

The Seven Types of Stigma

Public Stigma

This occurs when the public endorses negative stereotypes and prejudices, resulting in discrimination against people who have substance use disorders.

Self Stigma

This occurs when a person with a substance use disorder internalizes public stigma.

Perceived Stigma

This is the belief that others have negative cognitions about people with substance use disorders.

Stigma by Association

This occurs when the effects of stigma are extended to someone linked to a person with substance use disorder. This type of stigma is also called curtesy stigma or associative stigma.

Structural Stigma

This occurs when institutional policies or other social structures create fewer opportunities for those with substance use disorders.

Learn to Reject Stigma

Rejecting, or overcoming stigma, (regardless of the type) is key for those with substance use disorders.

Other steps to cope with stigma include:

- Contact someone who has successfully managed a substance use disorder
- Get treatment
- Avoid isolating yourself
- Join a support group
- Get help at work or school
- Speak out against stigma

Label Avoidance

This occurs when a person chooses not to seek mental health treatment to avoid being associated with stigma. This is considered one of the most harmful forms of stigma.

Health Practitioner Stigma

This occurs any time a health care professional allows stereotypes and prejudices about substance use disorders to negatively impact a patient's care.