



Stigma Assessment & Reduction Plan

Developed by Gretchen Grappone, LICSW ggrappone@atlasresearch.us

Type of Stigma	Person(s) Responsible for Identification & Action	Specific Action Steps (Behavioral Interventions) Target dates for implementation & evaluation
Health professional stigma		
Self-stigma (in self, clients, patients, students, colleagues)		
Structural stigma		
Stigma by Association		
Perceived Stigma		
Public Stigma		
Co-occurring stigmas: Race, Ethnicity, LGBT, Housing & Work Status, Socioeconomic, Veteran/Service Member Physical/Intellectual Challenges		

Agency checklist

- Y_ N_ Stigma discussed during job interviews
- Y_ N_ Topic of stigma reviewed in new employee orientation
- Y_ N_ Discussion of stigma standard part of supervision
- Y_ N_ Stigma interventions included in treatment plan when applicable
- Y_ N_ All clinical staff required to participate in stigma reduction training
- Y_ N_ Support staff included in stigma reduction training
- Y_ N_ Management included in stigma reduction training
- Y_ N_ Board of directors included in stigma reduction training
- Y_ N_ Stigma outcome measures included in quality assurance monitoring
- Y_ N_ People with lived experience included in stigma assessment and planning
- Y_ N_ People with lived experience employed by agency
- Y_ N_ Funding allocated for stigma reduction



Public Stigma

When the general public endorse negative stereotypes and prejudices that result in discrimination against people with mental health difficulties (Corrigan, Markowitz, et al., 2003).

Self-stigma

Self-stigma happens when a person with mental illness or substance use disorder internalizes public stigma (Barney, Griffiths, Jorm, & Christensen, 2006; Larson & Corrigan, 2010).

Perceived stigma

Perceived stigma is the belief that others have negative cognitions about and behavior toward people with mental illness (Brohan, Gauci, Sartorius & Thornicroft, 2011).

Label avoidance

Label avoidance happens when a person chooses not to seek mental health treatment to avoid being assigned a stigmatizing label (Corrigan, Watson, Byrne & Davis, 2005). Corrigan, Roe & Tsang (2011) identify label avoidance as one of the most harmful forms of stigma.

Stigma by association

Stigma by association occurs when the effects of stigma are extended to someone linked to a person with mental health difficulties (Van der Sanden et al., 2013). This type of stigma is also known as courtesy stigma (Goffman, 1963) and associative stigma (Verhaeghe & Bracke, 2012).

Structural stigma

Institutional policies or other societal structures that result in decreased opportunities for people with mental illness (Corrigan, Markowitz & Watson, 2004; Bos, Pryor, Reeder & Stutterheim, 2013).

Health practitioner stigma

Health practitioner stigma happens when a social worker, medical doctor, nurse, occupational therapist, nursing home employee, psychologist, physical therapist, pharmacist, hospital employee, substance use counselor, dentist, mental health counselor, nursing assistant, APRN, or health center employee allows stereotypes and prejudices about mental illness to negatively affect a client's/patient's care (Grappone, 2014).



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