Transformational Speech: Drug Addicts

Speech Outline

I. Introduction
   A. Conversion Story
      1. Describe “Travis”
      2. Original ideology: drug addicts are irresponsible people who only care about when they can get their next hit
      3. New ideology: Drug addicts are people who have made mistakes and deserve our help and compassion
   B. Main claim: Society treats drug addicts like junkies who have ruined their own lives and therefore do not deserve help. But addiction is a disease, just like diabetes or lung cancer and does not exclude addicts from deserving our help.
   C. Map: describe stigma and how it affects our actions, describe how changing will help

II. Body
   A. Current Ideology
      1. Description
         i. Syringes, strung-out junkie lying on the couch, unaware of what is going on around him
         ii. Unemployed, uneducated irresponsible people who deserve what they have done to themselves
      2. How does this affect us?
         i. Believing stereotypes decreases willingness to help those with SUD (Yang 2017)
         ii. Stigma reduces willingness of policy-makers to allocate financial resources (Yang 2017)
      3. How is this flawed?
         i. Addiction is a disease classified under substance use disorders in the DSM-5 (American Psychiatric Association 2013)
         ii. A one paragraph letter-to-the-editor was cited over 600 times as evidence OxyContin was not addictive (Leung 2017)
         iii. 45 states are suing Purdue Pharma for false marketing (Walters 2019)
   B. Swap/Repurposing of Ideonode
      1. Addiction is a treatable health condition
         i. Strong evidence that red meat is linked to heart disease - yet we don’t stigmatize those people
         ii. Same with smoking and lung cancer, sweets and diabetes
      2. More likely to seek treatment
         i. Stigma can discourage treatment seeking (Hall 2018)
         ii. Treatment reduces criminal activity, such as drug dealing and property crimes (Hall 2018)
III. Conclusion
   A. Repeat claim: It is hypocritical to treat drug addicts as people who do not deserve help, and we should offer them the same support we provide others with chronic diseases.
   B. Appeal to pathos – visualize the new scenario
      a. Drug overdose deaths decreased by 5% in 2018, first drop since 1990 (Goodnough 2019)
      b. Multifaceted issue combining mental health and the justice system – but we can do our part by holding back judgement

IV. References


