



KENSINGTON PALACE

This Addiction Awareness Week, I am, as always, very glad to lend my support to this hugely important campaign.

Through my role as Patron of the Forward Trust, it has been humbling to see the significant progress made to better understand addiction and tackle the stigma surrounding it, but there remains much more to do.

Addiction is not a choice, or a personal failing, but a complex mental health condition that should be met with empathy and support. But still, even now in 2025, people's experience of addiction is shaped by fear, shame and judgement. This needs to change.

The stigma surrounding those who face addiction allows it to thrive behind closed doors, impacting families and communities, and ultimately ruining lives. Many of us will know someone who is struggling with an addiction. Now is the moment to show our compassion and love to help them, or their friends and family, to reach out to organisations like the Forward Trust for support.

Recovery is hard, but with the right treatment it is possible. And this begins with a conversation, a listening ear and showing we care.

So please join the conversation. By talking about it in the open, together we can bring addiction and the harm it causes out of the shadows. We can reframe this issue with kindness and understanding, and we can help individuals and families coping with addiction know they are not alone.