

The Seven Types of Stigma

TYPE 1	TYPE 2	TYPE 3	TYPE 4	TYPE 5	TYPE 6	TYPE 7
Public Stigma This happens when the public endorses negative stereotypes and prejudices, resulting in discrimination against people with mental health conditions.	Self Stigma Self-stigma happens when a person with mental illness or substance-use disorder internalizes public stigma.	Perceived Stigma Perceived stigma is the belief that others have negative beliefs about people with mental illness.	Label Avoidance This is when a person chooses not to seek mental health treatment to avoid being assigned a stigmatizing label. Label avoidance is one of the most harmful forms of stigma.	Stigma by Association Stigma by association occurs when the effects of stigma are extended to someone linked to a person with mental health difficulties. This type of stigma is also known as "courtesy stigma" and "associative stigma."	Structural Stigma Institutional policies or other societal structures that result in decreased opportunities for people with mental illness are considered structural stigma.	Health Practitioner Stigma This takes place any time a health professional allows stereotypes and prejudices about mental illness to negatively affect a patient's care.

PUBLIC STIGMA

This happens when the public endorses negative stereotypes and prejudices, [resulting in discrimination](#) against people with mental health conditions.

SELF-STIGMA

Self-stigma happens when a person with mental illness or substance use disorder [internalizes public stigma](#).

PERCEIVED STIGMA

[Perceived stigma](#) is the belief that others have negative cognitions about people with mental illness.

LABEL AVOIDANCE

A person chooses [not to seek](#) mental health treatment to avoid being assigned a stigmatizing label. Label avoidance is one of the most [harmful forms](#) of stigma.

STIGMA BY ASSOCIATION

[Stigma by association](#) occurs when the effects of stigma are extended to someone linked to a person with mental health difficulties. This type of stigma is also known as [courtesy stigma](#) and [associative stigma](#).

STRUCTURAL STIGMA

Institutional policies or other societal structures that result in decreased opportunities for people with mental illness are [structural stigma](#).

HEALTH PRACTITIONER STIGMA

This takes place any time a health professional allows stereotypes and prejudices about mental illness to negatively affect a patient's care.