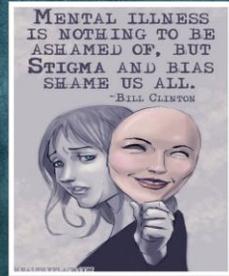


# Looking Beyond the Tip of the Iceberg: How to Address Societal Stigmas to Forge an Effective Working Relationship

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## Learning Objectives

- Define stigma and its effect on various populations
- Identify stigmatized populations & define personal bias
- Learn strategies to overcome stigma and biases to work effectively with clients



Stigma and personal bias are inevitable, but in the working relationship how does this affect us while working with these stigmatized populations, amongst our own personal bias? This presentation will examine societal stigmas, personal bias, and identify strategies to effectively support the persons that we serve.

## How do you define stigma?

Merriam-Webster Dictionary defines Stigma as: A set of negative and often unfair beliefs that a society or group of people have about something

### Also

A mark of shame or discredit



As case managers we have experienced the following ways that stigma is perpetuated in our communities:

- Labeling and Stereotyping
- Lack of understanding from the community
- Lack of education and resources to understand those who are stigmatized

As case managers we see the following consequences on stigmatized individuals whom we serve:

- Isolation
- Disenfranchisement
- Discrimination

Video: <https://www.youtube.com/watch?v=7D-15Z9oE2g&nohtml5=False>

Social stigma → ← self stigma



## Let's Identify Some of the Stigmatized Populations We Serve

- The Homeless
- Mentally ill
- Medically fragile
- LGBTQIA
- Substance users/abusers
- Sex offenders
- Religious populations
- Youth
- The elderly
- The poor
- Those with criminal records

## How do You Define Bias?

The Merriam-Webster Dictionary defines bias as:

A tendency to believe that some people, ideas, etc., are better than others that usually results in treating some people unfairly

### Also

An inclination of temperament or outlook; especially: a personal and sometimes unreasoned judgment; prejudice

### Unconscious bias

forms from direct experiences with:  
other people  
environments  
events, **but**

most unconscious biases come from vicarious experiences

through:

media  
stories  
books  
movies

## Personal Bias in the Workplace

Where does Bias Come From?

Biases often derive from **stereotyping**.

**Stereotypes** are thoughts, ideas, and attitudes about individuals, places, or things that can be positive or negative and may not accurately reflect reality.

**Biases are formed through our experiences with our:**

Parents  
Family  
Peers  
Teachers  
Friends  
Media... **AMONG OTHERS**

Biases continue to transform throughout our life; from childhood to adolescence and into adulthood. For some, they can change overtime or for others they can remain constant, if left unchallenged.

## Share Your Story: Bias UNCOVERED

How has a personal bias affected you in the work place?

## How are Biases Perpetuated?

- Socialization
- Peers
- Lack of research - checking the facts
- Media - print, social, electronic, audio
- Lack of resources and education



## Stigma and Biases Can Damage the Case Management Relationship

We must learn to:

- Challenge our own biases
- Learn how to overcome stigma
- Educate others about false stereotyping
- Advocate for the populations we serve

Empower everyone to call out unconscious bias.

## The Vision Renewal Process

- Step I. Become mindful of your biases.
- Step II. Access the alleged benefits of your biases
- Step III. Identify which biases are doing the most harm
- Step IV. Dissect your bias
- Step V. Identify common kinship groups
- Step VI. Shove your biases aside
- Step VII. Beware the Bias Revival

Sondra Thiederman, 2007

**Let's look further at the following steps:**

Step II. Access the alleged benefits of your biases

Step IV. Dissect your bias

Step V. Identify common kinship groups

Step VI. Shove your biases aside

**Let's Review:**

- Defined Stigma
- Explored how stigma affects our clients
- Identified common stigmatized populations we work with in case management
- Defined Bias
- Identified Personal Bias we bring to case management
- Learned how to challenge stigma and personal bias
- Discussed strategies from the Vision Renewal Process

**QUESTIONS ?  
THOUGHTS ?  
IDEAS ?**

**THANK YOU**

