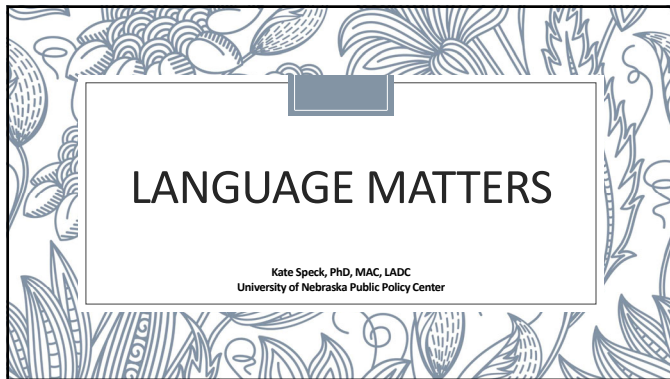
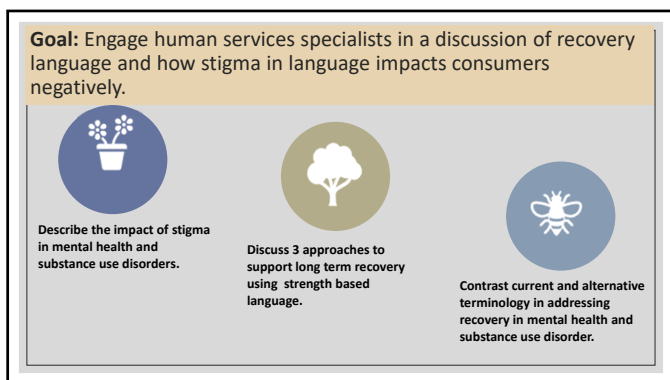
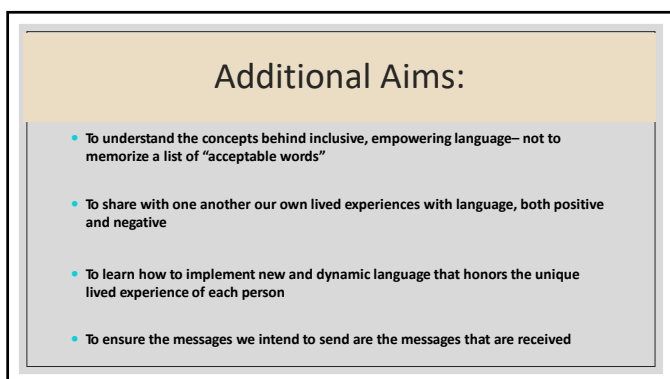




1



2



3

Words are important.



◦ If you want to care for something, you call it a "flower"; if you want to kill something, you call it a "weed". –Don Coyhis



4



5

Language Matters: Media can Shape Perception & Shape Reality

The collage features four distinct media pieces. The top-left image shows a man in a suit standing under a rainbow, with the title 'The Irrationality of Alcoholics Anonymous' and a subtitle about researchers' findings. The top-right image shows a red pill with the title 'THE BUSINESS OF RECOVERY' and a subtitle 'A Dose of Reality'. The bottom-left image shows a man speaking with the title 'Everything you think you know about addiction is wrong' and a subtitle about Jonathan Haidt's TED talk. The bottom-right image shows a close-up of a woman's face with the title 'AMY'.

6

STIGMA SELF ASSESSMENT

This is meant only as an inventory of your own experiences with stigma and your own attitudes. The only right answers to these questions are the ones that are true for you.

Throughout the workshop you will be assessing your own stigma attitudes.

7

SUBSTANCE USE DISORDERS

◦ When you were a child, how did you feel about addiction to alcohol or other drugs - and about people with addictions — and why do you think you felt that way?

Put in the Chat Box

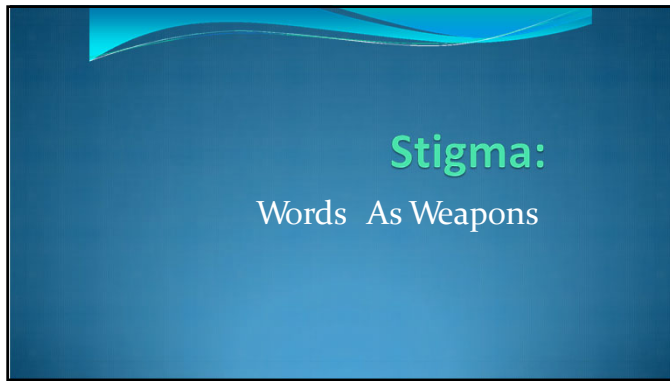
8

MENTAL HEALTH STIGMA

◦ How long do the majority of people with a mental health problem wait before telling their closest family and friends about it?

- a. 2 months
- b. 7 months
- c. Over a year

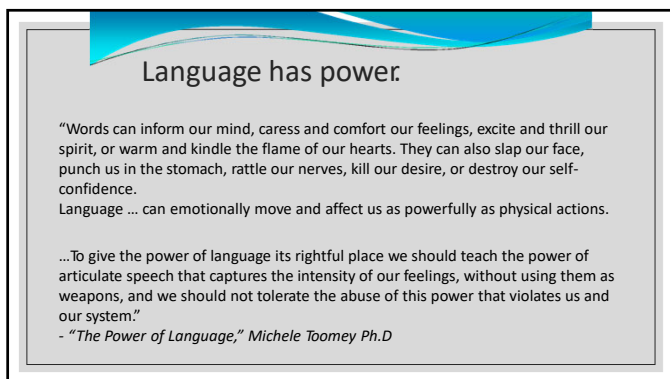
9



10



11



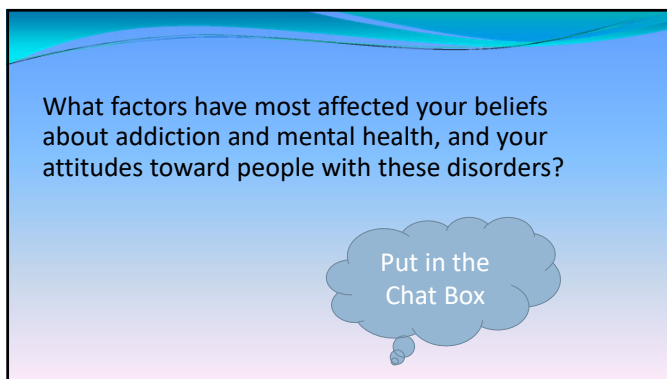
12



13

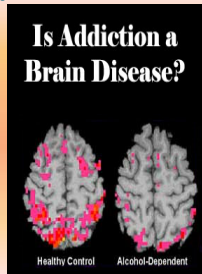
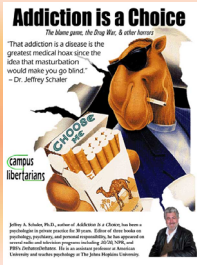


14



15

What is Addiction?



16

What is Stigma?



“an attribute that is deeply discrediting” and described the stigmatized individual as “a discredited person facing an unaccepting world” (Goffman, 1963).

Stigma is sometimes described as an imaginary “stain” that we see on a human being.

17

What is Stigma?



- **Negative stereotypes, labels, judgments and prejudice that can lead to discrimination.**
 - **Stereotypes:** Generalized belief; “People with mental illness are violent”
 - **Prejudice:** Judgment based on that belief; “They’re violent, I’m scared and don’t want anything to do with them”
 - **Discrimination:** Action based off those judgments and beliefs; “I won’t hire or rent to a person with mental illness because I’m scared of them.”

18

Types of Stigma

- Public stigma: Stigma faced externally from a system, group or individual
 - Public stigma effects many areas of life:
 - Employment
 - Housing
 - Healthcare
 - Education



19

Types of Stigma

- Self-stigma: internalized public beliefs that effect self-esteem and self-efficacy
 - I'm not worthy, I'm not able
 - "Why try?" Effect
 - Diminished care seeking & treatment engagement; people do not want to be seen as one of "those" people so they aren't likely to seek mental health services
 - Worse outcomes for recovery

20

Self Stigma

SOCIAL FACTORS

- Economic, cultural and political landscapes
- Access to prevention, treatment & care services
- Community support networks
- Sources of information
- Levels of stigma and discrimination

Self-stigma is the result of complex interactions between social, contextual and self factors

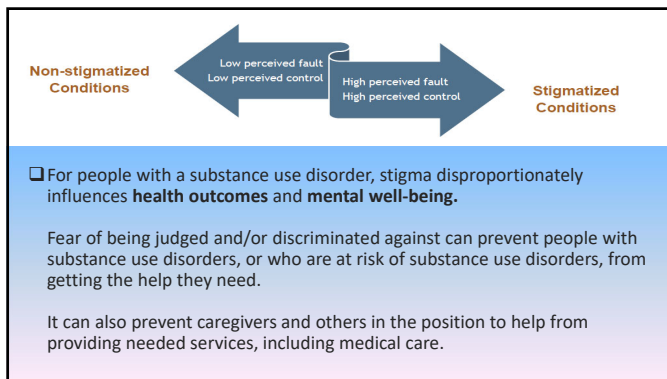
SELF FACTORS

- Beliefs or meaning systems
- Mood states (e.g. depression, anxiety)
- Coping skills and resilience
- Levels of knowledge
- Life experience and life skills
- Self esteem and self awareness
- Sexuality
- Disclosure of HIV status

CONTEXTUAL FACTORS

- Circumstances and conditions of an individual's life
- Use of drugs or alcohol
- Childhood sexual abuse
- Power relationships
- Living conditions
- Time since diagnosis
- Family circumstances

21



22

STIGMA is...

"A negative belief about a group of people"

- ✓ Age
- ✓ Race
- ✓ Ethnicity
- ✓ Gender
- ✓ Sexual Orientation
- ✓ Disability
- ✓ Religion
- ✓ Size
- ✓ And many more...

23

Some examples of stigmatizing language around mental health issues...

- Crazy
- Nuts
- Psycho
- Hoarder
- Paranoid
- Committed suicide
- Brain disorder/disease
- Non-compliant
- Manipulative
- Decompensating
- In denial/Lacks insight (*anosognosia*)
- High/Low-functioning

24

Some examples of stigmatizing language around substance use disorders issues...

- Drunks
- Druggies
- Junkies
- Pot head
- Pill poppers
- Tweaker

25

"Those people"

- Alcoholic
- Addict
- Drunk
- Old Wino
- Crack Head
- Junkie
- Needle Freak
- Benzo Queen
- Garbage Head

Burn Out
Pot Head
Borderline
Nut Job
Crazy
Psycho
"Chronic Relapser"
"Chronic Recidivist"

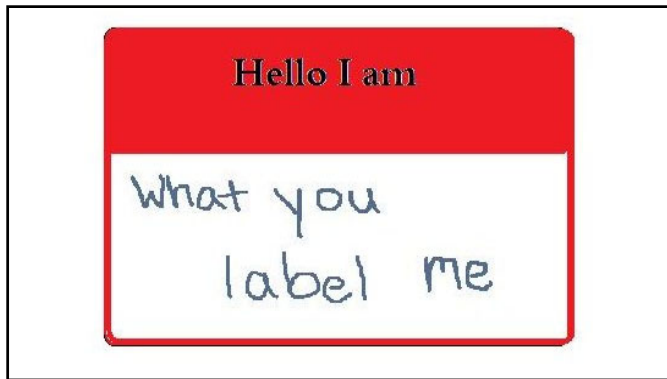
What else??

26

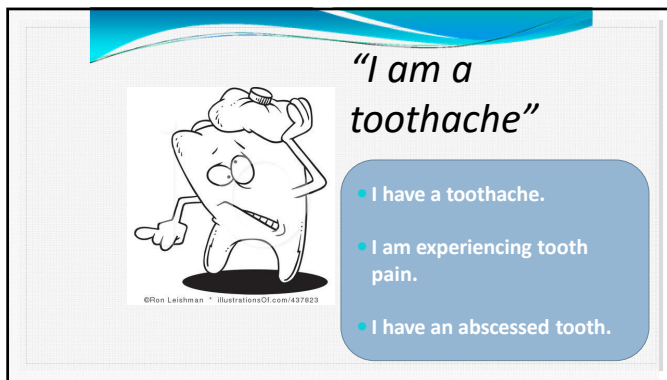
MENTAL HEALTH STIGMA

- Which of these is a common symptom of schizophrenia?
 - Violent behavior
 - Split personality
 - Hallucinations & delusions

27



28



29

UNDERSTANDING THE IMPACT OF SUD STIGMA

- Two main factors affect the burden of stigma placed on a particular disease or disorder:
 - perceived *control* that a person has over the condition
 - perceived *fault* in acquiring the condition.
- When we believe a person has acquired their illness through no fault of their own, and/or that they have little control over it, we typically attach no stigma to either the person or the illness.
- Hard-to-treat cancers vs. mental health conditions. SUD
- The potential for stigma is greater still when someone is using an illegal substance, which carries the additional perception of criminality.



30

It's about trying to see things from the other person's perspective - and discovering truths about ourselves and our experiences.



31

PERSON FIRST LANGUAGE

Use People First Language to **tell what a person HAS, not what a person IS.**

- Emphasize abilities not limitations.
- For example, say "a man walks with crutches," not "he is crippled."
- Avoid negative words that imply tragedy, such as
 - afflicted with
 - suffers
 - victim
 - prisoner
 - unfortunate

32

When talking about mental health

Instead of : *I am a schizophrenic.* How About...?

I have a diagnosis of schizophrenia; for me, that means I have lived experience of hearing voices.

I am a Voice Hearer.

Or

Joseph committed suicide. How about...?

Javier died by suicide. Javier took his own life.

Or

My client is treatment resistant or non-compliant. How About...?

I am working with someone who is not ready for change; has chosen to look into alternative treatments at this time. S/he has decided not to use medications right now.

33

MENTAL HEALTH STIGMA

- How many people will experience suicidal thoughts throughout their lifetime?
 - a. 2%
 - b. 17%
 - c. 33%

34

Substance use disorder is among the most stigmatized conditions in the US and around the world.

People **do not want to work with, be related to, or even see people with a substance use disorder in public.** Further, many believe that people with a substance use disorder **can or should be denied housing, employment, social services, and health care.**

Health care providers treat patients who have substance use disorders differently.

Clinicians have **lower expectations for health outcomes for patients with substance use disorders**; this in turn can affect whether the provider believes the patient is deserving of treatment. Some health care providers, falsely believing that substance use disorders are within a person's control, cite feelings of frustration and resentment when treating patients with substance use disorders.

People with a substance use disorder who expect or experience stigma have poorer outcomes.

People who experience stigma are **less likely to seek out treatment services** and access those services. When they do, people who experience stigma are **more likely to drop out of care earlier.** Both of these factors compound and lead to worse outcomes overall.

35

Treatment Does Not Equal Recovery

Treatment is part of recovery – but it is not equal to recovery.

The goal of treatment is absence of symptoms; the goal of recovery is holistic health.

Recovery is different for each individual, and the social determinants of health need to be addressed before the recovery process can move forward.



36

Relapse

- In no other chronic medical condition is a return to being symptomatic described a “relapsing”.
- Stigmatizing term
- Carries much emotional baggage
- A more medically accurate term would be “a recurrence” or “a return to use”. A less stigmatizing term would be a “setback”.

37

“Relapse is part of recovery”



- ◆ The resumption of drug use by someone with a history of addiction is part of the disorder, but not part of the process of getting well
- ◆ Fails to acknowledge the potential for permanent recovery with no continued episodes of drug use
- ◆ Minimizes the pain and potential loss of life involved in the resumption of usage

38

“Relapse is part of recovery”

- ◆ Offers the person seeking recovery an invitation and excuse for continued use
- ◆ Is a thin line away from the “once and addict, always an addict” mantra that has fueled decades of addiction-related social stigma
- ◆ Lessens programmatic accountability

Relapse is not part of recovery. White (2010)

39

Clean and Sober

- Have you heard these terms used with someone who is diagnosed with cancer, diabetes, hypertension?
- Laden with moral implications
- Stigma – dirty is usually followed by an epithet that is racial, sexist, or religious in nature
- Alternative – Drug Free or Free from illicit or non-prescribed medications
- Mutual Aid Group usage

40

In one study of clinicians, those exposed to the term “*substance abuser*” were more likely to judge the person as deserving of blame and punishment than when the phrase “*having a substance use disorder*” was used.

THE AMERICAN JOURNAL of MEDICINE®

Stop Talking ‘Dirty’: Clinicians, Language, and Quality of Care for the Leading Cause of Preventable Death in the United States

Volume 128, Issue 1, Pages 8–9. January 2015.

A patient with diabetes has “an elevated glucose” level. A patient with cardiovascular disease has “a positive exercise tolerance test” result. A clinician *within* the health care setting addresses the results. An “addict” is not “clean”—he has been “abusing” drugs and has a “dirty” urine sample.

despite harmful consequences. Yet, despite evidence of a strong causal role for genetics and impairment in inhibitory control, stigma is alive and well. Research is now revealing that one contributory factor to the perpetuation of stigma may be the type of language we use.

41

What do you personally believe is the true nature of addiction?

Put in the Chat Box

42

The social virus is spreading fast.....

- "Stigma is dangerous for the millions of Americans affected by mental health conditions. It causes people to feel ashamed for something that is out of their control, prevents them from seeking help and even takes lives.
- "Although stigma is a virus that anyone can be exposed to, we do have a cure, and that is compassion and understanding.
- We need to talk openly and raise our voices, so we can put an end to the fear and shame, and cure stigma once and for all."

Mary Giliberti, CEO of NAMI

43

MENTAL HEALTH STIGMA

- Which country's Prime Minister was re-elected in 2001 after publicly taking time off for depression?
- a. Poland
- b. Norway
- c. Mexico

44

Ten Components of Recovery

- | | |
|--------------------------------------|---------------------|
| ◦ Self-direction | ◦ Strength-based |
| ◦ Individualized and person-centered | ◦ Peer supported |
| ◦ Empowerment | ◦ Respect |
| ◦ Holistic | ◦ Responsibility |
| ◦ Non-linear | ◦ Emerges from Hope |



45



46

The Eight Dimensions of Wellness

- **Emotional**—Coping effectively with life and creating satisfying relationships
- **Environmental**—Good health by occupying pleasant, stimulating environments that support well-being
- **Financial**—Satisfaction with current and future financial situations
- **Intellectual**—Recognizing creative abilities and finding ways to expand knowledge and skills
- **Occupational**—Personal satisfaction and enrichment from one's work
- **Physical**—Recognizing the need for physical activity, healthy foods, and sleep
- **Social**—Developing a sense of connection, belonging, and a well-developed support system
- **Spiritual**—Expanding a sense of purpose and meaning in life

47

Language of Recovery	
Current Terminology	Alternative Terminology
Treatment is the goal; Treatment is the only way into Recovery	Treatment is an opportunity for initiation into recovery (one of multiple pathways into recovery)
Substance Abuse	Substance Use Disorder/Substance Misuse
Drug of Choice / Abuse	Drug of Use
Denial	Ambivalence
Relapse Prevention	Recovery Management
Pathology Based Assessment	Strength / Asset Based Assessment
Focus is on total abstinence from all illicit and non-prescribed substances the CLINICIAN identifies	Focus on the drug CLIENT feels is creating the problems
A Drug is a Drug is a Drug	Each illicit substance has unique interactions with the brain; medication if available is appropriate.
Relapse	Recurrence/Return to Use
Relapse is part of Recovery	Recurrence/Return to Use may occur as part of the disease
Clean / Sober	Drug Free / Free from illicit and non-prescribed medications
Self Help Group	Mutual Aid Group
Untreated Addict/Alcoholic	Individual not yet in Recovery
Drug Overdose	Drug Poisoning

48

The Most Respectful Way of Referring to People is as People		
Current	Alternative	Reasoning
Clients / Patients / Consumers	The people in our program The folks we work with The people we serve	More inclusive, less stigmatizing
Alex is an addict	Alex is addicted to alcohol Alex is a person with a substance use disorder Alex is in recovery from drug addiction	Put the person first Avoid defining the person by their disease
The terms listed below, along with others, are often people's ineffective attempts to reclaim some shred of power while being treated in a system that often tries to control them. The person is trying to get their needs met, or has a perception different from the staff, or has an opinion of self not shared by others. And these efforts are not effectively bringing them to the result they want.		
Mathew is manipulative	Mathew is trying really hard to get his needs met Mathew may need to work on more effective ways of getting his needs met	Take the blame out of the statement Recognize that the person is trying to get a need met the best way they know how
Kyle is non-compliant	Kyle is choosing not to... Kyle would rather... Kyle is looking for other options	Describe what it looks like uniquely to that individual—that information is more useful than a generalization
Mary is resistant to treatment	Mary chooses not to... Mary prefers not to... Mary is unsure about...	Avoid defining the person by the behavior. Remove the blame from the statement
Jennifer is in denial	Jennifer is ambivalent about..... Jennifer hasn't internalized the seriousness of... Jennifer doesn't understand.....	Remove the blame and the stigma from the statement

49

The use of affirming language inspires hope and advances recovery.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The ATTC Network uses affirming language to promote the promises of recovery by advancing evidence-based and culturally informed practices.



ATTC Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

50

What do I do if someone tells me I said something stigmatizing?



51

What happens if/when I slip up?

- ✓ Catch it
- ✓ Check it
- ✓ Change it

52

What can we do?

Individual level

- **Affirming attitudes:**
 - People with mental illness recover
 - They should determine all their goals and interventions to reach those goals
- **Actions and Advocacy:**
 - Reasonable accommodations
- **Community Supports**
- **Easy stuff: CHANGE YOUR WORDS**
 - Use first person language
 - Avoid stigmatizing terms and point out other people who use them

53

Stabilization or Transformation?

It will take more than a change in language to alter society's perceptions, attitudes, and policies. Nonetheless it is an essential component to reducing stigma, and hence the obstacles and barriers to treatment that currently exist, and is a way for everyone to contribute.

54

Health Care Professionals

- **The treatment and recovery communities can help recovering people grow by recognizing that they have a disease but are not defined by that disease. Recovery is about becoming a caring husband or wife, a loving father or mother, or perhaps a better son or daughter. Helping people achieve healthy biopsychosocial and spiritual lives and helping them to recognize that they have the capacity to do so is the greatest tool we have to prevent and reduce stigma.**

◦ —Richard Landis, Senior Vice President of Operations, Danya International, Silver Spring, Maryland

55

The Impact

- Individuals with mental health disorders who are categorized as having emotional disturbances for the purpose of obtaining Individualized Education Plans have the lowest high school graduation rate among all disabilities.
- People with mental health disorders experience staggeringly high rates of unemployment compared to the general population.
- Instead of access to services, we see massive rates of suicide, incarceration, and homelessness.
- According to the **Americans with Disabilities Act**, restricting the rights of individuals with disabilities from access to "the same opportunities [as others] to participate in the mainstream of American life" is discrimination.
- With discrimination comes prejudice.
 - Prejudice is "an antipathy based on faulty and inflexible generalization - It may be felt or expressed
 - It may be directed towards a group or an individual of that group.
 - We do not talk about the stigma associated with being a part of other groups that are protected against discrimination like sex, religion, or race.
 - We call speech, action, and inaccurate portrayals of these people prejudiced and hateful

56

STIGMA

DISCRIMINATION

PREJUDICE



57

Language Matters

The MHITC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:

STRENGTHS-BASED AND HOPEFUL

INVITING TO INDIVIDUALS PARTICIPATING IN THEIR OWN JOURNEYS

PERSON-FIRST AND FREE OF LABELS

NON-JUDGMENTAL AND AVOIDING ASSUMPTIONS

RESPECTFUL, CLEAR AND UNDERSTANDABLE

CONSISTENT WITH OUR ACTIONS, POLICIES, AND PRODUCTS

INCLUSIVE AND ACCEPTING OF DIVERSE CULTURES, GENDERS, PERSPECTIVES, AND EXPERIENCES

HEALING-CENTERED AND TRAUMA-RESPONSIVE

Adapted from: https://mhcn.org/wp-content/uploads/2019/05/Recovery-Oriented-Language-Guide_2019ed_v1_20190609-Web.pdf

58

THANK YOU !

And remember:

Your words can change the world.

59
