

“Stigma”



***In any given year 1 in
5 Canadians will
experience a mental
health problem.***

Stigma... a negative belief or attitude that people or society hold towards groups or individuals based on specific behaviours or attributes that are seen as different or socially unacceptable. Stigma can lead to a person, or group of people, being treated unfairly.

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“Stigma”

The stigma associated with mental health conditions can discourage, and sometimes entirely mitigate people from seeking help. Consequently, understanding and addressing stigma is a public health concern on a global scale.



3 out of 5 people
will **NOT** seek help
for fear of being
stigmatized.

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Types of “Stigma”

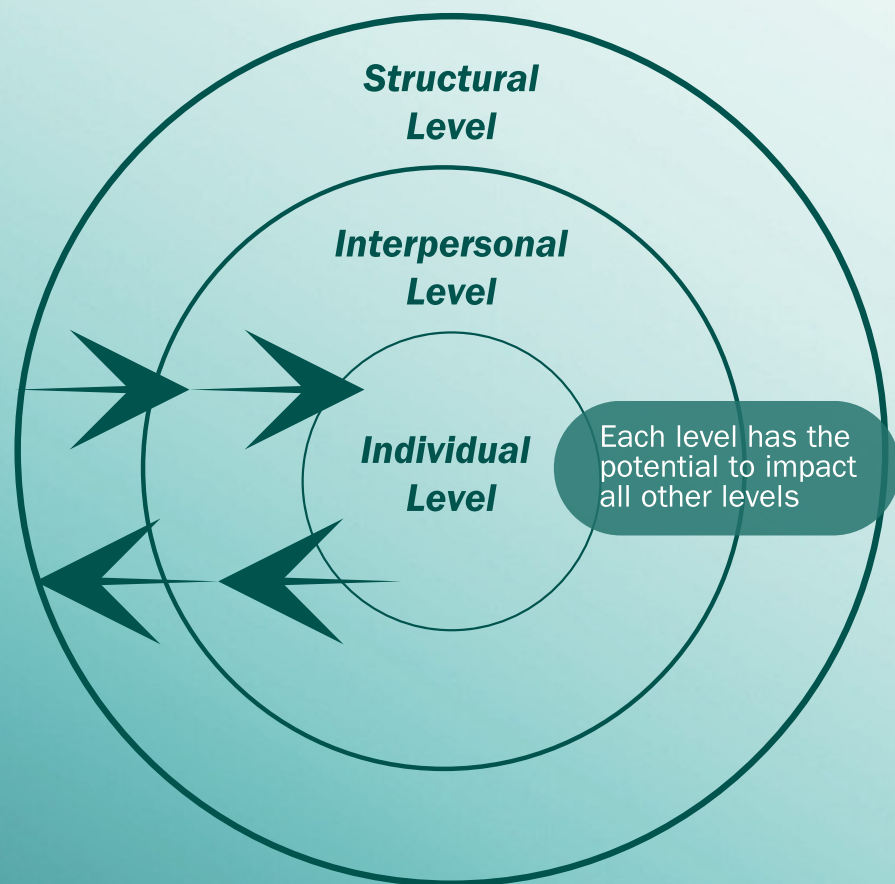


Term	Definition	Examples
Structural Stigma	Unfair treatment, intentional or unintentional, of people with mental health conditions	Lack of insurance coverage, discriminatory hiring practices, limited mental health services
Public Stigma	Stereotypes, prejudice, or discrimination directed toward people with mental health conditions	Reduced access to employment, secure housing, and quality healthcare. Labels person as lazy, unreliable, personally responsible
Self-Stigma	Person with mental health condition applies negative stereotypes to themselves	Feelings of shame, guilt, worthlessness, and believing oneself as less than or less deserving
Stigma-by-Association	Stereotypes, prejudice, or discrimination directed toward friends, family, healthcare providers of a person with a mental health condition	Family members being excluded from social events; healthcare workers being alienated during pandemic

Experiencing stigmatization can lead to social rejection & withdrawal, shame & feelings of hopelessness, delayed diagnosis & treatment, and poor overall well-being.

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Addressing “Stigma”



Structural Approaches

Policy changes (workplace and governmental) and **media coverage** encourage wellness and access to opportunities and resources.

Interpersonal Approaches

Contact-based interventions and **community involvement** encourage sharing of personal stories and the humanizing of stigmatized groups or individuals.

Individual Approaches

Mental health literacy, education, and access to therapeutic resources target the way people think, feel, or behave about themselves or how the public views a group of people.

Empowerment is a strong influence in driving change. At every level, **giving a voice** to individuals who experience stigma has the potential to influence reform.

Addressing “Stigma”



Educate yourself, family, and friends about mental health: speak up and challenge misperceptions or negative comments.

Be mindful of your language; words can harm or empower, choose inclusive and empowering language that acknowledges the individual and encourages positivity, acceptance, and hope for recovery.

Talk openly about mental health. Listen to others lived-experience, and share your own if you are comfortable and feel safe doing so.

Advocate for improved access to healthcare, proactive programming, and anti-stigma resources at all levels.

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Resources



For Public Safety Personnel & Healthcare Workers, there are resources designed to reduce stigma and improve attitudes toward mental health and receiving care

Training & Development: Front-line Road to Mental Readiness

(R2MR): Among other benefits, R2MR addresses barriers to seeking mental health care, including stigma; and outlining procedures for assessing mental health resources.

Beyond Silence: Developing an e-mental health app for healthcare workers designed to reduce barriers accessing mental health information and support, and provide real-time access to confidential peer support.

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Collaborators



CIPSRT

Canadian Institute for Public Safety
Research and Treatment



ICRTSP

Institut canadien de recherche et
de traitement en sécurité publique

Canadian Institute for
Pandemic Health
Education and Response

CIPHER



ICEISP

Institut canadien
d'éducation et d'intervention
en santé en cas de pandémie

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Sources



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