

tough

Love

CONNECTION IS OVERDOSE PREVENTION.

When it comes to keeping people safe, being “tough” does more harm than good. **By showing love instead of judgment**, we give people the chance to see their own strength, make safer choices, and access the support that everyone deserves.

All of us can make a difference. *Here's how:*

■ **Stay Connected.** If someone you know is using, keep that connection alive. Harm reduction is about safety, respect, and compassion — so no one has to be alone when they need help most.

■ **Be Ready to Save a Life.** An overdose could happen anywhere, at any time—and you might not know who around you could be at risk. The single best thing anyone can do to prevent an overdose is learning how to recognize and respond to an overdose when it happens. Know how to use naloxone and carry it wherever you go.

■ **Break the Stigma.** People who use drugs are still people, and all people are deserving of care and dignity. In private and in public, share resources, learn more, and speak up for change.

■ **Support without Judgment.** Harm reduction approaches aren't just the right thing to do for our loved ones—they're proven to reduce fatal overdoses and improve the health and safety of people who use drugs. When we prioritize support over stigma, we give people the space they need to thrive, heal, and grow.



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