



# FACT BRIEFING

## WHAT IS STIGMA AND HOW DO WE ADDRESS IT?

Stigma is "...the negative social attitude attached to a characteristic of an individual that may be regarded as a mental, physical, or social deficiency."

*American Psychological Association, 2023*

<b>STIGMA</b>	Stereotypes	Prejudice	Discrimination
	assumptions or beliefs about groups of people  (cognition)	attitudes and feelings toward a person based on their membership in a certain group  (affect)	when someone acts on their attitudes, beliefs, and feelings  (behaviors)

### STIGMA CAN LEAD TO...



Low self-esteem



Lack of social support



Fewer housing, school, or work options



Fewer available services



Fewer supports received

## REMEMBER, it starts with you!

Be aware of your attitudes.

Increase your knowledge & understanding.

Use inclusive language.

Be compassionate toward others.

Educate others on the topic.

