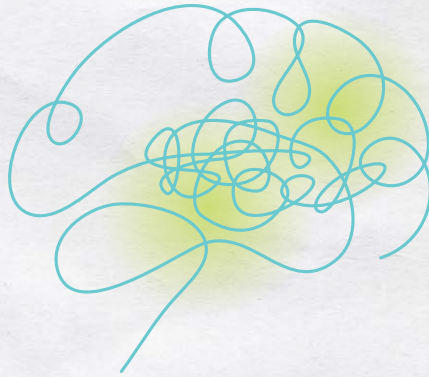


CHANGING MINDS

An innovative approach to addiction that starts conversations and saves lives

Odds are... you know someone suffering from drug or alcohol addiction

1 in 10 of our neighbors lives with the disease. Addiction does not discriminate — it affects our entire community and all types of people: soccer moms, first responders, teenagers, retirees, professionals of all stripes.



Addiction is a disease that changes the brain.

When addiction takes hold, it becomes less and less of a choice. The brain is rewired to function as if the substance is life-or-death essential for survival. It's a chronic disease like cancer, diabetes and arthritis. And just like other chronic diseases, addiction is both more common and more treatable than most of us know.



There is hope. Treatment can work.

Addiction care can be as effective as treatments for other diseases and works the same way — with medication, counseling and ongoing support. Scientific breakthroughs in addiction treatment are improving remission and recovery rates by leaps and bounds. The brain can heal.

Talking about addiction matters.

Effective treatment of addiction is not only the best medicine, it's also far less taxing on our community's resources. Long-term recovery pays big dividends. Let's talk about making our community healthier — for all of us.

Learn more about addiction.
Be a conversation starter.
Start changing minds.

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