



# Mental Health Matters: Dismantling Stigma around Psychiatric and Addictive Disorders

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# SPEAKER DISCLOSURE (DOUAIHY)

- NIDA
- NIMH
- NIAAA
- Alkermes
- SAMHSA
- NHLBI
- AFSP
- HRSA
- Foundation for Opioid Response Efforts
- Royalties for academic books published by OUP, Springer, and PESI Media and Publishing



Let's start with an activity!

**QUESTION 1.** People who struggle with addiction should be “cut off.”

TRUE or FALSE?

Let's start with an activity!

QUESTION 1. People with additional risk factors should be "cut off."

**FALSE**

FALSE?



**QUESTION 2.** People diagnosed with schizophrenia are violent or dangerous.

TRUE or FALSE?

QUESTION 2. People with schizophrenia are dangerous.

**FALSE**

FALSE?



**QUESTION 3.** Just because you start psychiatric medications, doesn't mean you have to take them forever.  
TRUE or FALSE?

QUESTION 3. Just because a person has a psychiatric medication does not mean you have to give them one. TRUE or FALSE?



# WHAT IS STIGMA?

*Negative **stereotypes**, **judgments**, and **prejudice** that can lead to discrimination.*



# TYPES OF STIGMA

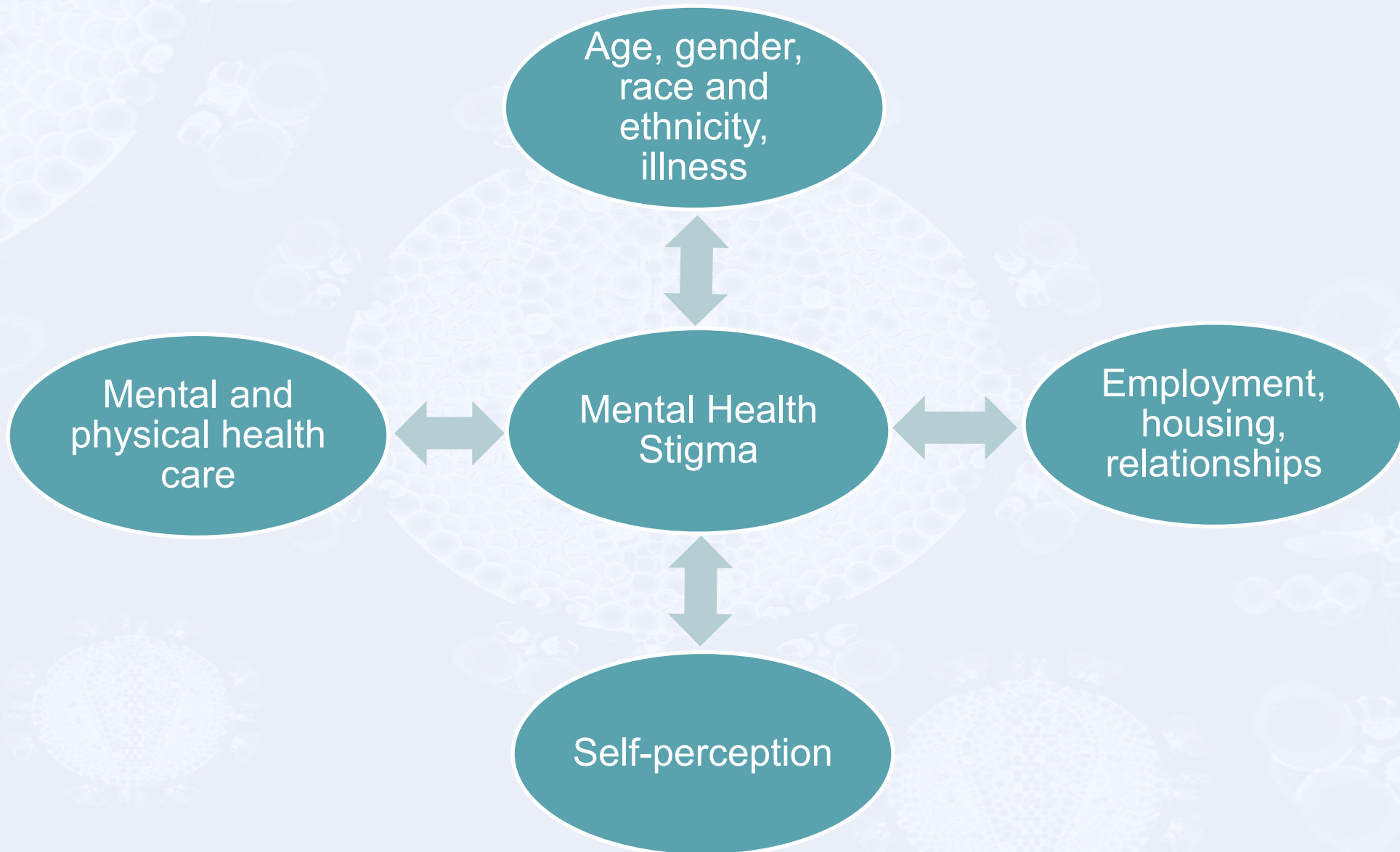
		TYPES			
		Public	Self	Label Avoidance	Structural
social cognitive S T R U C T U R E S	Stereotypes and Prejudice	<i>People with mental illness are dangerous, incompetent, to blame for their disorder, unpredictable.</i>	<i>I am dangerous, incompetent, to blame. [Leads to lowered self-esteem and self-efficacy]</i>	<i>I perceive that the public disrespects and discriminates against people with mental illness.</i>	Stereotypes are embodied in laws and other institutions.
	Discrimination	<i>Therefore, employers will not hire them, landlords will not rent to them, primary care providers will offer a worse standard of care.</i>	<i>Why try: Someone like me is not worthy or unable to work, live independently, have good health.</i>	<i>I do not want this. I will avoid the label by not seeking out treatment.</i>	Leads to intended and unintended loss of opportunity.

**Fig. 1.** A matrix describing the stigma of mental illness.

Corrigan et al., 2014



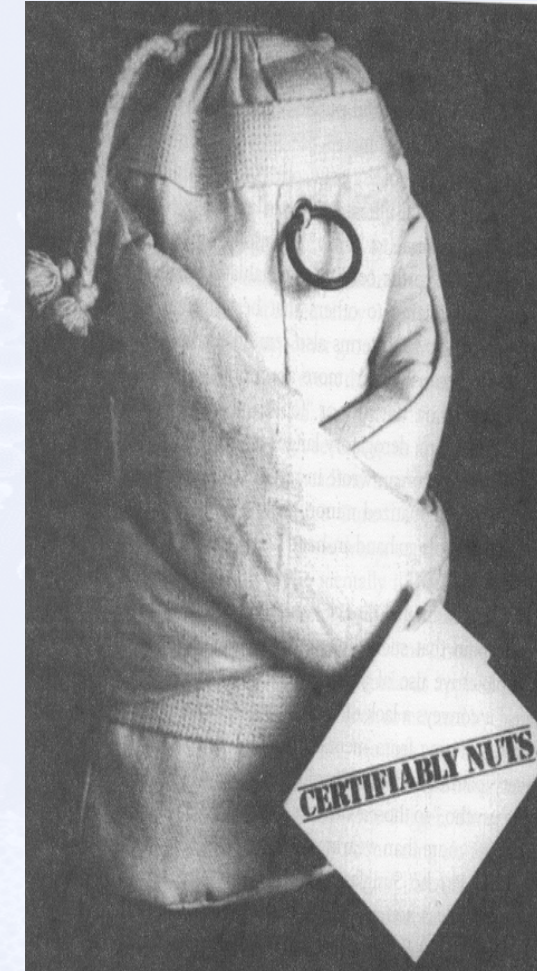
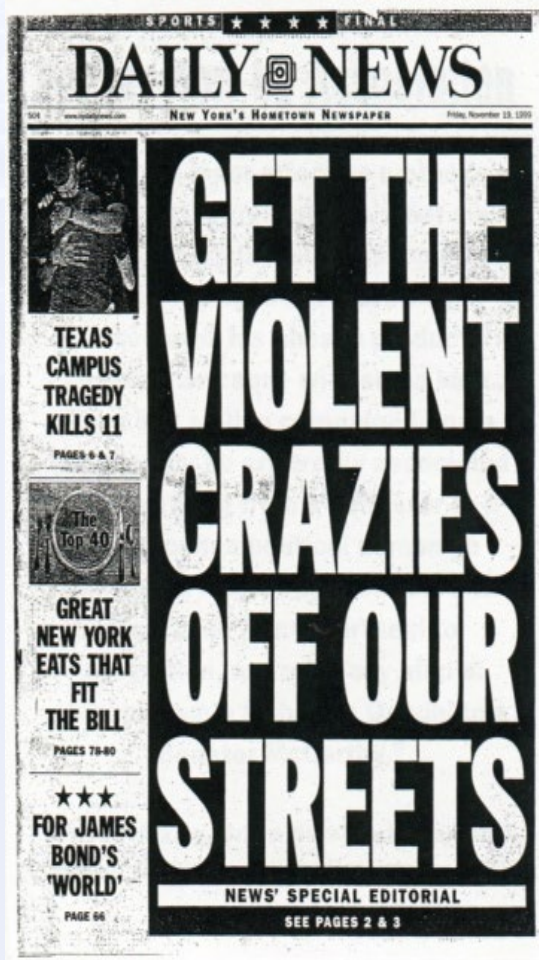
# THE FAR-REACHING HARM OF STIGMA





# HOW RELEVANT IS STIGMA?

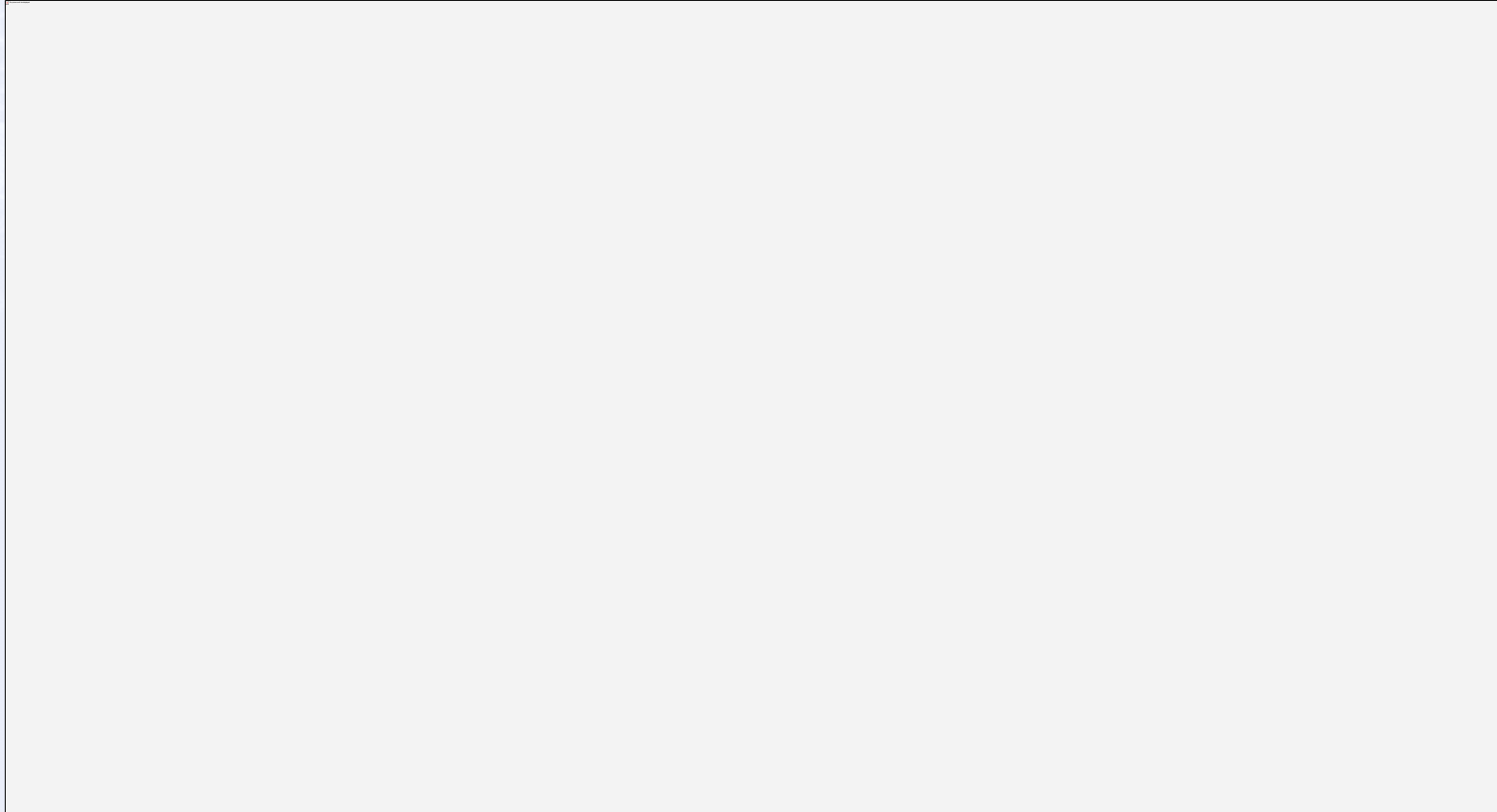
Historical representations of mental illness and addiction





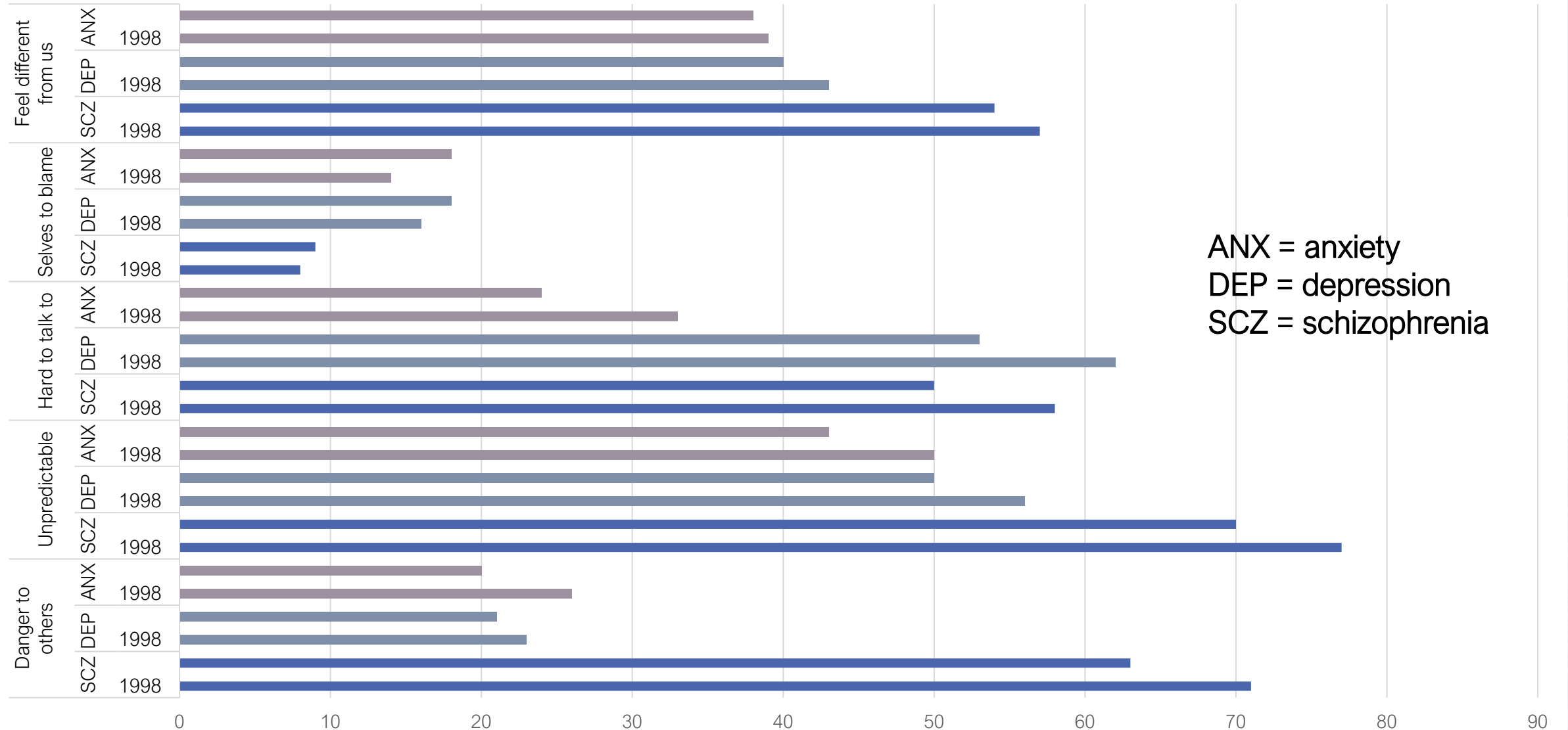
# HOW RELEVANT IS STIGMA?

Present day representations of mental illness and addiction



# STIGMA IS NOT UNIFORM

Percent of Sample Endorsing Negative Statements

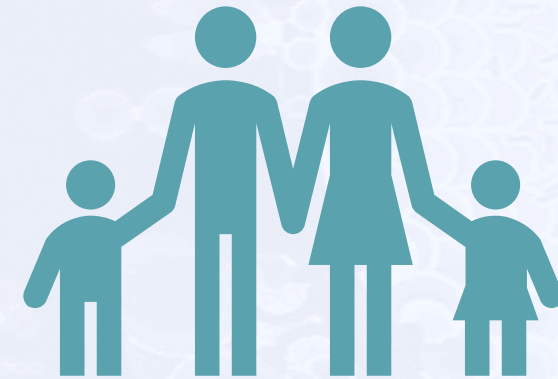




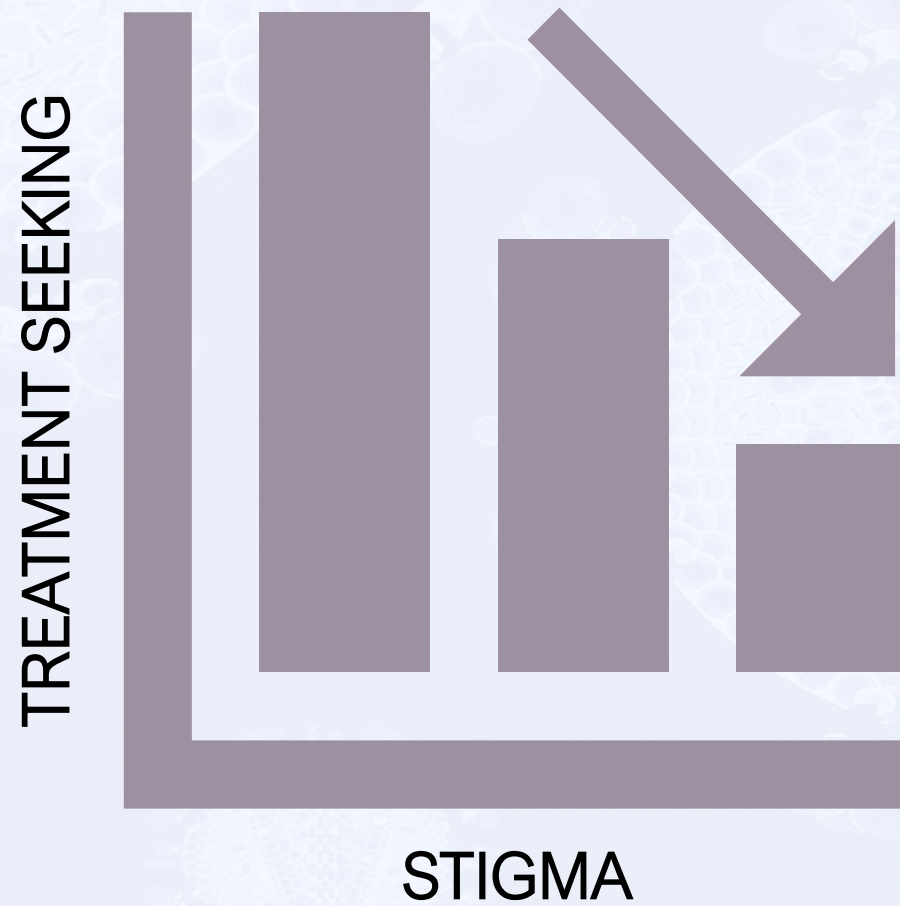
# STIGMA MAY BE AN ESPECIALLY INFLUENTIAL BARRIER FOR SOME AGE GROUPS

- Youth and adolescents have a need to preserve social identity and social capital making stigma especially detrimental
- Family stigma
- Bullying
- Additional research needed: how to implement child- and adolescent-focused stigma reduction approaches across levels of influence for youth (e.g., school, family)

Hinshaw, 2005; Mukolo et al., 2010; Kaushik et al., 2016



# HOW DOES STIGMA IMPACT MENTAL & PHYSICAL HEALTH CARE?





# HOW DOES STIGMA IMPACT MENTAL & PHYSICAL HEALTH CARE?



“If it’s a big amount, like if it’s a \$20 gift card, and they’re still in active addiction, they’re gonna sell it for 15, and that’s the truth.”

“I mean, kids do great with the rewards system. I think drug addicts would, too. You know?”

Scott et al., 2020



# HOW DOES STIGMA IMPACT MENTAL & PHYSICAL HEALTH CARE?



**STIGMA ALSO IMPACTS  
EMPLOYMENT, HOUSING, AND  
OVERALL WELL BEING!**

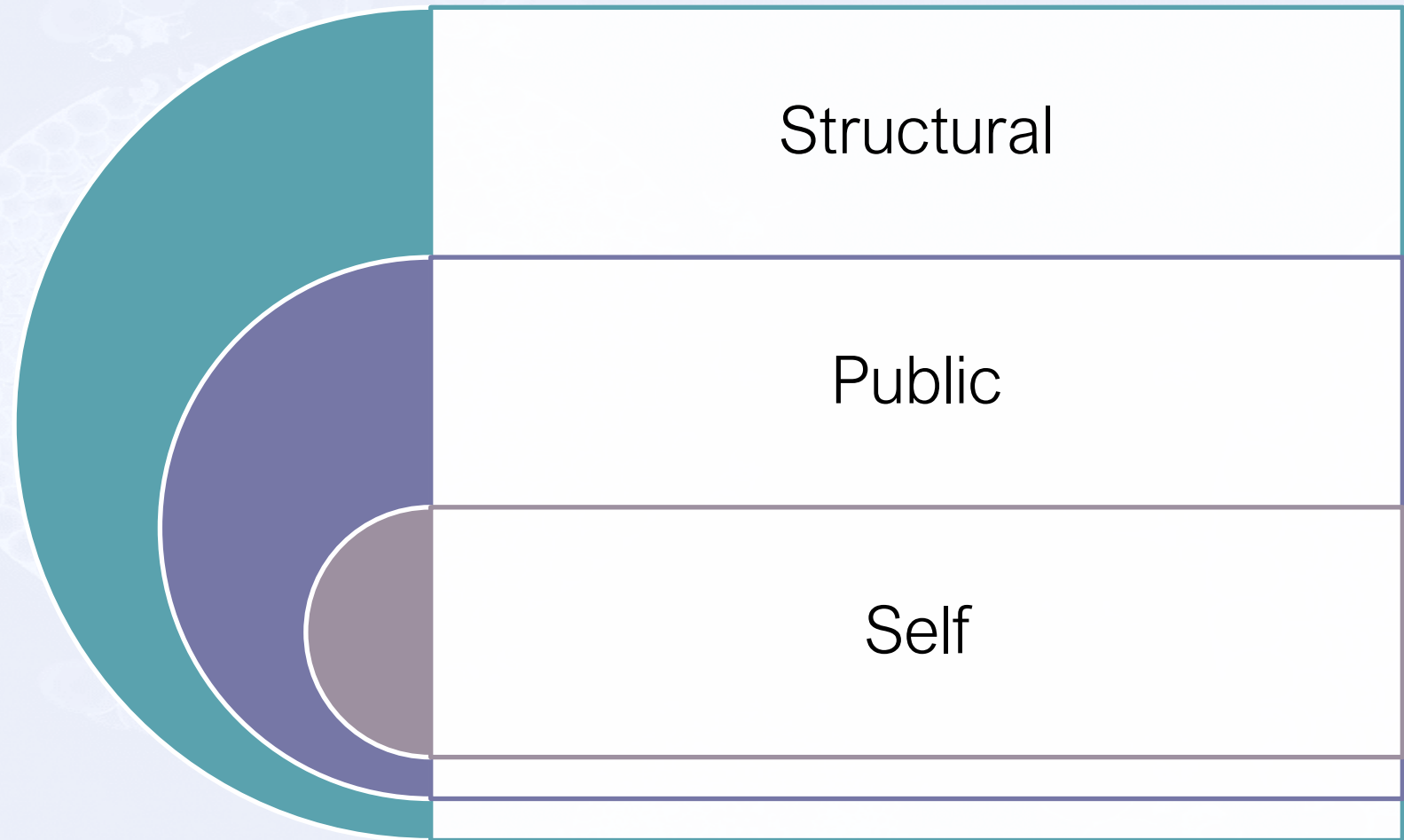


# WHAT ABOUT STIGMA AND COVID-19?

- COVID-19 has:
  - **Exacerbated economic stress** which has intensified mental health problems and substance use
  - Caused **isolation and job loss** → poor mental health outcomes
  - **Created additional barriers** for those with psychiatric and substance use disorders
  - **Worsened stigma** for already vulnerable groups
  - “**Culture of stigma**” and racial healthcare **inequities**
  - Possible *reduction* of stigma during pandemic and “new norm” with mental health challenges
  - Innovative **public health measures** warranted

Hao et al., 2020; Javed et al., 2020

# DISMANTLING STIGMA AT MULTIPLE LEVELS





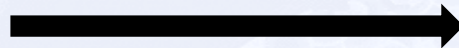
# DISMANTLING STIGMA AT MULTIPLE LEVELS

Education  
Openness  
Challenge self-stigma  
Practice empowerment & build resilience  
Humanize people with mental illness  
Increase contact  
Language

Self

# CHANGING OUR LANGUAGE: A GREAT STARTING PLACE

- Expanding language choices can reduce stigma



RECOVERY RESEARCH INSTITUTE

ADDICTIONARY® ADDICTION RECOVERY RESEARCH MULTIMEDIA NEWS AND OPINIONS ABOUT

## Addictionary®

If we want addiction destigmatized,  
we need a language that's unified.

The words we use matter. Caution needs to be taken,  
especially when the disorders concerned are heavily  
stigmatized as substance use disorders are.

## Recovery Dialects

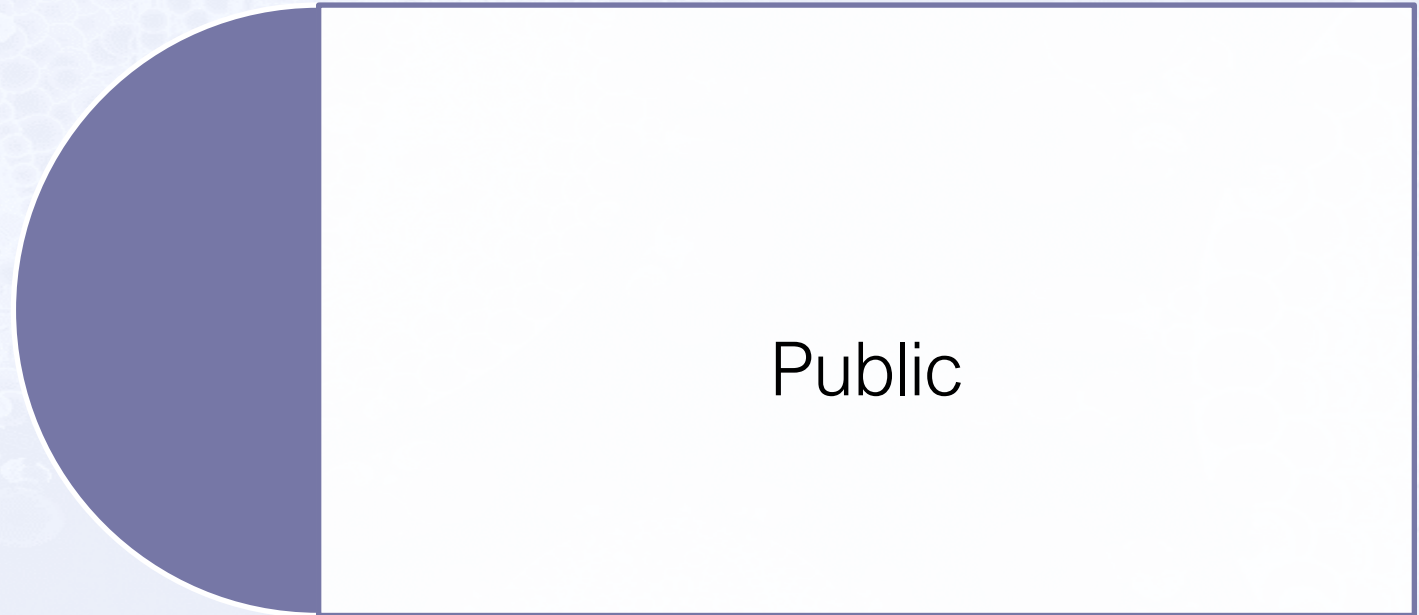
Language matters but can change depending on the setting we are in. Choosing when and where to use certain language and labels can help reduce stigma and discrimination towards substance use and recovery.

	Mutual Aid Meetings	In Public	With Clients	Medical Settings	Journalists
Addict	✓	✗	✗	✗	✗
Alcoholic	✓	✗	✗	✗	✗
Substance Abuser	✗	✗	✗	✗	✗
Opioid Addict	✓	✗	✗	✗	✗
Relapse	✓	✗	✗	✗	✗
Medication-Assisted Treatment	✗	✗	✗	✗	✗
Medication-Assisted Recovery	✓	✓	✓	✓	✓
Person w/ a Substance Use Disorder	✓	✓	✓	✓	✓
Person w/ an Alcohol Use Disorder	✓	✓	✓	✓	✓
Person w/ an Opioid Use Disorder	✓	✓	✓	✓	✓
Long-term Recovery	✓	✓	✓	✓	✓
Pharmacotherapy	✓	✓	✓	✓	✓

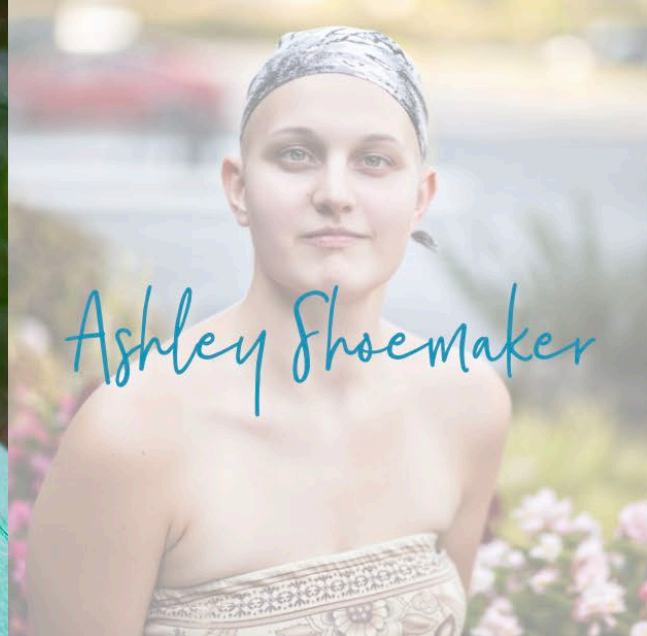
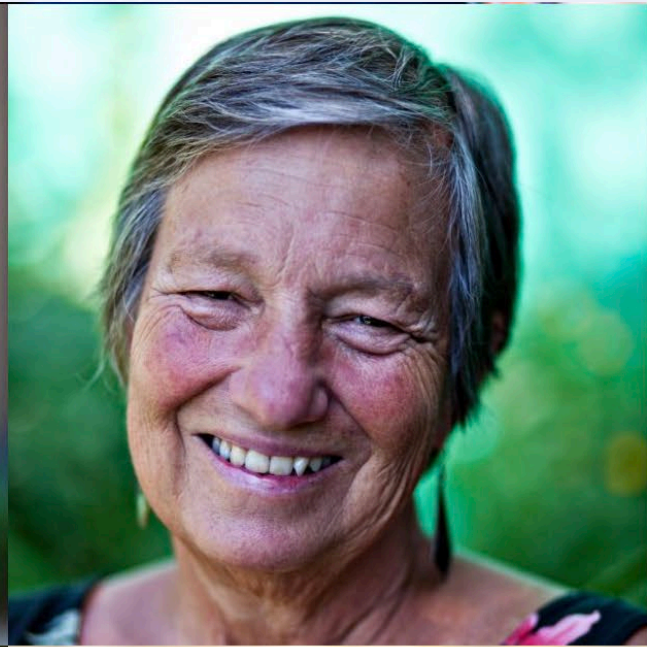


# DISMANTLING STIGMA AT MULTIPLE LEVELS

Education  
Protest  
Increased contact  
Addressing cultural barriers

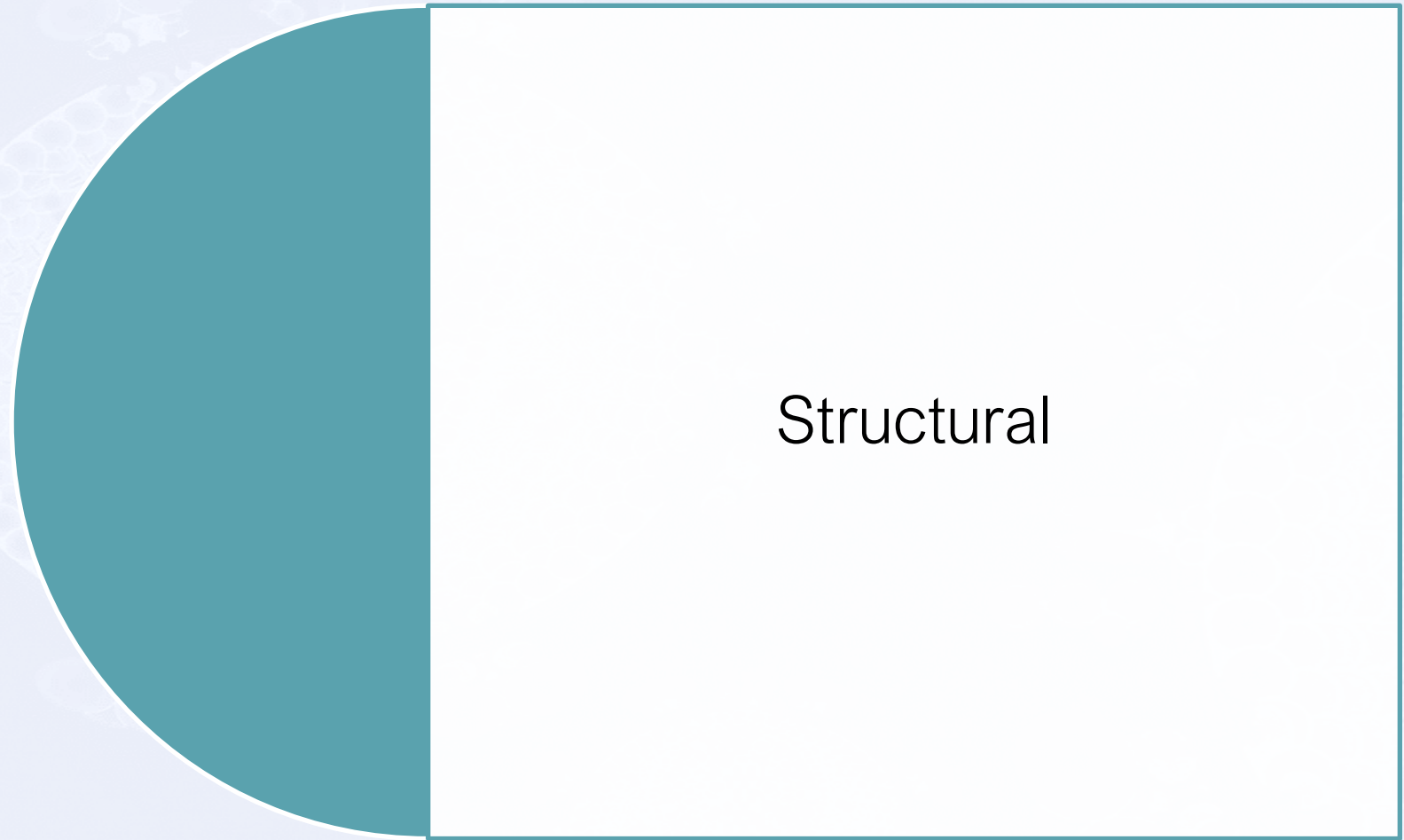








# DISMANTLING STIGMA AT MULTIPLE LEVELS



Advocacy  
Policy

### **"Doctor Shopping and Drug Seeking"**

*Punishing vulnerable  
patients is counter-  
productive*

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### **"Prescription Fentanyl is Driving Overdoses"**

*Distinguishing between  
Illicit and  
Pharmaceutical  
Fentanyl*

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### **"Junkie"**

*Stigmatizing  
Language about  
Substance Use*

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### **"Narcan Parties"**

*Misinformation  
about Naloxone*

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### **"They Need to Face the Consequences"**

*The dangers of hitting  
rock bottom*

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### **"First Responders Overdose After Touching Fentanyl"**

*Myths Surrounding  
Fentanyl*

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### **"Felons & Convicts"**

*Stigmatizing Language  
for Justice-Involved  
People*

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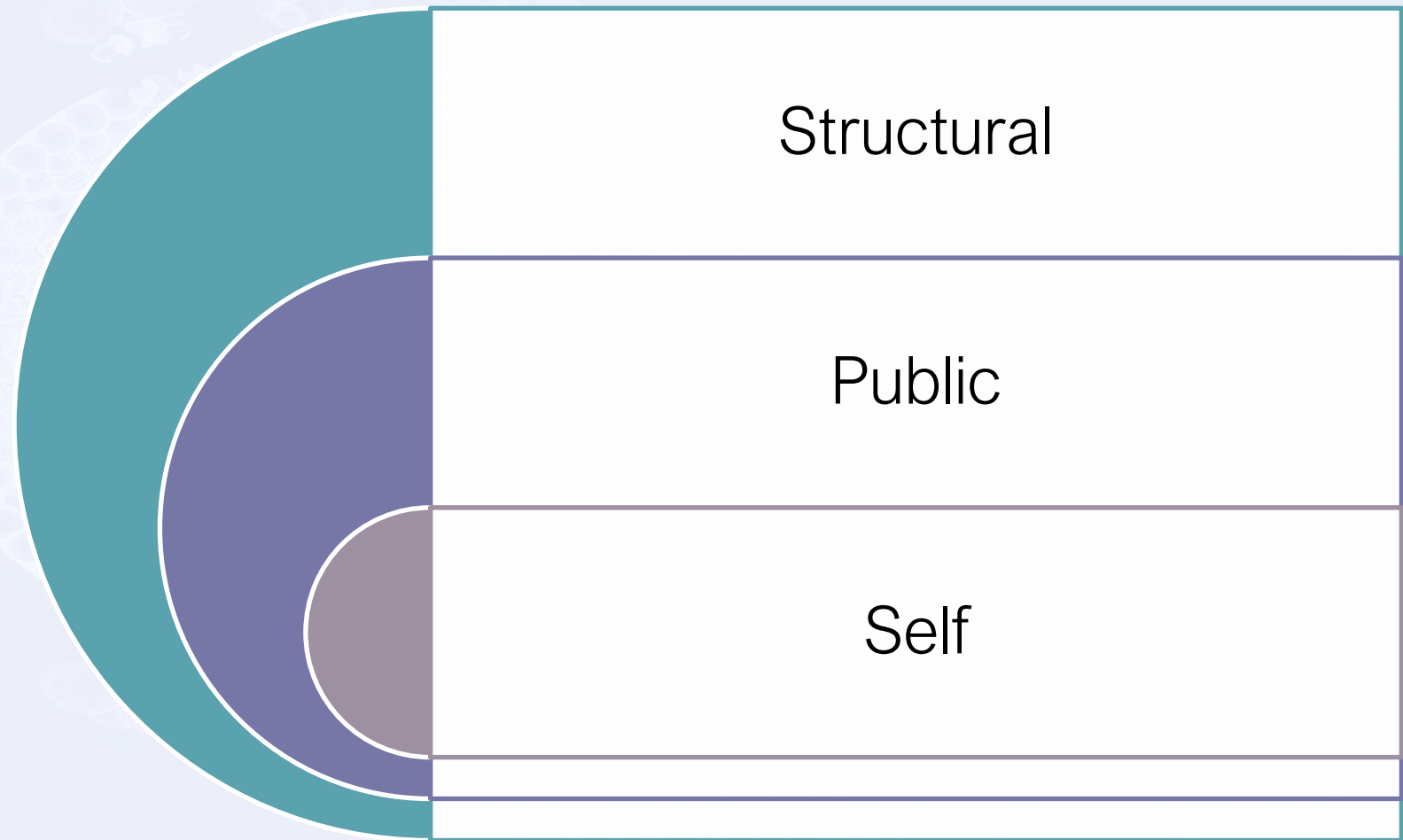
### **"Jails Saved His Life"**

*The Problem with  
Framing Jails as a  
Treatment Solution*

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# WHAT'S ONE STEP YOU CAN TAKE TODAY TO BEGIN DISMANTLING STIGMA?



# ACKNOWLEDGEMENTS

## Antoine Douaihy

- Cassie Boness, MA, University of Pittsburgh Medical Center
- Linda R. Frank, PhD, MSN, ACRN, FAAN, Pitt Graduate School of Public Health

## Cassie Boness

- Antoine Douaihy, MD, University of Pittsburgh Medical Center
- Robert Ashford, PhD, Unity Recovery Center
- Andrew Devendorf, M.A., University of South Florida

OUR PATIENTS



# LIVED EXPERIENCE: ALEX KUNKEL

Alex is the Senior Peer Navigator at UPMC Western Psychiatric Hospital's Center of Excellence and holds the dual certifications of Certified Recovery Specialist and Certified Peer Specialist. She is currently in her second year of graduate studies at the University of Pittsburgh's School of Health and Rehabilitation Sciences, studying Clinical Rehabilitation and Mental Health Counseling.



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