

#SWIPE

OUT

STIGMA

of addiction and recovery
with Recovery Cymru

Recovery Cymru is a Lived Experience Recovery Organisation in Wales. Our peer-led recovery community in South Wales supports people starting or continuing their recovery journey. We offer training and work with partners to deliver recovery programmes and develop best practice. Our members offer expert voices on recovery and peer support.

www.recoverycymru.org.uk



01 Why #SwipeOutStigma?

As a leading Lived Experience recovery community in Wales, our members want to share our message of hope and understanding to challenge the stigma surrounding alcohol/drug misuse and recovery and its often unintended consequences.

Together, through the power of lived experience, we will raise awareness and challenge stereotypes. We will show that change is possible, encourage people to seek support, and reduce the fear and shame individuals and their families experience.

Most people will know someone who is or has struggled with substances. Our underlying beliefs, language, and actions are so powerful. Individuals, families, health and social professionals, employers, and the general public - join us to make a difference and #SwipeOutStigma



RAISE AWARENESS

Raise awareness about the real lives, stories, challenges and situations behind alcohol and drug misuse. Share the solutions, hope and impact of change and recovery.



INFORM

Enable people to understand the impact of their beliefs, words and actions. Inspire people to think and act proactively and positively towards people in addiction and recovery. Empower individuals and their families to have self compassion and hope.



ACT

Explore together opportunities to reduce stigma and create environments in which people can recover as:

- Health and social workers
- Employers
- Family members

02 What is Stigma?

Stigma is ...

- A lack of knowledge (ignorance)
- Negative attitudes (prejudice)
- Disadvantage (discrimination)

It includes:

- Social, professional or institutional stigma
- Self stigma or the fear of stigma
- Stigma by association

Stigma can involve labelling, judging, withdrawing contact or opportunities

Stigma can lead to isolation, feelings of hopelessness, fear, anxiety & reluctance to seek help.

03

How does stigma impact recovery?

The stigma surrounding addiction can lead to feelings of guilt, shame and hopelessness. Individuals and their families can become isolated with feelings of low self esteem and self worth. People can come to believe the negative stereotypes about themselves. Ultimately, stigma, self stigma and the fear of stigma prevent individuals and their loved ones from sharing what they are going through and from seeking help and support. Problems can escalate, with more negative consequences over a longer period of time.

04

Stigma in health and social care

Our members tell us about the positive opportunities and impact of informed and compassionate experiences with health and social care professionals. They also describe negative experiences from staff who are ill informed, under equipped or from whom they perceive judgement. We know the 'helpers' can often struggle to admit they are themselves in need of help, fearing judgement or that people will doubt their professional capabilities. We recognise the role of unconscious bias, as well as the power of increased awareness and skills.

05

Stigma and Employment

Alcohol and drug problems can impact the workplace. Employers we work with often tell us they feel under equipped to know how to address it, both within HR and employee support. We know it benefits our members and employers to retain people in work and to create environments for people in recovery to (re)enter the workplace.

06

What are we going to do about it? Work with YOU to...

- Share the stories behind the stereotypes
- Highlight how and why problems develop, recognising trauma
- Share the hope and tools of recovery
- Create activities and events locally and increase our training
- Create a pledge for organisations and employers
- Work with individuals and their families to fight the stigma within

07

Why?

- To increase awareness, reducing the feelings of shame and judgment people in or seeking recovery feel, as well as their families
- To empower people to seek support if they are experiencing problems
- To create working environments in which people can recover and thrive
- To inform and empower healthcare providers to more confidently support people with alcohol and drug problems

How You Can Get Involved...



UNDERSTAND

Better understand the issues surrounding alcohol and drug problems. See beyond people's struggles. Challenge your unconscious bias.



GET INVOLVED

- Join our events and activities
- Sign up to our pledge
- Partner with us to increase peer support
- Share your stories and experiences with us
#SwipeOutStigma and
#RecoveryCymru



LEARN

- Learn through our campaign
- Attend our training
- Invite us to talk
- Ask questions, don't assume!



SUPPORT

Show kindness and understanding to someone in your life. Encourage those you love. Seek support for yourself.

HELP US #SWIPEOUTSTIGMA. TOGETHER WE CAN MAKE A HUGE DIFFERENCE.

GET IN TOUCH

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