

Confronting Stigma: Steps for Success

For the Medical Community



Below are some general practices that may help to reduce stigma when interacting with your patients:

Understand	Understand your community and its diversity of people
Accept	Accept without judgment who people are, how they choose to live their lives, and the choices that they make
Do Not Judge	Set aside your personal beliefs and avoid judgement(s)
Empathize	Put yourself in your patient's shoes, recognizing individual needs and issues, barriers to care, and positive health outcomes

Strategies to Eliminate Stigma

1. Create and adopt a code of conduct to end stigma in your facility
2. Train your staff about stigma and understanding the human experience
3. Educate your staff to see the person instead of the illness
4. Create and maintain a welcoming environment for all patients
5. Use non-stigmatizing language to avoid communication barriers
6. Ensure that all people receive the same standard of care

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