations to other people because that is the term they understand. However, the overwhelming majority rejected this term being used to describe other people and advocated for other language to be used in its place. Many felt the term 'addict' is often used to suggest that is all they are and who they will always be, therefore disempowering that individual and dismissing the ability that they can change.

Quotes from people with lived and living experience relating to this phrase:

"It feels disgusting to be called an addict. It holds power over you"

"I would class myself as an 'addict', and I am perfectly fine with that, that is who I am, what I was. I am a recovering addict"

"I am an addict, but I am also a dog rescuer and many other things. From my perspective, my life isn't purely defined by the use of drugs"

"If I was to be introduced to a group of people ahead of me sharing my story, I would rather be referred to as someone with lived experience rather than a former drug addict or drug user"

"If you are calling someone an addict, you are labelling them and saying 'you are that and that's all you are"

This word was rejected by people with lived and living experience.

Barod would advocate for the term 'person who uses substances' or 'person with lived/ living experience' instead.



ADDICTION



Noun.

1. the state of being compulsively committed to a habit or practice or to something that is psychologically or physically habit-forming, as narcotics, to such an extent that its cessation causes severe trauma

The term addiction is widely used, including outside of the substance use field. The historical nature of the term sits closely within the medical model of substance use, often referred to as the 'disease model'. Subsequently, this does not align with harm reduction, while also ignoring the significant association of substance use with poverty, adverse childhood experiences, trauma and social situations at that time. Many who took part in this consultation referred to themselves as having an addiction or using its term in some form, to suggest they were struggling with their substance use at that time, yet would not condone the use of the term 'addict' as a way to describe someone else. It was also highlighted that addiction felt like a harsher word to describe their substance use, compared to terms such as 'dependency' or 'problematic use'.

Quotes from people with lived and living experience relating to this phrase:

"I prefer the term dependency, because I feel it comes with less connotations"

"The word addiction for me means that the choice has been taken away, that I no longer have any control, when in reality, even during my darkest days, I had a significant amount of control over many aspects of my life"

"Dependency doesn't sound as harsh. It is something that you have rather than, what addiction means to me, what you are, as it always makes me think of 'addict'"

This word was neither unanimously accepted or rejected by people with lived and living experience. Barod would advocate for the term 'dependency' or 'person dependent upon substances' instead.













Adjective.

1. of or like a person with alcoholism or alcohol use disorder

The term alcoholic is often used to describe a person with an alcohol problem. Many people who took part in the consultations had disclosed that they currently or historically self-identified as an 'alcoholic' or 'recovering alcoholic'. However, the majority recognised that it is a negative term and one that should not be used, especially when using it in the context of describing someone else. Like the term 'addict', alcoholic characterises a person 'as' the problem, reducing people to their behaviour, rather than a person 'having' a problem. Subsequently, this can portray a negative image of that individual, as well as perpetuate stigma and adverse stereotypes.

Quotes from people with lived and living experience relating to this phrase:

"I was offended the other day when my wife referred to me as an 'alcoholic'. She could have referred to me as 'someone recovering from alcohol"

"I don't like the term alcoholic. It often portrays someone as a useless person beyond redemption"

"When I have referred to myself as a 'recovering alcoholic' to other people, am I pandering to them, because that is the term they understand?"

"Alcoholic is an old fashioned term that we should have moved on from. It is dehumanising and stigmatising. I'd rather use 'problem with alcohol' or 'someone who is alcohol dependent'"

This word was rejected by people with lived and living experience.

Barod would advocate for the term 'person who uses alcohol' or 'person with an alcohol problem' instead.









Adjective.

1. free from dirt; unsoiled; unstained

'Clean' is a term often used to describe someone who has stopped, and is no longer, using substances. By its definition, clean refers to being free from dirt or is unsoiled or unstained. When this term was put forward to all participants that took part in the consultations, the common response was that clean suggests that a person was somehow dirty, when using substances. Such suggestions can contribute to the negative portrayal of substance use and exacerbate the stigma faced by people who use, or have used, substances. While contesting the term clean is not to dampen people's achievements when they use it to describe their own recovery, people with lived and living experience believe other terminology should always be used in its place.

Quotes from people with lived and living experience relating to this phrase:

"Using the term clean gives off the impression that people were somehow dirty when they were using drugs, which they are not"

"For me, the term that should be used is 'recovering' rather than clean"

"Someone said that to me once, that I was now clean and I got offended, partly because it is often used in conjunction with certain substances that I didn't use"

"I have to be honest, I do refer to myself as being clean now, as a I feel I have cleaned up my act. I don't consider myself to have been dirty, more out of control"

This word was rejected by people with lived and living experience.

Barod would advocate for the term 'abstinent' or 'person in recovery' instead.











Adjective.

1. completely confused or disordered

The term 'chaotic' is often used to describe a persons' life when it is perceived to be erratic or out of control, and many people who took part in the consultations used such language to describe their own situations when using substances. However, it was advised that while it was ok to describe their own lives with such terminology, it wasn't appropriate language when describing other people. The term suggests that people often have a lack of control or structure in their life, whereas it was advocated that people who use substances often have a high level of such skills, as well as ingenuity and resilience. From a treatment perspective, a person may be perceived to be chaotic due to them and their respective situations, not suiting service accessibility, whereas in fact it should be the other way round.

Quotes from people with lived and living experience relating to this phrase:

"I was constantly looking for drugs and my whole life was all over the shop. Chaotic described me. I was happy for at the time for this term to be used"

"When I was drinking, I used to refer to myself as chaotic because the way my life was, I couldn't find any other word to describe it. But I would never refer to anyone else's life as 'chaotic'"

"In reality, you have ups and downs. You wouldn't use it for someone who has been diagnosed with bipolar. I don't think it is ever ok for someone else to describe you as chaotic"

This word was rejected by people with lived and living experience, primarily as a term to describe other people. Barod would advocate for the term 'complex situations' instead.







Adjective.

1. relying on someone or something else for aid, support

There are a variety of terms associated to the word 'dependent' that are also used, including 'dependency' and 'people dependent upon substances/ a substance', when describing someone who may experience adverse effects if they were to stop using substances, and consequently, continue to use substances to prevent experiencing symptoms of withdrawal. They can also be used interchangeably when describing someone who has a mental or emotional attachment to a substance, leading to urges and cravings, often referred to as 'psychological dependency'. It was widely recognised by people with lived experience, that such terms would be more acceptable to use when describing people's use of substances, in comparison to language such as 'addicted' or 'addiction'. Dependency in certain contexts can provide a helpful and unbiased overview of the reasons behind, and experiences of, problem substance use. This is due to the evidence base suggesting dependency is influenced by multiple factors including: the substance, the person, and the social situation, often referred to as the 'drug, set and setting' framework.

Quotes from people with lived and living experience relating to this phrase:

"I don't think people like to accept they are addicted to anything, but do feel more comfortable using the word dependent when describing their substance use. It doesn't feel or sound as harsh"

"Dependency is something you have, rather than what you are"

"Dependency sounds like it has less stigma attached and gives people a bit more dignity"

This word was accepted by people with lived and living experience.

Barod would advocate for the term 'dependent' or 'person dependent upon substances'.











Verb.

1. to use wrongly or improperly; misuse

The term 'drug abuse' and 'drug abuser' was unanimously deemed inappropriate, derogatory and inaccurate, when describing the use of substances or somebody that uses substances. It was often asked what is the cut off point between drug use and drug abuse and who makes that differentiation. It was suggested that drug abuse is when it is out of control, while another commented that it implied you are choosing to take too much, statements that were strongly contested by the majority. It was also suggested that many people use a specific substance for definitive reasons and for the purposes that they were designed for, and therefore argued this could not be classed as 'abuse'.

Quotes from people with lived and living experience relating to this phrase:

"It just needs to go. It is too negative"

"I would not use the term 'drug abuser' nor would I want anyone else to call me that, especially professionals"

"You can go down so many avenues with the word abuse but for me it is too harsh and too stigmatising"

"I find this quite triggering and very negative"

This term was rejected by people with lived and living experience.

Barod would advocate for the term 'person who uses substances' or 'person dependent upon substances' instead.











Noun.

1. wrong or improper use; misapplication

The term 'drug misuse' is used to describe the use of any substance, often regardless of how much is being used and how it is being taken. People with lived and living experience voiced their opinions on such terminology and agreed that from their perspective, this would only provide a true reflection when prescribed medications are not being used for its intended purposes or larger amounts are being taken than what is prescribed. The term 'misuse' can often provide judgement upon someone who uses substances as it can give off the idea that there are different forms of use, of the same drug, which isn't always the case. It was also questioned during the consultations who makes that decision as to whether the use of a substance is 'misuse' or 'use' and how such conclusions are made. Subsequently, said judgements give off the perception that people are dysfunctional, thus feed into people feeling shame and exacerbate stigma towards people who use substances.

Quotes from people with lived and living experience relating to this phrase:

"Drug misuse suggests that people use substances incorrectly, such as not practicing harm reduction, which in reality, is very rare"

"Drug misuse is ok when applied in the right context, such as when you are not using your prescribed medication for its specified purpose, like taking more than you should"

"I prefer to use drug misuse than drug abuse, but ultimately, would rather use 'drug use' than either of them"

This term was rejected by people with lived and living experience.

Barod would advocate for the term 'substance use' or 'drug use' instead.

















Noun.

1. someone who uses a substance, especially illegal substances

The phrase 'drug user' is another term that is often used to define and label someone based on their behaviour. Across all groups that took part in the consultations, the term was widely rejected based on its derogative and stigmatising nature. Many reflected that the term defines a person, similar to terms such as 'drug addict', and doesn't reflect the person as a whole, while also evoking negative associations and unfavourable attitudes.

Quotes from people with lived and living experience relating to this phrase:

"Being referred to as a 'former drug user' can immediately make that person feel lower than everyone else. We want people to be treated equally regardless of their past or present"

"If you ask people to describe a drug user, people have a stereotypical view about what they would look like and that can often be very derogatory"

"I feel the word 'drug', as part of this phrase, is quite derogatory"

"I don't want to be labelled, but if I was, I'd rather be done so a user of a specific drug, such as a 'cannabis user' rather than a 'drug user'

"The word 'user' doesn't sit right with me, and sounds negative. Personally I think 'person who uses substances' should be used"

This term was rejected by people with lived and living experience.

Barod would advocate for the term 'person who uses substances' or 'person with lived/ living experience' instead.

HARD TO REACH







Adjective

1. awkward; out of the way; unavailable

The phrase 'hard to reach' is often used to describe people whom services find difficult to engage with. Throughout the consultations, this phrase was contested and concluded such phrases are inaccurate and inappropriate. Many highlighted that they feel it is services that are hard to reach and difficult to engage with and is subsequently a blaming tool for services unable to adequately provide the foundations for people to access support. Many suggested that external factors often made it difficult for people to access and engage with services, including transportation costs, limited opening hours and geographical equity of provision. It was also highlighted that services often know where people are to engage with them, however, do not always have the necessary tools to do so.

Quotes from people with lived and living experience relating to this phrase:

"If you say I am 'hard to reach', then I am going to be it"

"I think services are hard to reach and the systems are often difficult to navigate, not people"

"Services can sometimes be hard to reach due to external factors such as financial implications of getting to a service, as well as the time it can take to get there. I don't drive, so the nearest service to me takes two hours on public transport"

"The term 'hard to reach' can sometimes dismiss a group of people who may not want to engage with services and ultimately puts the blame on them for not seeking support"

This term was rejected by people with lived and living experience.

Barod would advocate for the term 'person/ people services find difficult to engage with'.



















Noun. Disparaging and Offensive.

1. a person addicted to drugs, especially one addicted to heroin

The term junkie is often used to label people who use an opiate(s) such as heroin. While a few people within the consultations disclosed that they have previously used this term when referring to themselves, they, along with everyone else, agreed that is not appropriate for others to do so. There was a significant lack of discussion regarding this term due to the majority immediately dismissing any acceptable use of the term, highlighting that it is derogatory, insulting, offensive, rude, obnoxious, dehumanising and stigmatising. Similar labels were also concluded to be as negative and inappropriate, including 'crackhead', 'pisshead' and 'smackhead'.

Quotes from people with lived and living experience relating to this phrase:

"The term 'junkie' is automatically negative. The same applies to similar words such as 'crackhead' and 'pisshead'. They are derogatory and offensive beyond belief"

"This term just needs to be left in the past. There is no place for such language in today's, yesterday's or tomorrow's world"

"Being called a 'junkie', people think that is who you are. That is your reputation. But behind someone who uses substances is a human being, with a life, and labels don't take you there, only to a negative place"

"I used to call myself a junkie, as that was the terminology used around me. But with more understanding, and feeling better in myself, I just call myself 'James'. That is me. That is who I am"

This word was rejected by people with lived and living experience.

Barod would advocate for the term 'person who uses substances' or 'person with lived/ living experience' instead.



PERSON/ PEOPLE WHO USE SUBSTANCES

Noun.

1. as in an individual(s) that uses drugs. Substance use

Using first person's language ensures that individual's are not defined by their substance use and provides a humanistic element when it comes to discussing such behaviour. Subsequently, this can help people recognise and identify that when they are talking about substance use, they are also taking about people too. Moreover, this can help reduce stigma and forms of dehumanisation while maintaining a level of respect towards individuals. Across all consultations, this term was unanimously accepted, alongside phrases that includes the use of specific substances such as 'person who uses cannabis'.

Quotes from people with lived and living experience relating to this phrase:

"I like this one. The word 'person' is an important part and sends an important message"

"I think the word 'person' is important because you are treating the person above anything else"

"This is quite open and doesn't point the finger to anything in particular which could help remove any specific stigma, especially as, in reality, everyone uses drugs"

"'Person who uses substances'.... I think is ok. It sounds kinder and more factual. There is nothing in it that is derogatory"

"This phrase is more human. There is more to a person than their situation and with this term, you are putting the person first"

This term was accepted by people with lived and living experience.

Barod would advocate for the terms 'person/ people who uses substances/ [insert specific substance]', 'person/ people with living experience'.



PROBLEMATIC SUBSTANCE USE

Adjective.

1. difficulty, bad situation

'Problematic substance use' refers to the use of substances potentially being harmful to the individual and/or other people. This term can sometimes be used in conjunction with, or as an alternative to, 'dependency' or 'person dependent upon substances'. Across all consultations, it was agreed that such terminology would be more appropriate and less stigmatising than using terms such as 'drug abuse', 'addiction' and 'alcoholic'. Many agreed that this term reflected the reality of their substance use and the situation at that time. while others also highlighted that it felt less degrading and has fewer negative connotations than other terms. It also highlights that substance use is based on a continuum and does not constitute that all usage of substances results in harms or problems. Many people who use substances often don't experience any significant harms and their use is non-problematic.

Quotes from people with lived and living experience relating to this phrase:

"Problematic substance use is fairly reflective of the situation some people face. If it's causing a problem then it [the terminology] should reflect it"

"Using terms like someone with 'problematic alcohol use', instead of 'alcoholic', is much better. It is less dehumanising and stigmatising"

"I didn't realise it at the time, but my substance use was out of control and [it] did cause significant problems for other people, especially my family. So I think calling it 'problematic use' would be fair"

This word was accepted by people with lived and living experience.

Barod would advocate for the terms 'problematic substance use' or 'problematic drug use'.



LIST OF ACCEPTABLE LANGAUGE TO DESCRIBE SUBSTANCE USE & PEOPLE WHO USE SUBSTANCES

As advised by people with lived and living experience.

Abstinent

Abstinence

Dependent

Dependency

Drug use

People who use substances

People who use [insert specific drug]

People with lived experience

People with living experience

Person in need

Person who uses substances

Person who uses [insert specific drug]

Person with a dependency

Person with lived experience

Person with living experience

Person in recovery

Problematic substance use

Problematic drug use

Someone in recovery

Someone with a dependency

Substance use

Please note, this is not an exhaustive list.



LIST OF UNACCEPTABLE LANGAUGE TO DESCRIBE SUBSTANCE USE & PEOPLE WHO USE SUBSTANCES

As advised by people with lived and living experience.

Addict

Alcoholic and similar terms including 'Alky'

Clean

Chaotic

Crackhead and similar terms including smackhead, pisshead and pothead.

Drug abuse

Drug abuser

Drug misuse

Drug user

Druggie

Hard to reach

Junkie

Recovering [insert specific drug] e.g. recovering alcoholic

THANKYOU

To the members of: Youth Ambassador Service, Gwent N-Gage Bridgend Service Involvement Group Pontypridd Service Involvement Group Merthyr Tydfil Service Involvement Group Swansea Lived Experience Alliance Forum











