

Public Perceptions of Addiction and Recovery: A 20-Year Follow-Up to the Hart Benchmark (2004–2026)

Social Media Toolkit

American's Changing Attitudes on Addiction and Recovery: 20 Years of Evolution

Faces & Voices of Recovery | Recovery Insights Lab | May 2026

ABOUT THIS TOOLKIT

This toolkit provides ready-to-use social media posts for advocates, officials, and community members who want to share the powerful findings of the *Public Perceptions of Addiction and Recovery: A 20-Year Follow-Up to the Hart Benchmark (2004–2026)* national survey. The survey, conducted February 13–17, 2026 (N=846 likely voters), compares public attitudes on addiction and recovery in 2004 vs. 2026, revealing a transformative shift in how Americans think about addiction, stigma, and recovery support.

Posts are organized by platform and voice. Each persona has two versions to choose from. Customize names, districts, and personal details before posting.

KEY SURVEY STATISTICS TO KNOW

These data points may be referenced or woven into your posts:

Statistic	Data
Moral weakness framing of addiction	34% (2004) → 16% (2026)
Employers MORE likely to hire someone in recovery	15% (2004) → 34% (2026)
Americans who know someone in recovery	38% (2004) → 53% (2026)
Believe majority who seek treatment achieve lifelong recovery	31% (2004) → 47% (2026)
Mental illness as top national health concern	7% (2004) → 52% (2026)
Support for insurance parity for addiction treatment	85% (2026)
Support for job programs for people in recovery	84% (2026)
Comfortable working with someone in recovery	85% (2026)
Say communities are more supportive than 10 years ago	76% (2026)
Support treatment instead of incarceration alone	83% (2026)

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INSTAGRAM

Visual-first | Use strong imagery of people in recovery | 2,200 char max

RECOVERY COMMUNITY ORGANIZATION LEADER

VERSION 1

WE HAVE THE DATA. WE HAVE THE MOMENTUM. ❤️

New survey results from @FacesandVoicesofRecovery just dropped, and they prove the recovery community is more visible, more valued, and more powerful than ever.

- ✅ 53% of Americans now know someone in recovery
- ✅ 85% would feel comfortable working alongside someone in recovery
- ✅ 75% say people in recovery should be trusted with leadership roles

THIS is why we show up. THIS is why we share our stories. Recovery is real. And America is finally seeing us.

Share this if recovery has changed your life.

#RecoveryWorks #FacesAndVoices #StigmaFree #RecoveryIsReal

VERSION 2

Two decades of advocacy. Two decades of showing up. And the data is finally catching up. ❤️

In 2004, only 38% of Americans knew someone in recovery. Today? 53%.
In 2004, only 7% said recovery had personally impacted their own life. Today? 31%.

The recovery community didn't just survive — we grew. We became visible. We became normal. We became neighbors, coworkers, leaders, and parents.

At [Your RCO Name], we will never stop telling our stories — because visibility saves lives.

Tag someone whose recovery inspires you. ❤️

#RecoveryCommunity #YouAreNotAlone #HopelsReal #Hart2026Survey

AVERAGE STAKEHOLDER / VOTER

VERSION 1

I used to be ashamed to talk about my recovery. Not anymore.


ADVOCATE. ACT. ADVANCE.



A new national survey just confirmed that 85% of Americans say they'd be comfortable working with someone in recovery. And 76% say communities are MORE supportive of people in recovery than they were 10 years ago.

Things ARE changing. And that gives me hope.

If you or someone you love is struggling, please know — you are not alone, and recovery is possible. The public is on your side.

Drop a  if recovery has touched your life.

#RecoveryIsPossible #StigmaFree #YouAreNotAlone #MentalHealthMatters


VERSION 2

My mom spent years hiding her addiction. We spent years not knowing how to help.

New research shows 65% of Americans say addiction has personally impacted their lives. We are not alone in this.

But here's what gives me HOPE: the same survey shows that 47% now believe the majority of people who seek treatment achieve lifelong recovery. That's up from just 31% in 2004.

Treatment works. Recovery is real. And our loved ones deserve access to care — not shame.

Share if you believe in second chances. 

#FamiliesOfRecovery #AddictionAwareness #RecoveryWorks #BreakTheStigma

LAW ENFORCEMENT OFFICIAL

VERSION 1

As a law enforcement professional, I've seen firsthand what addiction does to families and communities. I've also seen what recovery can do.

New national data confirms: 78% of voters support tougher penalties for drug traffickers and dealers. And 83% support expanding treatment programs instead of incarceration alone.

We can hold dealers accountable AND give people struggling with addiction a path to healing. These aren't competing goals — they're complementary ones.



Recovery saves lives. It also saves resources and reduces crime. The data is clear.

#LawAndRecovery #TreatmentWorks #PublicSafety #RecoveryMatters

VERSION 2

The conversation around addiction and public safety is evolving — and the data shows why it should.

A new survey of 846 voters found:

-  78% support stronger penalties for drug traffickers
-  83% support treatment-based alternatives to incarceration

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● 77% support increased federal funding for addiction research

As someone who has served this community, I know that arrests alone don't solve addiction. Treatment does. Recovery does. Stable housing and jobs do.

Let's invest in what actually works.

#SaferCommunities #AddictionRecovery #TreatmentNotJustJail #PublicHealth

FACEBOOK

Long-form friendly | Community sharing | Great for tagging organizations

RECOVERY COMMUNITY ORGANIZATION LEADER

VERSION 1

Friends, we have something to celebrate — and something to build on.

Faces & Voices of Recovery just released the Hart 2.0 survey results, comparing national public attitudes on addiction and recovery in 2004 vs. 2026. And the progress is real.

In 2004, only 15% of employers said they'd be MORE likely to hire someone in long-term recovery. Today? That number has more than doubled to 34%.

In 2004, 62% of Americans defined "recovery" as "currently trying to stop." Today, 43% define it the way we know it — as a sustained, stable outcome. A life rebuilt.

Stigma is declining. Visibility is rising. And 53% of Americans now know someone personally in recovery — up from 38% just two decades ago.

This is the result of every story shared, every rally attended, every phone call made to an elected official. YOUR advocacy is moving mountains.

But we're not done. Only 46% of Americans believe someone in recovery would know where to get help in their community. That's our next challenge — and we're ready for it.

Share your recovery story in the comments. Let's keep making recovery visible. ❤️

#RecoveryWorks #FacesAndVoices #Hart2026 #StigmaFree

VERSION 2

The numbers are in — and they tell a story of transformation.

When Faces & Voices of Recovery commissioned the original Hart survey in 2004, we were fighting to put recovery on the map. Two decades of advocacy later, the Hart 2.0 findings show how far we've come:

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- ✔ Recognition of discrimination against people in recovery rose from 18% to 46%
- ✔ Workplace stigma dropped sharply — those LESS likely to hire someone in recovery fell from 27% to 13%
- ✔ 76% of Americans say communities are MORE supportive of people in recovery than they were 10 years ago
- ✔ 85% of Americans would feel comfortable working alongside someone in recovery

We did this. The recovery community did this. By showing up, speaking out, and refusing to be invisible, we changed public opinion.

Now we take this data to policymakers and demand action on treatment access, insurance parity, and recovery support funding.

Join us. Tag your recovery community organization below. Together, we are unstoppable. ❤️

#RecoveryCommunity #AdvocacyWorks #Hart2026 #YouAreNotAlone

AVERAGE STAKEHOLDER / VOTER

VERSION 1

I want to share something that gave me real hope this week.

A new national survey — the Hart 2.0 study from Faces & Voices of Recovery — found that 65% of Americans say addiction has personally impacted their lives. If you're reading this, there's a good chance you understand exactly what that means.

Maybe it's a parent. A child. A best friend. Or yourself.

But here's what struck me most: In 2004, only 31% of Americans believed that the majority of people who seek treatment achieve lifelong recovery. Today, that number is 47%. Nearly half of all Americans now believe — based on evidence — that recovery is real and achievable.

They're right. I'm proof of that. And so are millions of others.

The same survey found that 53% of Americans now know someone in recovery. We are everywhere. We are your neighbors, your coworkers, your family members, your friends.

If you are struggling right now, please know: the public is on your side. Treatment works. Recovery is possible. You deserve support, not shame.

Please share this if it resonates. You never know who needs to hear it.

#RecoveryIsPossible #YouAreNotAlone #AddictionAwareness #HopeAndHealing

VERSION 2

Our family used to keep my brother's addiction a secret. We were ashamed. We didn't know where to turn. We didn't think anyone would understand.

That was fifteen years ago. Today, my brother has been in recovery for nine years. He has a job, a family, and a life he's proud of.

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New research shows our family's journey is far from unique. The Hart 2.0 survey found that 65% of Americans say addiction has personally impacted their lives — and self-identified personal impact more than tripled in two decades.

We are not alone. We were never alone.

The survey also found that 85% of Americans support requiring insurance companies to cover addiction treatment the same way they cover other medical conditions. 84% support job programs for people in recovery.

The public wants to help. Now we need our elected officials to listen.

If you support better access to addiction treatment, please share this post. Our stories matter. Our voices matter. And the data is on our side.

#FamiliesOfRecovery #RecoveryWorks #BreakTheStigma #Hart2026

LAW ENFORCEMENT OFFICIAL

VERSION 1

I've spent [X] years in law enforcement. I've made countless arrests related to drug offenses. And I've watched the same individuals cycle through the system again and again — not because they're bad people, but because they never got access to the treatment they needed.

The newly released Hart 2.0 national survey speaks directly to what many of us in law enforcement have come to understand: enforcement alone is not enough.

Here's what the data shows:

- 83% of voters support expanding court-mandated treatment programs as an alternative to incarceration alone
- 75% support increased access to naloxone (Narcan) to reverse overdoses
- 78% support stronger penalties for those who sell and distribute illicit drugs

This is a balanced, practical approach. We must hold traffickers and dealers accountable. We must also give people who are struggling a genuine path to recovery — because that's what actually makes our communities safer.

The data is clear. The public agrees. Let's build a smarter, more effective approach to the drug crisis together.




#PublicSafety #TreatmentWorks #LawEnforcement #RecoveryMatters

VERSION 2

The opioid crisis didn't start in our jails — and it won't end there either.

As someone who has served this community in law enforcement for years, I have seen what addiction does. I've also seen what treatment and recovery can do.

The Hart 2.0 national survey — released by Faces & Voices of Recovery — offers critical insight for those of us on the front lines of this crisis. Among the findings:

-  83% of voters support expanding treatment-based alternatives to incarceration
-  77% support increased federal funding for addiction research
-  75% support increased access to Narcan/naloxone

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🇺🇸 The share of Americans who believe most people who seek treatment can achieve lifelong recovery grew from 31% to 47%

These numbers reflect a public that understands what we've learned on the street: recovery is real, treatment works, and we need both smart enforcement and smart investment in community health.

I'm committed to working with treatment providers, recovery organizations, and policymakers to build a response to addiction that actually serves our communities.

#LawEnforcement #RecoveryAndSafety #PublicHealth #Hart2026

TIKTOK

Script/caption for video | Hook-first | Trending sounds | Under 3 min

RECOVERY COMMUNITY ORGANIZATION LEADER

VERSION 1

The data just proved what the recovery community has known all along

Okay friends. The Hart 2.0 survey just dropped and it is giving us EVERYTHING.

In 2004, only 15% of people said they'd be MORE likely to hire someone in long-term recovery.
In 2026? That's 34%.

In 2004, only 38% of Americans knew someone in recovery.
In 2026? 53%.

And — 85% of Americans say they'd be comfortable working with someone in recovery.

We did this. Twenty years of showing up. Twenty years of telling our stories. Twenty years of refusing to be invisible.

And now the data PROVES that it worked.

Tag a recovery warrior in the comments. Let's celebrate how far we've come — and commit to finishing the work. ❤️

#RecoveryWorks #FacesAndVoices #StigmaFree #Hart2026

VERSION 2

Screen Text: "What 2 decades of recovery advocacy actually accomplished"

Script: Let me break down the Hart 2.0 survey for you real quick because this data MATTERS.

Faces & Voices of Recovery compared 2004 vs. 2026 national attitudes on addiction and recovery.

Moral blame for addiction: DOWN from 34% to 16%

Employers who'd be MORE likely to hire someone in recovery: UP from 15% to 34%

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Americans who know someone in recovery: UP from 38% to 53%
People who believe recovery is achievable: UP from 31% to 47%

This is what advocacy looks like. This is what storytelling does. This is why we never gave up.

Now — only 46% of Americans think someone in recovery would know where to get help in their community. That's our next battle.

Share this video. Help us make sure everyone knows where to turn. 

#RecoveryCommunity #Hart2026 #AdvocacyWorks #AddictionRecovery

AVERAGE STAKEHOLDER / VOTER

VERSION 1

I used to be ashamed of my recovery. This data changed how I see myself.


Genuine question: how many of you have hidden your addiction or your loved one's addiction because you were scared of what people would think?

Because I have. For a long time.

But a new national survey just showed that 85% of Americans would feel comfortable working with someone in recovery. 53% of Americans know someone in recovery. And 76% say communities are more supportive of people in recovery than they were 10 years ago.

The world is changing. And we deserve to take up space in it.

Recovery is not something to hide. It's something to be proud of.

Drop a  if you're in recovery or love someone who is. You are not alone.

#RecoveryIsBeautiful #YouAreNotAlone #StigmaFree #BreakTheStigma

VERSION 2

Screen Text: Addiction has personally impacted 65% of Americans. Are you one of them?

Raise your hand if addiction has touched your life.

A new national survey — Hart 2.0 from Faces & Voices of Recovery — found that 65% of Americans say it's touched theirs too.

A parent. A sibling. A best friend. Yourself.

But here's what I want you to hold onto today: In 2004, only 31% of Americans believed that most people who seek treatment achieve lifelong recovery.

In 2026, that number is 47%.

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Nearly HALF of all Americans now believe recovery is real. Because it IS.

If you're struggling, please reach out. Treatment works. Recovery is possible. And more people than you know are rooting for you.

Share this if you believe in second chances.

#RecoveryIsPossible #AddictionAwareness #HopelsReal #YouDeserveHelp

LAW ENFORCEMENT OFFICIAL

VERSION 1

Screen Text: What 83% of voters actually want from law enforcement on addiction:

Here's something that might surprise you.

A new national survey of 846 likely voters found that 83% support expanding court-mandated treatment programs as an ALTERNATIVE to incarceration alone.

78% support tougher penalties for drug dealers and traffickers.

75% support wider access to Narcan/naloxone.

That's not soft on crime. That's smart on crime.

As a law enforcement professional, I've seen what happens when we only arrest our way through the addiction crisis. It doesn't work. Jails fill up. People cycle through. Families suffer.

What DOES work? Treatment. Recovery support. Real pathways back to stable lives.

The public gets it. I hope our policymakers will too.

Follow for more on how we build safer communities through smarter approaches to addiction.

#PublicSafety #RecoveryAndLaw #TreatmentWorks #Hart2026

VERSION 2

Screen Text: A cop explaining why treatment works better than just arrests

I know this might not be what you expect to hear from someone in law enforcement. But bear with me.

The Hart 2.0 national survey just released data showing that Americans strongly support BOTH accountability for dealers AND treatment support for people struggling with addiction.

78% want tougher penalties for traffickers. But 83% also want treatment-based programs instead of incarceration alone.

And here's the thing — that's not a contradiction. That's exactly right.

We can and should pursue dealers aggressively. And we can and should give people who are addicted access to real treatment and a real shot at recovery.

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Because the goal isn't just fewer arrests. The goal is safer communities.

And the data shows recovery is how we get there.

#LawEnforcement #RecoveryMatters #PublicHealth #SmartOnCrime

X (TWITTER)

280 characters max | Punchy | Link-friendly | Use threads for longer content

RECOVERY COMMUNITY ORGANIZATION LEADER

VERSION 1

The Hart 2.0 survey is HERE — and the data is remarkable.

- ✔ 53% of Americans know someone in recovery (up from 38% in 2004)
- ✔ 85% would be comfortable working with someone in recovery
- ✔ 34% of employers now MORE likely to hire someone in recovery (up from 15%)

Twenty years of advocacy. VISIBLE results.

#RecoveryWorks #FacesAndVoices #Hart2026

VERSION 2

The recovery community showed up for 20 years and the numbers prove it.

Viewing addiction as a "moral weakness": 34% → 16%

Hiring bias AGAINST people in recovery: 27% → 13%

Americans who know someone in recovery: 38% → 53%

THIS is what advocacy looks like. We're not done — but we have every reason to believe.

♥ #RecoveryCommunity #AdvocacyWorks #Hart2026

AVERAGE STAKEHOLDER / VOTER

VERSION 1

65% of Americans say addiction has personally impacted their lives.

If you're reading this, you probably know exactly what that means.

But 47% of Americans now believe most people who seek treatment achieve lifelong recovery. Up from 31% in 2004.

ADVOCATE. ACT. ADVANCE.

Recovery is real. Treatment works. You are not alone.

#RecoveryIsPossible #YouAreNotAlone #Hart2026

VERSION 2

My family hid addiction for years. Too scared. Too ashamed.

The Hart 2.0 survey says 76% of Americans think communities are now MORE supportive of people in recovery than a decade ago.

Things are changing. Our stories matter. And every person who speaks out makes it easier for the next one.

Recovery is real. Share if you believe it too. ❤️

#BreakTheStigma #RecoveryWorks #FamiliesOfRecovery

LAW ENFORCEMENT OFFICIAL

VERSION 1

As someone in law enforcement: 78% of voters support tougher penalties for drug dealers. 83% support treatment programs instead of incarceration alone.

That's not a contradiction — that's a complete strategy.

Hold dealers accountable. Give people struggling a real path forward. That's how we build safer communities.

#PublicSafety #TreatmentWorks #Hart2026

VERSION 2

New data: 83% of voters support expanding treatment-based alternatives to incarceration for people with addiction.

After years on the front lines, I know why: arrest alone doesn't stop addiction. Treatment does.

Recovery works. And it makes our communities safer.

#LawEnforcement #RecoveryMatters #SmartOnCrime #Hart2026

USAGE TIPS & BEST PRACTICES

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FACES & VOICES OF RECOVERY

General Guidelines

- Personalize every post before publishing — add your name, title, district, or personal story where indicated.
- Pair posts with photos whenever possible. Images of real people in recovery (with permission) dramatically increase engagement.
- Tag @FacesandVoicesofRecovery and relevant partners in your posts.
- Link to the full Hart 2.0 survey report in your bio or post caption for credibility.

Platform-Specific Tips

INSTAGRAM: Use 5–10 relevant hashtags. Post during peak hours (Tue–Fri, 11am–2pm or 7–9pm). Stories and Reels extend reach significantly.

FACEBOOK: Longer posts perform well on Facebook. Encourage comments and shares. Tag your state or local recovery organizations.

TIKTOK: These are scripts for video — use them as spoken content while showing relevant visuals. Add captions for accessibility. Hook in the first 3 seconds is critical.

X (TWITTER): Use the suggested posts as individual tweets or thread them together for more context. The hashtag #Hart2026 connects all related posts.

Key Hashtags

#RecoveryWorks | #FacesAndVoices | #RecoveryCommunity | #AddictionTreatment | #StigmaFree | #YouAreNotAlone | #RecoveryIsPossible | #BreakTheStigma | #PublicHealth

Prepared in support of Faces & Voices of Recovery | Public Perceptions of Addiction and Recovery: A 20-Year Follow-Up to the Hart Benchmark (2004–2026) | March 2026

ADVOCATE. ACT. ADVANCE.