


# CHAMP

## A Discussion on Stigma

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## Why is it Important to Talk About Stigma?

- Shame does not motivate positive change
- Judgment increases the burden on people who are already suffering
- Stigma is literally a killer

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## Impacts of Stigma

- How have you seen stigma impact patients?
  - What are the unique factors of your community, region, clinic?
- What are the enduring consequences of stigma on patients?

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## How CoCM Addresses Stigma

- Whole person care in their “doctor’s” office
- Team-based approach to care rather than referral only model
- Normalizes behavioral health symptoms and treatment
- Helping patients understand mind/body connection

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## Language of Stigma



- Why do we stereotype and label?
- Why is it hard for us (and our colleagues and our patients) to change our language around substance use disorders?

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## Unconscious Bias and Language



- Sometimes just the words we use have a bigger impact than we think
- A commonplace term to us might evoke prejudice and bias in others
- Words have powerful positive and negative associations that evoke feeling and action

Substance use, recovery and linguistics: The impact of word choice on explicit and implicit bias. Ashford et al. Drug And Alc Dep. 183, June 2018

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## Impacts of Biased Language

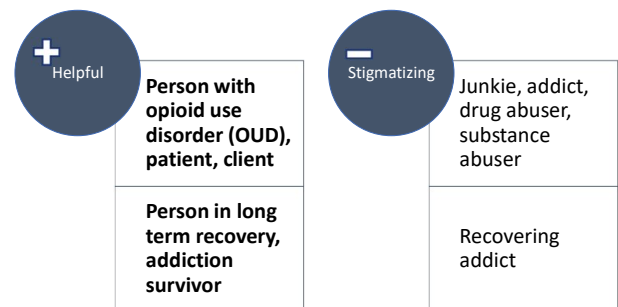
- Perpetuating clinician bias – We can inadvertently pass on stigma in our chart messages and notes
- Use of certain words, client quotes and descriptive language – This can directly impact future treatment decisions and quality of care

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## Person-First Language



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### Non-Shaming Descriptions



<b>+</b> Helpful	<b>Using prescribed opioids not as directed/more than prescribed</b>	<b>-</b> Stigmatizing	Prescription drug abuser
	Substance use disorder, chronic brain disease		Substance abuse, substance dependence

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### Supportive Clinical Language

<b>+</b> Helpful	Using prescribed opioids not as directed/more than prescribed	<b>-</b> Stigmatizing	Prescription drug abuser

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### Humanizing Comments




<b>+</b> Helpful	<b>In recovery, disease in remission</b>	<b>-</b> Stigmatizing	He's clean
	Active addiction, problem substance use		Drug habit

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### Striving not to Judge



<b>+</b> Helpful	<b>Intoxicated</b>	<b>-</b> Stigmatizing	Wasted, strung out, high, partying
	Recurrence of use/symptoms		She's relapsed

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## Combatting Stigma



Let's look at what we know about OUD and the people who have the disease

- Reflect our compassion and respect by communicating mindfully ourselves
- Encourage our colleagues to use less stigmatizing language
- What else can you think of that is in your locus of control?

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## Questions & Discussion



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