

# WHAT IS STIGMA?

STIGMA IS THE BIGGEST BARRIER TO ENDING SUBSTANCE USE AND ADDICTION

Let's make a conscious effort to correct stereotypes and misperceptions that negatively impact the way substance use disorders are experienced and addressed in the world.

## STIGMA IS SHAPED BY OUR THINKING

A bias and perception that substance users are bad and immoral rather than suffering with a chronic condition requiring care and treatment.



## STIGMA IS COMMUNICATED BY WORDS AND LANGUAGE

Tone, interpersonal attitude, indifference, and body language are all forms of communication.

## STIGMA BECOMES INTERNALIZED BY THE PERSON SEEKING HELP.

The person views themselves as bad or weak which fuels the shame of stigma.

**When we stop the stigma, we support recovery.**

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