

# S.O.L.E.

## Stories of Lived Experience

The program is designed to **amplify** authentic voices and **reduce** stigma related to substance use disorder, mental health, and recovery.

S.O.L.E. creates multimedia outreach tools, including video storytelling, empathy-based exhibits, and community events, that transform lived experiences into catalysts for understanding and change.

**GOAL:** To reduce stigma related to OUD/SUD by increasing public empathy, awareness, and connection to recovery resources.

### What is Stigma?

Stigma refers to **negative attitudes, beliefs, and stereotypes** people may hold towards those who experience mental health conditions and substance use disorders.

—CDC & NIH

Stigma can prevent or delay people from seeking care or cause them to discontinue treatment.

## What does reducing stigma look like?

*Instead of saying...*

“You don’t look like someone with a substance problem.”

“People who use drugs don’t deserve the same medical care.”

“They chose that life... why can’t they just stop?”

*You might say...*

“I’m here to support you however I can.”

“Substance use is complicated. People deserve understanding and support.”

“Substance use doesn’t change someone’s worth or their right to care.”

# What is a Substance Use Disorder?

“A substance use disorder (SUD) is a **treatable, chronic disease** characterized by a cluster of cognitive, behavioral, and physiological symptoms indicating that the individual continues using the substance despite significant substance-related problems.”

–CDC

Treatment is available for substance use disorders. While treatment methods may look different for everyone, recovery is possible, and help is available for individuals with SUDs.

## Local Resources for SUD Support

**Suicide & Crisis Lifeline: 988**

**Veterans Crisis Hotline:**  
988 then press 1

**Gateway Community Services**

**Inspire to Rise**

**Jacksonville Fire & Rescue  
Department (JFRD)  
CORE Program**

**NAMI Jacksonville**

**Rebel Recovery Jacksonville**

*\*additional information can be found on our website*

## About HPCNEF

The Health Planning Council of Northeast Florida, Inc. (HPCNEF) strives to improve health outcomes by serving as the source for health information, analysis, and planning in Northeast Florida.

HPCNEF dedicates resources and expertise to regional health utilization data management, health planning and research, community organizing, health promotion, and awareness programs.

Connect with us on social media and visit our website to learn more about the program!



[hpcnef.org/sole](https://hpcnef.org/sole)



**Health Planning  
Council** OF NORTHEAST  
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*This program is funded in whole by the City of Jacksonville through an Opioid Settlement Proceeds Grant*

February 2026