

**Issue Overview:** In 2022, nearly 49 million people ages 12 and older in the U.S. had a substance use disorder (SUD). But the data shows that recovery is possible: more than 70% of adults ages 26 or older who ever perceived themselves as having a SUD consider themselves to be in recovery or say they have overcome it.<sup>1</sup>

Our new campaign, **Start With Hope**, aims to deliver a message of hope to those living with substance use disorders (SUDs) as well as those at risk of developing a SUD, with a focus on supporting Black and Hispanic/Latinx populations, connecting them with harm reduction strategies and treatment resources to start their journeys to wellbeing and recovery.

**Campaign Approach:** Start With Hope leans on the insight that people with SUDs found immense value in hearing from those who have been through similar experiences. The work also leverages recent studies showing that hope is more than just a human emotion, but also a mindset that can be learned and strengthened with practice. Highlighting real stories of individuals who have gone through their own recovery journeys, the new campaign features the personal experiences of Ale, Ariel and Joseph, increasing awareness around harm reduction and showing that resources are available for the many paths to recovery.

**Campaign Objective:** Support Black and Hispanic/Latinx individuals who are at risk for a substance use disorder (SUD) navigate resources and start their recovery & wellbeing journey.

**Target Audience:** Black and Hispanic/Latinx individuals ages 25-54 who are at risk for a SUD. Due to compounding inequities including stigma, barriers to accessing health care and racial bias, these communities often have lower access to substance use treatment services. It is critical that individuals can access culturally responsive harm reduction and treatment options to support their paths toward wellbeing and recovery.

**Call To Action:** Learn how substance use recovery can [StartWithHope.com](http://StartWithHope.com) ([ComienzaConEsperanza.com](http://ComienzaConEsperanza.com) in Spanish)

**PSAs:** [Click here to view](#)



**FACTS ON SUBSTANCE USE DISORDER**

The Black and Hispanic/Latinx populations continue to experience increases in overdose fatality, by **23%** and **22%** respectively, among those aged 25-44, from 2020 to 2021.<sup>2</sup>

**Two-thirds** of American adults report having a personal or familial experience with addiction.<sup>3</sup>

**70%** of adults ages 26 or older who ever perceived themselves as having a SUD consider themselves to be in recovery or say they have overcome it.

1. Substance Abuse and Mental Health Services Administration. (2023). Key substance use and mental health indicators in the United States: Results from the 2022 National Survey on Drug Use and Health (HHS Publication No. PEP23-07-01-006, NSDUH Series H-58). Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration. <https://www.samhsa.gov/data/report/2022-nsduh-annual-national-report>

2. <https://wonder.cdc.gov/>

3. KFF Tracking Poll July 2023: Substance Use Crisis and Accessing Treatment. <https://www.kff.org/other/poll-finding/kff-tracking-poll-july-2023-substance-use-crisis-and-accessing-treatment/>