

# Change the Narrative: A Community Campaign

The “Change the Narrative” campaign, led by the University of Colorado College of Nursing, the Las Animas-Huerfano District Health Department, and community partners, aims to raise awareness of shared experiences with substance use and mental health.

By addressing barriers to local resources, the campaign empowers and educates individuals to foster positive change in Las Animas and Huerfano counties.



SCAN ME



**HUERFANO**  
Creating the Change



**Las Animas Huerfano Counties**  
DISTRICT HEALTH DEPARTMENT



**College of Nursing**  
UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS



## Reducing Stigma

HOW STIGMA HURTS  
PEOPLE WHO ARE  
STRUGGLING WITH MENTAL  
HEALTH & SUDs



Learn more about Change the Narrative and related resources

# Stigma can...

Prevent people from getting the help they need

Negatively impact healthcare

Isolate individuals who are struggling

Millions are impacted by SUDs, and research shows people tend to have negative feelings about those struggling.



Recent studies show that **>75%** of people *do not* consider SUDs to be a chronic illness, such as asthma, diabetes, and heart disease

## What is stigma of mental health & substance use?

Stigma means treating people unfairly because of their struggles, which can include:

- Not respecting the help they are getting
- Judging them for having and navigating a problem with mental health and/or substance use
- Making unfair guesses about who they are
- Using unkind or rude words

Impact of Stigma & Substance Use: In 2022...

24%

**54.6 million** people *needed* substance use treatment, but **13.1 million (24%)** received treatment



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People are scared of being judged for what they're going through.

- LAH youth, 2025

**WE ARE STRONGER  
TOGETHER.  
RECOVERY IS  
POSSIBLE.**