



**STIGMA**

# WHAT IS STIGMA?

... a mark or sign of disgrace or discredit” (OED)

... an attribute that is deeply discrediting and that reduces the bearer from a whole and usual person to a tainted, discounted one.

(Goffman, 1963).

# ATTITUDE

- Stigma can be seen as an attitude based on ignorance, prejudice and fear of a particular group.
- Often arbitrary and without awareness.

We're OK. You're not OK

# STIGMA IN ACTION

- Ignorance: lack of knowledge, misinformation
- Prejudice: negative attitudes
- Behaviour: acts of discrimination

# WHY DOES IT MATTER?

- Stigma has an impact
- Consequences for service users
- Consequences for service providers
- Consequences for carers

# SOCIAL EXCLUSION

- People, through no fault of their own, may find themselves denied help.
- They may be excluded from education, employment, social interaction, their families and homes, and denied basic rights that most of us take for granted

# STIGMA AND RISK

- Stigma associated with self harm/self injury increases risk
- Negative attitudes such as 'it's attention seeking and should be ignored' may have serious consequences

# WHY TACKLE STIGMA?

Stigma is pervasive and can be found within

- Individuals
- Families
- Communities and society
- Organisations at a professional, strategic and even a policy making level

Attitude influences behaviour

Raising awareness and dispelling myths shifts negativity and promotes behavioural change.

# TACKLING STIGMA: WHAT NOW?

Working together to tackle stigma



**COMMUNICATION**

**PARTNERSHIPS**

**LANGUAGE**

**MAINSTREAM**

**TACKLING  
STIGMA**

**INFORMATION**

**EFFECTIVE  
SYSTEMS**

**MEDIA**

**EDUCATION**