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## Reframing addiction

### THE CHALLENGE

One in four Australians will face alcohol, drug or gambling issues, yet stigma and shame mean many delay seeking help for years, or even decades.

### OUR IMPACT

We reframe addiction through campaigns, media engagement, research and storytelling that foster compassion and shift public attitudes.

For more information, visit [turningpoint.org.au/30-years-of-impact/reframing-addiction](https://turningpoint.org.au/30-years-of-impact/reframing-addiction).



### Addicted Australia

In 2020, this groundbreaking documentary followed ten Australians over six months of treatment, changing perceptions and inspiring 1 in 5 viewers to take action for themselves or others.



## 30,000+

CONNECTED WITH RETHINK ADDICTION  
CAMPAIGN ON SOCIAL MEDIA



## 6.5M+

REACHED BY  
ADDICTED AUSTRALIA

### Rethink Addiction campaign

Sharing real stories of addiction, the campaign united 80+ partners and hosted the first National Convention to challenge stigma and drive reform.