



ENDING STIGMA IN ALABAMA FOREVER

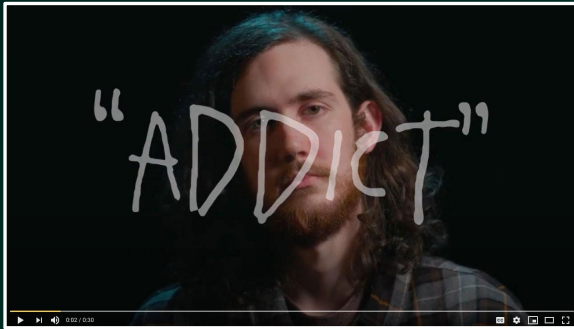
Alabama Department of Mental Health and Alabama Department of Public Health

The Anti-Stigma Campaign "Stop Judging. Start Healing." was created to **educate and bring awareness** to create a state of mind where people with Opioid Use Disorder (OUD), HIV, viral Hepatitis, Substance Use Disorder (SUD), or Mental Illness (MI) are valued and treated with dignity, and where stigma, accompanying attitudes, discrimination, and other **barriers to treatment and recovery are eliminated.**



CAMPAIGN VIDEOS - <https://stopjudging.org/resources/#videos>

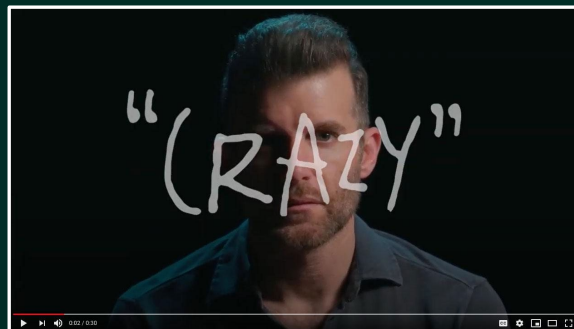
Opioid Use Disorder



Substance Use Disorder



Mental Illness



HIV



STOP JUDGING. *START HEALING.*

STIGMA: THAT PERNICIOUS MARK

“Stigma means a mark or sign of shame, disgrace, or disapproval; of being shunned or rejected by others. It emerges when people feel uneasy or embarrassed to talk about behavior they perceive as different.”

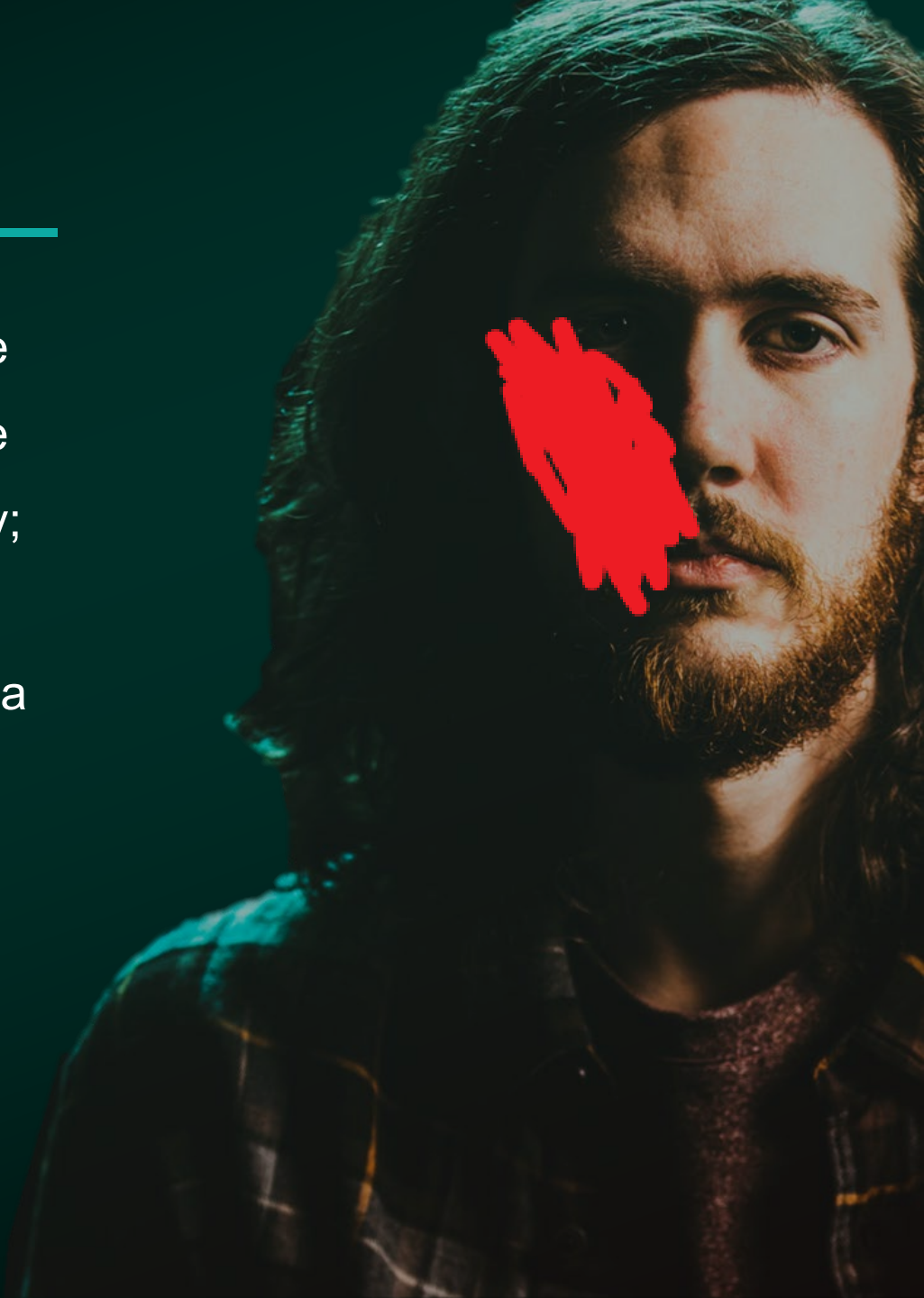


STIGMA: THAT PERNICIOUS MARK

“Stigma is a degrading and debasing attitude of the society that discredits a person or a group because of an attribute... Stigma destroys a person’s dignity; marginalizes affected individuals; violates basic human rights; markedly diminishes the chances of a stigmatized person of achieving full potential; and seriously hampers pursuit of happiness and contentment.”



Source: 2015 International Conference on Stigma, Howard University, Washington, DC



3 TYPES OF STIGMA

PUBLIC | INSTITUTIONAL | **SELF-STIGMA**

“Self-stigma” occurs when individuals internalize the disrespectful images that society, a community, or a peer group perpetuate, which may lead many individuals to refrain from seeking treatment for their Opioid Use Disorder (OUD), HIV and viral Hepatitis, Substance Use Disorder (SUD), or Mental Illness (MI) conditions.



THE EFFECTS OF STIGMA

Stigma deprives people of their dignity and interferes with their full participation in society.



STOP JUDGING. *START HEALING.*

Source: <https://atcnetwork.org/sites/default/files/2019>

-04/Anti -Stigma%20Toolkit.pdf

STIGMA RESULTS IN

PREJUDICE AND DISCRIMINATION
STEREOTYPING AND REJECTION
FEAR AND SHAME
ANGER AND FRUSTRATION
AVOIDANCE OF TREATMENT
AND INADEQUATE COVERAGE
DISTRUST AND DISGRACE
OSTRACISM
AND DENIAL OF RIGHTS



STOP JUDGING. START HEALING.

Source: <https://attcnetwork.org/sites/default/files/2019>

-04/Anti -Stigma%20Toolkit.pdf

EFFECTS OF PREJUDICE AND DISCRIMINATION

How does Stigma Impact Individuals?

Prejudice and discrimination often become internalized by people who struggle with Opioid Use Disorder (OUD), HIV and viral Hepatitis, Substance Use Disorder (SUD), or Mental Illness (MI).

THIS LEADS
THEM TO:

Believe the negative things (self stigma)

Have lower self esteem because of guilt/shame



(Source: Corrigan P., Watson, A., (2002))

HOW WE PROCESS STIGMA

HIV and Viral Hepatitis and Use Disorder research has shown stigma has been associated with:

INTERNALIZED STIGMA

ENACTED STIGMA

ANTICIPATED STIGMA

Each of these has been associated with:

HARMS TO HEALTH AND WELLBEING
including under-utilization of
HIV-related medical care



STOP JUDGING. *START HEALING.*

HOW WE PROCESS STIGMA

HIV and Viral Hepatitis and Use Disorder research has shown stigma has been associated with:



INTERNALIZED STIGMA

Negative feelings and beliefs associated with HIV/SUD and applied to self.



HOW WE PROCESS STIGMA

HIV and Viral Hepatitis and Use Disorder research has shown stigma has been associated with:



ENACTED STIGMA

Actual experiences of discrimination, stereotyping, and/or prejudice from others due to one's condition.



HOW WE PROCESS STIGMA

HIV and Viral Hepatitis and Use Disorder research has shown stigma has been associated with:



ANTICIPATED STIGMA

Associated with heightened psychological distress, especially for concealable conditions.



STIGMA COMPLICATES ILLNESS

INTERNALIZED
STIGMA
OUTCOMES

Depression

Decreased Hope

Worsening Symptoms

Less Likely to Seek Help

Less Likely to Self -Advocate



STOP JUDGING. *START HEALING.*

STIGMA IMPACTS RECOVERY

STIGMA CAN...

Reduce **willingness to seek professional help**

Cause **reluctance to attend treatment**

Limit **access to healthcare, housing and employment**

Diminish **self-esteem**

Exacerbate **depression**

Affect **personal relationships at a time they're needed most**



STOP JUDGING. *START HEALING.*

UNDERSTANDING STIGMA & TREATMENT MODELS

Medical Model

Focus has always been on illness, or what is wrong with you

Focus is on treatment of illness or injury

Medical provider in charge and holds knowledge



STOP JUDGING. *START HEALING.*

UNDERSTANDING STIGMA & TREATMENT MODELS

Recovery Model

Focus is on the individual, or what has happened/is happening to you

Focus on individual healing and transformation

Individual is expert, shared decision -making with others who hold additional knowledge



STOP JUDGING. *START HEALING.*

UNDERSTANDING STIGMA & TREATMENT MODELS

WHY DO WE STILL USE
MEDICAL
MODEL LANGUAGE?

Clinical terms for insurance purposes

Shortcuts for professionals

Habit – prior to the recovery model, this was the only language available.



Source: https://www.mentalhealthsf.org/wp-content/uploads/2014/12/16IHC-A1_C5-Language-Matters.pdf

WORDS MATTER

Language Used for People
with Other Illnesses

Afflicted
Endures FIGHTER
Suffers Victim
Patient Survivor

WORDS MATTER

Stigmatizing Language Used
in Behavioral Health

Committed Suicide

Non-compliant

Junkie

Hoarder

In Denial

Crazy

Lacks Insight

Paranoid

Nuts

Addict

Drunk

Psycho

High/Low -Functioning

Treatment

Resistant

Abuser

MANIPULATIVE

WORDS MATTER

Don't:

Sensationalize a behavior health condition. This means not using terms such as “afflicted with”, “suffers from”, “victim of”.

Portray successful persons with behavioral health conditions as super -human. This carries the assumption that it is rare for people with behavioral health conditions to do great things.



STOP JUDGING. *START HEALING.*

Adapted by 2019 from Wahl, O. (2010), Recovery Language

Adapted from Burge, M. /Consumer Advocate (2010), Excerpt from speech given at The MHS Conference 2010

WORDS MATTER

Do:

Put people first: Do say “A person with a behavioral health condition” or “a person diagnosed with...”.

Emphasize abilities. Focus on what is strong i.e. the person’s strengths, skills, passions.

Focus on language that is respectful, clear and understandable, free of jargon, confusing data and speculation.

Focus on language that is non-judgmental and carries a sense of commitment, hope and opportunity.



STOP JUDGING. *START HEALING.*

Adapted by 2019 from Wahl, O. (2010), Recovery Language

Adapted from Burge, M. /Consumer Advocate (2010), Excerpt from speech given at The MHS Conference 2010

WORDS MATTER

Do:

CHECK YOURSELF AND YOUR WORKPLACE

Perform a language audit.

Within your workplace is there stigmatizing language within your policy and procedure?

Is there stigmatizing language said around the office?
Inclusive language starts with you.



STOP JUDGING. *START HEALING.*

Adapted by 2019 from Wahl, O. (2010), Recovery Language

Adapted from Burge, M. /Consumer Advocate (2010), Excerpt from speech given at The MHS Conference 2010

WORDS HAVE POWER



"By using accurate, non -stigmatizing language, we can help break the stigma surrounding this disease so people can more easily access treatment, reach recovery, and live healthier lives."

Michael Botticelli, Former Director
White House ONDCP



STOP JUDGING. *START HEALING.*

STOP JUDGING. START HEALING.



“The stigma that surrounds mental illness and substance use disorder is the number one barrier to treatment and recovery. We must learn how to speak in positive terms, support our friends and family, and offer appropriate resources to people who need our help.”

Commissioner Lynn Beshear,
Alabama Department of Mental Health



Thank you for attending today's webinar!

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