

S T I G M A

Challenging the Way We've Always Done It

Strategies for replacing stigma
embedded in organizational culture
and relationships



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CHALLENGING STIGMA THROUGH
UNDERSTANDING & INTENTIONAL ACTION

2.

Have you ever

assumed that
someone is good or
bad at something
based only on their
age or gender (for
instance: who do you
think is good at fixing
a car)?

4.

Do you ever say things like, “Stop acting like a girl?” or “Man Up!” or refer to all your friends as “guys”?

5.

When you see a person who has a physical or mental disability, do you ever avoid making eye contact?

8.

Do you ever
justify using
derogatory language
or slurs because you
think everyone else
uses them?

9.

Have you ever
remained quiet when
hearing a racist joke?

10.

When you picture someone beautiful in your mind, are they wearing fancy clothes and of a high socioeconomic class?

11.

Do you spend

much of your day
surrounded by people
who are similar to
you? Same religion?
Sexuality? Body
shape?

14.

Do you catch yourself judging yourself or others about body shape and weight? Do you make automatic assumptions about their behaviors and health?

16.

Have you ever

referred to a
neighborhood as safe
or unsafe based on
the racial (or
socioeconomic)
demographics of that
neighborhood?

18.

Do you ever

speak louder and
more slowly to
someone who speaks
with an accent?

“Not everything
that is faced can
be changed, but
nothing can be
changed until it
is faced.”

- James Baldwin





We have a choice!

- What assumptions are you making?
- Can you challenge them?
- Can you replace them?

Thank you!

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Every family deserves to be heard and understood

SUPPORT EDUCATE ADVOCATE EMPOWER