

ADDICTION AWARENESS WEEK 2025 – SUPPORTER TOOLKIT

Taking Action on Addiction is a Forward Trust campaign set up to drive awareness and understanding of issues related to addiction and to challenge stigma.

This Addiction Awareness Week (23-30 November), we are on a mission to get the nation talking about addiction by demonstrating the power of conversation. This toolkit provides guidance on how you can get involved.



Join the conversation

We're asking all of our supporters to share **The Conversation That Changed Everything** - a short video that marks the start of your own or a loved one's recovery journey. To get involved:

- Film a short (1-2 minute) video about the conversation that changed everything for you, which opens with the line: **"For me, the conversation that changed everything..."**
- Include details such as: When and where did the conversation take place? Who was it with and what did they say? Why was this conversation so pivotal in your recovery journey? What changed afterwards? What message would you share with someone who might be struggling today?
- Share it on your socials during Addiction Awareness Week (23-30 November), using the campaign hashtag **#LetsTalkAddiction**.

By sharing your experience, you'll help show that one honest conversation can truly change a life.

For more information, please **get in touch**.



Follow us on social media and share our content

Sharing our content from our social channels in the lead-up to and during Addiction Awareness Week 2025 will help to promote the conversation around addiction across the nation: **#LetsTalkAddiction**.

You can also share our **ready-made assets** on your own social media channels to show support for our campaign and get your own conversations started.

Alongside our content or assets, you might also want to add your own words, or use some of our suggested copy (see below).



[@takingactiononaddiction104](https://www.youtube.com/@takingactiononaddiction104)



[@actionaddiction](https://twitter.com/actionaddiction)



[@takingactiononaddiction](https://www.instagram.com/takingactiononaddiction)



[@takingactiononaddiction](https://www.facebook.com/takingactiononaddiction)



[@takingactiononaddiction](https://www.tiktok.com/@takingactiononaddiction)



[@actiononaddiction](https://www.linkedin.com/company/actiononaddiction)

Suggested copy

- We're proud to support this year's #AAW25 campaign led by @TakingActionOnAddiction. Addiction thrives in silence. Recovery begins with conversation. #LetsTalkAddiction
- One conversation can change everything. Share your story. Start a conversation. Change a life. #LetsTalkAddiction



Stay connected

To keep up to date with the latest campaign news, visit **our website** and sign up to our mailing list. You can also get involved with our **Road To Recovery** by adding your message of support to our community wall.

If you have any questions, we'd love to hear from you. Contact us at takingactiononaddiction@forwardtrust.org.uk.

You can find support for yourself or a loved one's addiction **here**.

Thank you for getting involved in the conversation around addiction.