



# Stigma

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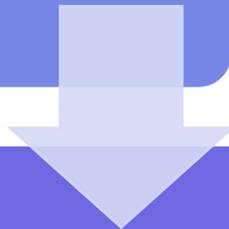
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# What is stigma?

Different types of stigma.



Does stigma impair treatment engagement and/or recovery?



How to lessen stigma?

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# What is Stigma?

Stigma=a mark of shame or discredit (Merriam-Webster dictionary)

Mental illness stigma = includes the following types: public stigma, self-stigma, label avoidance, structural stigma, and courtesy stigma. The stigma of mental illness varies depending on diagnosis, symptoms, visibility, and multiple group membership --  
*Sheehan L., Nieweglowski K., Corrigan P.W. (2017) Structures and Types of Stigma. In: Gaebel W., Rössler W., Sartorius N. (eds) The Stigma of Mental Illness - End of the Story?. Springer, Cham. [https://doi.org/10.1007/978-3-319-27839-1\\_3](https://doi.org/10.1007/978-3-319-27839-1_3)*

# Courtesy Stigma

- Stigma experienced by caregivers of patients with mental illness is called associative or courtesy stigma and affiliate stigma. Associative or courtesy stigma is a process in which a person is stigmatized by virtue of his or her association with another stigmatized individual. *Singh A, Mattoo SK, Grover S. Stigma associated with mental illness: Conceptual issues and focus on stigma perceived by the patients with schizophrenia and their caregivers. Indian J Soc Psychiatry 2016; [32:134-42](#)*

# Is it stigma or is it bias or is it something else?

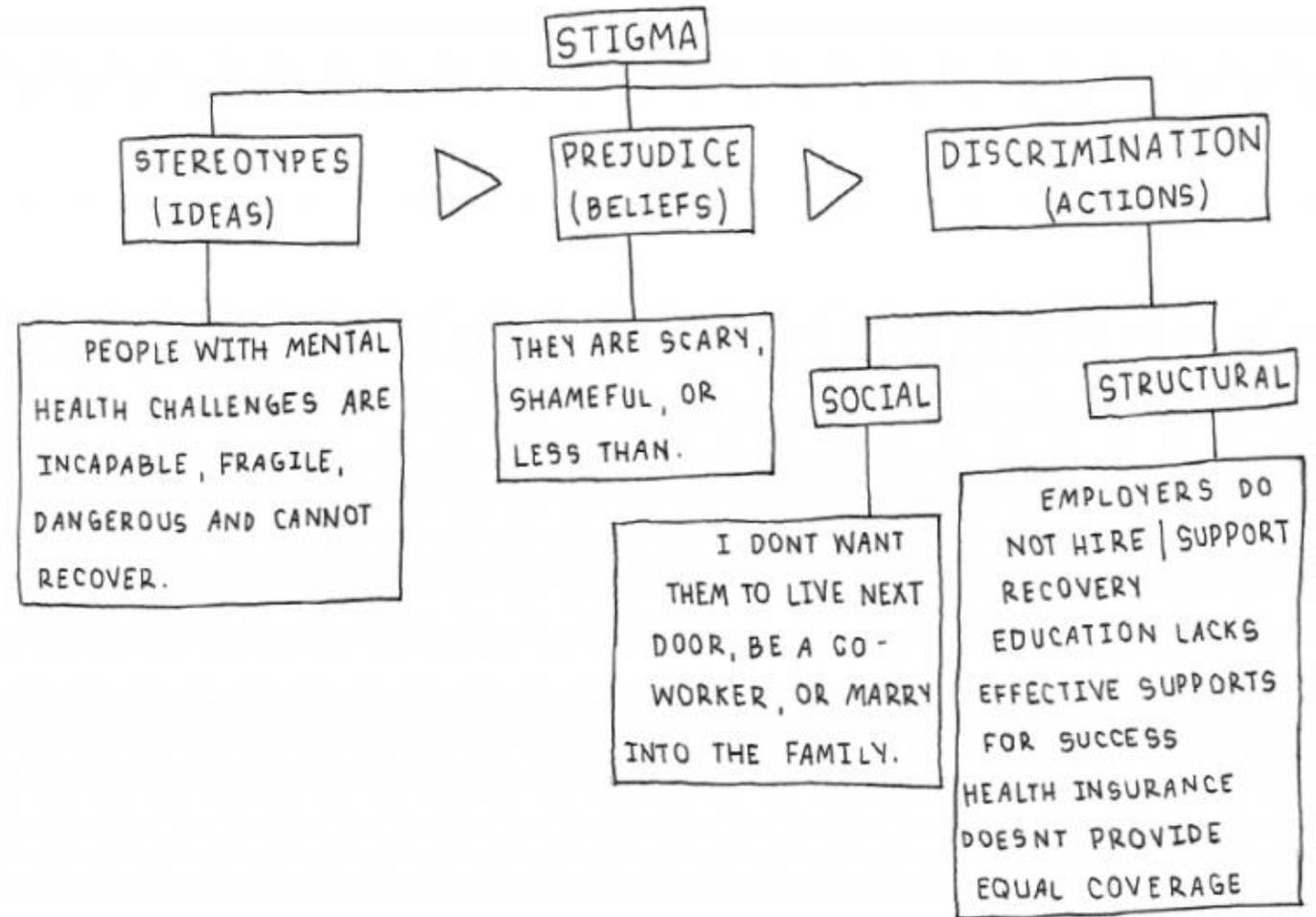
- Stigma = negative stereotype or negative association about people with an illness.
- Prejudice = a negative stereotype about a group, such as racism
- Bias = Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. (Oxford University Press via Lexico.com)
- Implicit Bias = associations outside conscious awareness that lead to a negative evaluation of a person on the basis of irrelevant characteristics such as race or gender. FitzGerald, C., & Hurst, S. (2017). *Implicit bias in healthcare professionals: a systematic review. BMC medical ethics, 18(1), 19.*  
<https://doi.org/10.1186/s12910-017-0179-8>

# Does even the word “stigma” have a stigma?

- There are some initial indications that this may be happening:
  - NAMI: “It’s not Stigma, It’s Discrimination.”  
<https://www.nami.org/Blogs/NAMI-Blog/March-2019/It-s-Not-Stigma-It-s-Discrimination>
  - “It’s time to start using the word “discrimination” more often than “stigma” to change the very laws and policies that have those with mental illness and their families without access to treatment and services. To end the discrimination, we need to call it what it is.”

How stereotypes, prejudice, and discrimination are related.

[WiseWisconsin.org](http://WiseWisconsin.org)

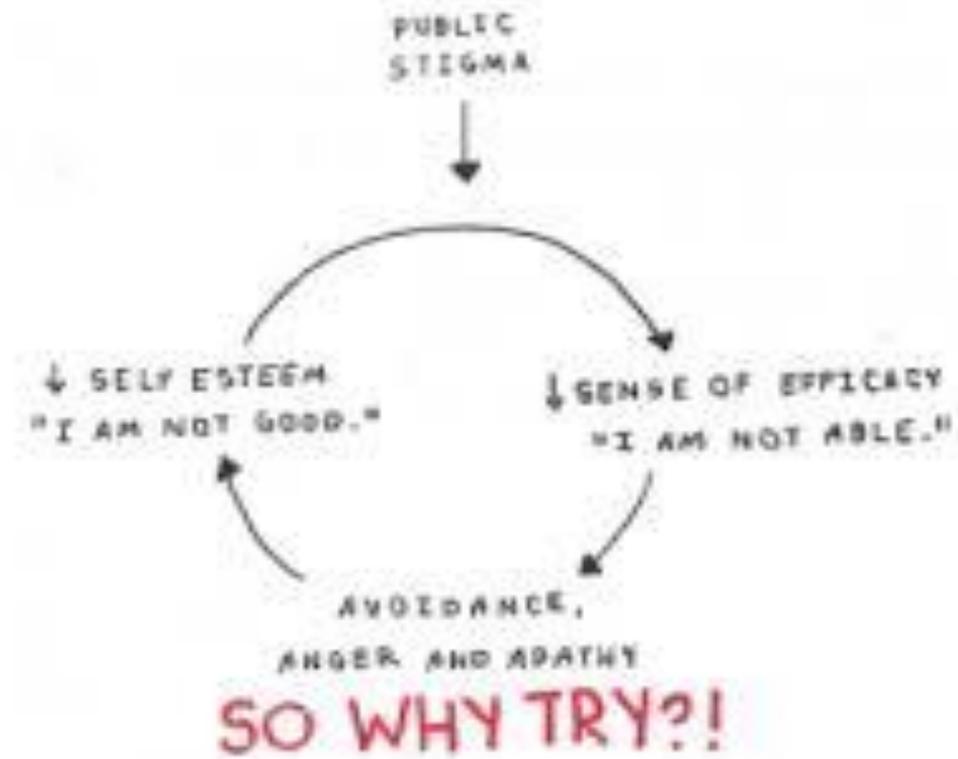


# Stigma in Substance Use Disorder

- Stigma as a hindrance to the opioid crisis. Tsai AC, Kiang MV, Barnett ML, Beletsky L, Keyes KM, McGinty EE, et al. (2019) Stigma as a fundamental hindrance to the United States opioid overdose crisis response. *PLoS Med* 16(11): e1002969. <https://doi.org/10.1371/journal.pmed.1002969>
  - Public Stigma-Driven by stereotypes re people with OUD, translate into negative attitudes towards people with OUD.
  - Enacted Stigma-Behavioral manifestations of Public Stigma such as discrimination and social distancing
  - Structural Stigma-Public Stigma and Enacted Stigma become Structural Stigma when they are encoded into cultural norms, laws and institutional policies.
  - Internalized Stigma or Self-Stigma-people with OUD internalize the public stigma attached to their illness, resulting in maladaptive behavior and poor treatment engagement.
  - Anticipated Stigma-expectation of being rejected once the stigmatized identity becomes known.
  - Courtesy Stigma-Families, friends. "Stigma by association".

How public stigma translates to internalized stigma

[WiseWisconsin.org](http://WiseWisconsin.org)



# Does stigma impair treatment engagement and/or recovery?



Courtesy of [StopJudging.org](https://www.stopjudging.org), a campaign from Alabama's department of mental health.

- We know that only a small number of persons with nonfatal opioid overdose will seek and follow thru with treatment
- Healthcare providers may have bias against people with substance use disorders, leading to suboptimal care and less treatment engagement
- Internalized stigma can lead to psychological distress, poorer quality of life, continued substance use and reduced engagement with substance use treatment.
- Tsai AC, Kiang MV, Barnett ML, Beletsky L, Keyes KM, McGinty EE, et al. (2019) Stigma as a fundamental hindrance to the United States opioid overdose crisis response. *PLoS Med* 16(11): e1002969. <https://doi.org/10.1371/journal.pmed.1002969>

# Why is rural different?



The [Rural Community Action Guide](https://www.usda.gov/sites/default/files/documents/rural-community-action-guide.pdf) used qualitative data from rural communities through roundtables hosted by the U.S. Department of Agriculture that highlighted unique factors contributing to stigma.

- Fear
- Lack of anonymity
- Alienation
- Lack of knowledge
- Criminalization
- Judgment
- Availability of local resources

<https://www.usda.gov/sites/default/files/documents/rural-community-action-guide.pdf>

# How to lessen stigma

- Public Stigma: Media campaigns and educational interventions and contact interventions have been tried , though their long term effects remain unknown
- Anti-stigma campaigns
  - [WiseWisconsin.org](http://WiseWisconsin.org) (mental health stigma)
  - [National Alliance on Mental Illness](http://NationalAllianceonMentalIllness.org) (mental health stigma)
  - [NYS OASAS Video "Reversing the Stigma"](#) (substance use disorder stigma)

## Reversing the Stigma



## Revertir el Estigma



# How to lessen stigma

- Internalized and anticipated stigma:
  - Cognitive Behavioral therapy (CBT)
  - Acceptance and Commitment Therapy (ACT)

# How to lessen stigma

- Structural stigma: targeting institutions instead of individuals
  - Improve accuracy of media portrayals
    - Style guides
    - Detailing to journalists and editors
    - Social media monitoring and outreach
    - Example:
      - Substance Use Disorder instead of “Substance abuse” or “Substance dependence”
      - Died by suicide instead of “committed suicide”

# Contact Information

## UR Medicine Recovery Center of Excellence

### Technical Assistance Center

- Phone: 1-844-263-8762 (1-844-COE-URMC)
- Email: [URMedicine\\_Recovery@urmc.Rochester.edu](mailto:URMedicine_Recovery@urmc.Rochester.edu)

Website: [recoverycenterofexcellence.org](http://recoverycenterofexcellence.org)

Twitter: [@URMC\\_Recovery](https://twitter.com/URMC_Recovery)

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