

Preventing and Reducing Stigma:

Prevention



Why Does it Matter?

According to the 2017 *National Survey on Drug Use and Health*, about 8 out of 10 people with a mental health condition reported experiencing shame and stigma that prevented them from seeking treatment.

Stigma can be defined as an attribute, behavior, or condition that socially discredits an individual or populations. Stigma influences the health outcomes and well-being of individuals with SUD/mental illness.

Prevention practitioners are in a unique position to reduce the stigma surrounding SUD/mental illness. Language used as part of prevention messaging, or informally, in conversations with colleagues and stakeholders, can increase or decrease stigma. Prevention practitioners work across the continuum of care and can influence and train professionals working in behavioral health and human services settings.

What Can We Do?

- Use terms such as “substance use disorder” (SUD) instead of “drug abuse” to reduce stigma and increase help-seeking behaviors.
- Employ pro-health messaging. For example, prevention messages highlighting the self-efficacy of people with SUDs to use naloxone to reverse opioid overdose tackles the stigma of people with SUD as selfish and lazy.
- Engage community stakeholders in discussion on how stigma affects mental health and SUD.
- Support and enhance individual coping strategies for people in stigmatized groups.
- Implement interventions that change laws and policies that enhance stigma around mental illness and SUD.
- Promote prevention educational strategies that support stigmatized groups on making healthier decisions.

What Is the Impact?

- Stigma can affect the disclosure of traumatic experiences or suicidality. Fear of stigma may cause a person to suppress thoughts and feelings about trauma.
- Internalized stigma can increase the risk of substance use and substance use disorders.
- Stigma affects a person’s sense of belonging to a community or group, which may increase risk of comorbidities and mortality for people with SUD/mental health disorders.
- Stigma affects access to care, especially for underserved populations seeking culturally and linguistically appropriate services.



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Resources

[Preventing and Reducing Stigma: Prevention](#)



Online Learning: [Addressing Stigma and Substance Use Disorders: A HealtheKnowledge Course](#)



Web page: [Great Lakes PTTC, Preventing and Reducing Stigma](#)



Podcast: [Spotlight on Stigma Series: First Responders](#)



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