

BROTHER.
FRIEND.
LOYAL.
SON.

People who use drugs
are real people.

Stop the shame.
Stop the blame.
Stop the stigma.



#EndtheStigmaDufferinCaledon

Luke 1997-2017. *It doesn't need to end this way.*



Find us on:



@DufferinODAwarenessCommittee

This campaign was funded by the:



Creative adapted from the *Stop Overdose BC* campaign, launched by the British Columbia Ministry of Mental Health and Addictions in 2018.