

Stigma

Psychology

Why people delay seeking help, and what reduces it.

Kinds of stigma

- Public — societal attitudes
- Self — internalised beliefs
- Structural — policy and institutions
- Courtesy — extends to family and staff

What reduces it

- Contact with people with lived experience — most effective
- Education, modestly
- Media portrayal changes
- Language: 'a person with...' not a label

THE DIFFERENCE THAT MATTERS

Contact-based interventions outperform education alone. Biological explanations reduce blame but can increase perceived

Educational reference. Framing conditions as purely biological has produced mixed effects on stigma, not uniformly positive ones.