ECHO IDAHO:
Counseling Techniques for SUDs

Stigma in Substance Use

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Global problem
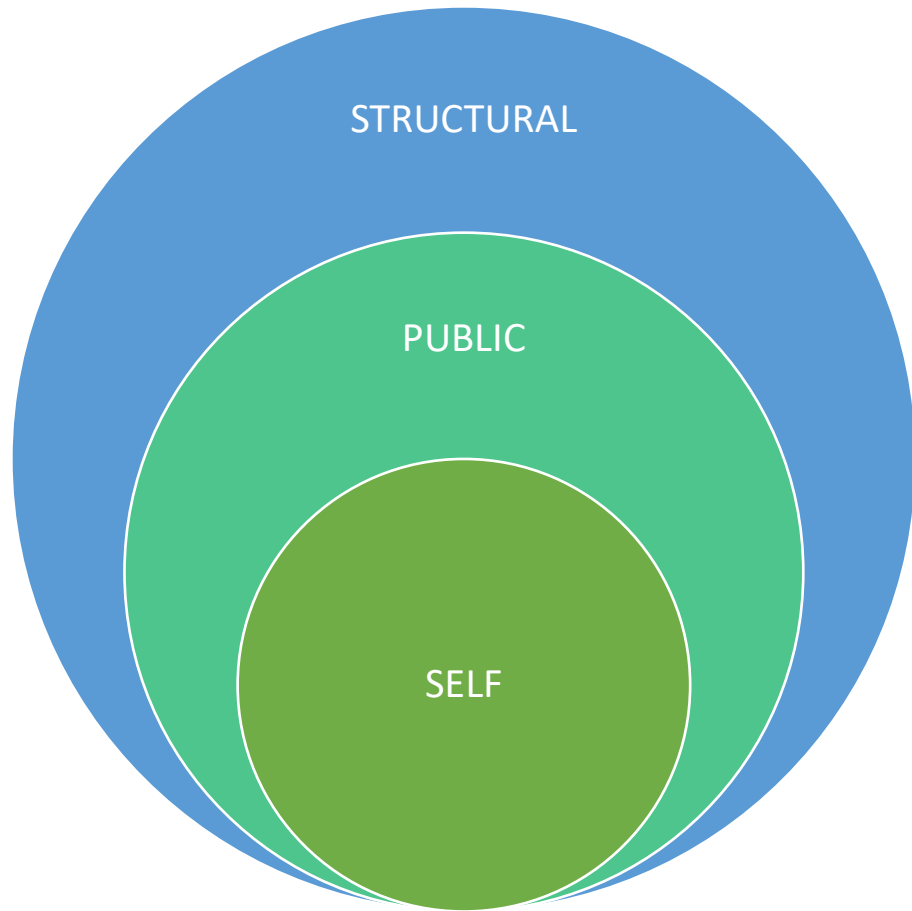
Idaho problem

Consequences

Stigma

The Problem

Illegal substance use occurs

Substance use disorders and mental health

Deaths are INCREASING

Barriers to treatment exist

Stigma: Definitions and Types

STRUCTURAL

PUBLIC

SELF

Public stigma
- Public endorses negative beliefs leading to discrimination

Self-stigma
- The internalization of public stigma

Perceived stigma
- Belief that others have negative beliefs about person

Label avoidance
- Not seeking care to avoid getting a stigmatizing label

Stigma by association
- Effects of stigma extend to a person linked with person

Structural stigma
- Policies or societal structures in place that lead to discrimination or barriers to care

Health practitioner stigma
- Prejudices health professional has that impacts care negatively

(National Academies of Sciences, Engineering and Medicine, 2016)

(Grappone, 2018)

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Impact

Self-perception

Interpersonal relationships

Employment / housing

Health and Healthcare

Help seeking behavior and treatment

(Krendl & Perry, 2023)

Impact of Self-Stigma in Substance Use Disorders

Self-stigma impacts mental health outcome (Davis & Nahar, 2020; Brown et al., 2015; Perez-Pedrogo et al., 2022; Luoma et al., 2007)

- MENTAL HEALTH outcomes: higher depression, increased suicidal ideation, anxiety, lower quality of life, temptation to use, internalized shame

Self stigma impacts treatment outcomes (Perez-Pedrogo et al., 2022; Luoma et al., 2008; Luoma et al., 2007; Dschaak & Juntunen, 2018; Newman & Crowell, 2023; Gutierrez et al., 2020)

- TREATMENT OUTCOMES: self-stigma inhibits help-seeking behaviors, impairs psychological flexibility, limits treatment engagement

How do we address?

- Education
- Contact
- Social Norms Approach
- Emphasize Recovery
- Protest and Advocacy
- Social and Health Policy

- (Krendl & Perry, 2023; National Academies of Sciences, Engineering, and Medicine, 2016)

Words Matter

- KEY PRINCIPLES
- Person Centered
- Etymology and Association
- Accessible, plain language
- Researched
- Morally neutral
- Descriptive
- Technically accurate and specific
- Medical model
- Inclusive and nonviolent

(National Council for Mental Wellbeing, n.d.)

Use…	Instead of….
• Person with substance use disorder • Person with an opioid use disorder	• Addict • User • Substance or drug abuser • Junkie
• Person with alcohol use disorder • Person who misuses alcohol	• Alcoholic • Drunk
• Person in recovery • Person who previously used drugs	• Former addict • Reformed addict
• Testing positive/negative on drug screen	• Dirty/clean
• Substance use disorder	• Habit
• Use • Misuse	• Abuse
• Medication treatment for OUD • Medications for OUD • Opioid agonist therapy	• Opioid substitution • Replacement therapy • Medication-assisted therapy
• Being in remission or recover • Abstinent from drugs • Not drinking or taking drugs	• Clean
• Baby with signs of withdrawal • Newborn exposed to substances • Baby born to mother who used drugs while pregnant	• Addicted baby

Key Points

- Stigma in Substance use is IMPORTANT

- Various types of stigma exist

- Stigma has significant impact

- There are things we can do to address it

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