

Understanding Stigma

David Gardener
Development Officer – Policy, Research & Community Planning

What is stigma?

“...mark of disgrace associated with a particular circumstance, quality or person” OED

- Stigma is about beliefs and attitudes – often derived from the media or those around us
- Stigma is based on negative views of people simply because they are seen as belonging to a particular group
- Stigma often results in a fear of the members of the stigmatised group (often based on ignorance and lack of understanding)

Challenging stigma and discrimination



Language & stigma

Use

Don't Use

Person who uses drugs

Drug user

Person with non-problematic drug use

Recreational, casual or experimental drug use

Person experiencing poverty

Person in poverty

Person with a mental health problem

Lunatic/Nutter/Psycho/Maniac/Mad

Person with a disability

Disabled/Handicapped/Crippled

Person with a visual impairment

Blind person

Stigma and the SOLD Plan



- Reducing stigma a key element of SOLD Plan
- All partners committed aims of SOLD
- Targets and work in all four priorities and six outcomes
- Where crossover happens, work is co-ordinated between the priorities and outcomes

And finally...

Thank you
and
Any Questions?