

FORMS OF STIGMA & DEFINITIONS

Form of Stigma	Definition
Structural	Public & private institutional laws, regulations, policies, or societal structures which decrease opportunities for people with substance use or co-occurring concerns.
Professional	Judgmental attitudes and actions of healthcare and social service providers towards clients.
Public (Enacted)	When the public endorses negative stereotypes, prejudice, resulting in discrimination against people with substance use or mental health.
Perceived	The belief that others have negative feelings or opinions about people with substance use or mental health.
Self	When an individual with a substance use or mental health concern internalizes public stigma.
Intersectional	Stigmas experienced as an individual of other marginalized groups.
Label Avoidance	When an individual decides not to pursue substance use or mental health treatment to avoid being assigned a stigmatizing label. <i>*One of the most harmful forms of stigma</i>
Stigma by Association	Experienced by family members, spouses, peers, and friends of individuals with substance use or mental health concerns.
Courtesy	Refers to the negative social perception or discrimination experienced by people who are associated with a stigmatized individual or group.

FORMS OF STIGMA MIX & MATCH

TEST YOUR KNOWLEDGE

Draw a line to match each form of stigma on the left with its correct definition on the right.

Structural

When an individual decides not to pursue substance use or mental health treatment to avoid being assigned a stigmatizing label.

**One of the most harmful forms of stigma*

Courtesy

Public & private institutional laws, regulations, policies, or societal structures which decrease opportunities for people with substance use or co-occurring concerns.

Label Avoidance

Experienced by family members, spouses, peers, and friends of individuals with substance use or mental health concerns.

Intersectional

Stigmas experienced as an individual of other marginalized groups.

Stigma by Association

When an individual with a substance use or mental health concern internalizes public stigma.

Perceived

Refers to the negative social perception or discrimination experienced by people who are associated with a stigmatized individual or group.

Professional

The belief that others have negative feelings or opinions about people with substance use or mental health.

Self

When the public endorses negative stereotypes, prejudice, resulting in discrimination against people with substance use or mental health.

Public (Enacted)

Judgmental attitudes and actions of healthcare and social service providers towards clients.