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Governor Baker: “Addiction Is Not A Choice, Addiction Is A Disease”

BOSTON – Calling on every resident to do their part to stop addiction in its tracks, Governor Charlie Baker announced a second statewide media campaign today, with the bold goal of making Massachusetts a “#StateWithoutStigMA.” The campaign, built off one of the Governor’s Opioid Working Group recommendations last June, is designed to impact the negative stereotype of drug misuse, asserting that addiction is not a choice, it’s an illness.

Governor Baker
Grant Staircase, Massachusetts State House
November 4, 2015
Today, I am surrounded by people in recovery. Good people, good citizens, battling a devastating illness. Our administration is stepping forward to share their message, a message we hope will become contagious and encourage others to step out of the shadows. Today the campaign begins to stomp out the stigma of addiction. We are urging every resident of the Commonwealth to support those struggling with opioid addiction, as we strive to become a state without stigma. When you are labeled as an addict, a lowlife, a junkie, it sticks. Hard. Studies have shown that it prevents people from getting into treatment and holds them back from recovery, stability, and success. The campaign will spread this message via radio, billboards, digital media, as well as social media. The banner you see behind us will be displayed in cities and towns around the Commonwealth. Addiction is not a choice, addiction is a disease. It's a disease that’s no different than diabetes or heart disease or congestive heart failure and just as with these illnesses, those who suffer from them need our support.