



**The Partnership for a Drug-Free NJ is challenging YOU to #SquashTheStigma of substance use disorder by participating in our water balloon challenge. The challenge began on August 1 and will conclude on International Overdose Awareness Day on August 31.**

**Stigma is a major public health issue. It damages a person's self-esteem, their relationships with loved ones, and also prevents those suffering from addiction from accessing treatment.**

**Are you willing to accept this challenge?  
Here is how to get started...**

- 1. Fill up a few balloons with water.**
- 2. Write stigmatizing words/beliefs on each balloon in marker.**
- 3. Put on your shoes and record yourself squashing the stigma!**

**Don't forget**

**End your video by challenging 3 people to participate within 48 hours. Then, post it with the hashtag #SquashTheStigma and tag us.**



**#SquashTheStigma**