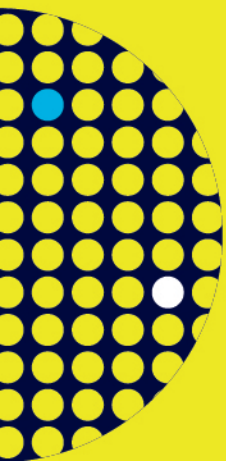


2019 CPHO Annual Report

Special Advisory Committee

Dr. Theresa Tam, Chief Public Health Officer of Canada

August 20, 2020





Addressing Stigma

**Towards a more
inclusive Health System**

The Chief Public Health Officer's
Report on the State of Public Health
in Canada 2019



Health Canada and the Public
Health Agency of Canada

Santé Canada et l'Agence
de la santé publique du Canada

Canada

Outline

Introduction: Chief Public Health Officer (CPHO) Approach and Priorities



The Health of Canadians

- Key Trends and Highlights



Stigma is a Public Health Issue

- Stigma Overview
- Stigma and Health
- The Stigma Pathways to Health Outcomes Model



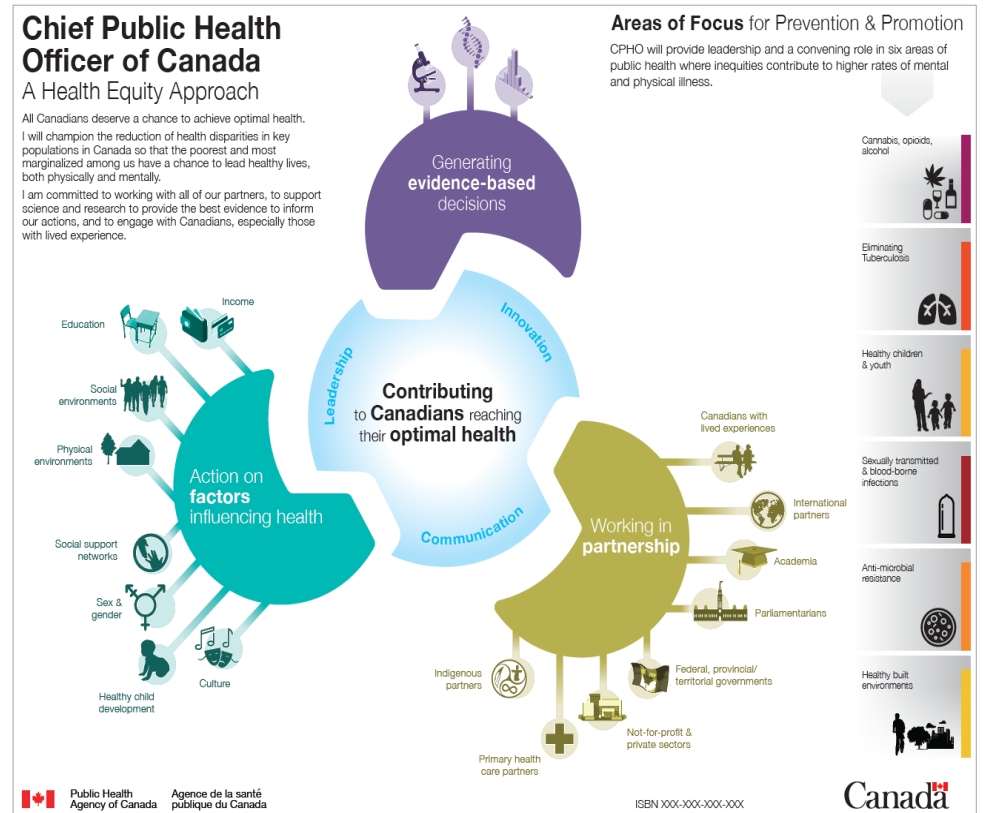
Building an Inclusive Health System

- Action Framework for Building an Inclusive Health System

For More Information: Supplementary Report Products

CPHO Approach and Priorities

- ✓ **Interdisciplinary approach** to knowledge generation, outreach and communications
- ✓ **Wider definition of evidence**, including living experience and expert advice along with peer-review
- ✓ **Producing range of knowledge products** and uptake tools
- ✓ **Catalyzing change** with systems leaders during report development and after

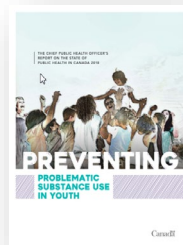


Further info [here](#)

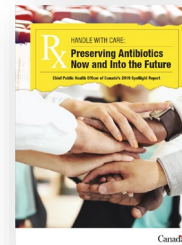
2017

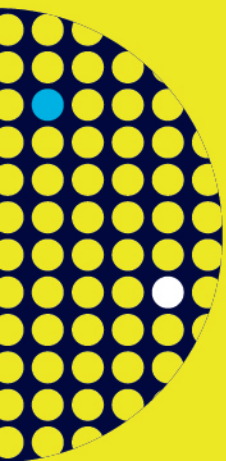


2018



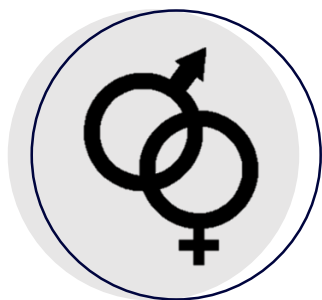
2019





The Health of Canadians

Health of Canadians: Key Trends and Highlights



Life Expectancy

- No year-to-year increase in life expectancy at birth for males and females



Chronic Diseases

- Recent data suggest declining incidence rates for a number of chronic diseases in Canada



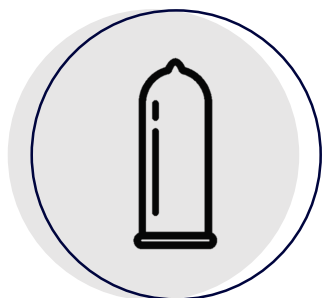
Education & Income

- Attainment of post-secondary education is increasing
- Fewer Canadians are living in poverty



Substance Use

- More than 12 apparent opioid-related deaths occurred every day in 2018
- Youth vaping is increasing
- 1 in 5 Canadians is a heavy drinker



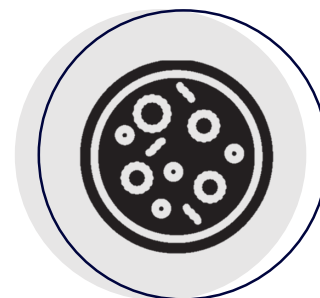
Sexually Transmitted & Blood-Borne Infections

- Since 2007, infection rates have increased for:
 - Chlamydia -> 49%
 - Gonorrhea -> 81%
 - Syphilis -> 178%



Vaccinations

- Vaccination rates are not meeting national targets
- There have been several outbreaks of vaccine-preventable diseases



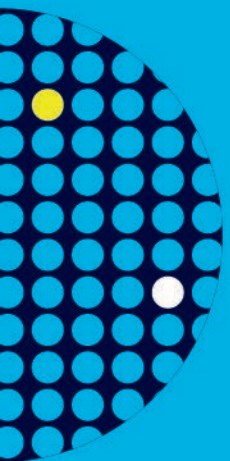
Antimicrobial Resistance

- Unnecessary antibiotic use in humans and animals is contributing to the rise of antimicrobial-resistant infections



Climate Change

- The health impacts of climate change can be meaningfully reduced through adaptation measures



Stigma is a Public Health Issue

Stigma and Health



Stigma is a **serious and pervasive public health issue** which can lead to poorer health outcomes



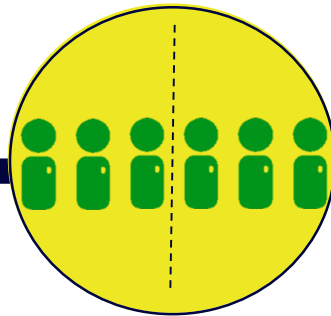
The health system contributes to negative health outcomes through **stigma that is ingrained** in policies and institutional and individual practices



This report offers a **new approach to understanding stigma** and a way forward

We can build on our **Canadian values** and diversity to become the **most inclusive** health system in the **world**

What is Stigma?



Stigma begins with the **labeling** of differences and **negative stereotyping** of people

This creates a **separation** between “us” and “them”

Those who are stigmatized are **devalued** and subjected to **discrimination**

This can lead to **inequitable** social and health **outcomes**

Stigma Examples

Stigma can target people's identities, characteristics, behaviours, practices and/or health conditions. Some examples include stigma based on:



Obesity



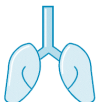
Substance use disorders



Mental illness



Dementia



Tuberculosis



HIV



Race



Sexual orientation



Gender & gender identity



Age



Language



Social class

The 2019 Annual Report focuses on 7 stigmas:

1. **Racism:** experienced by First Nations, Inuit and Métis peoples
2. **Racism:** experienced by African, Caribbean and Black Canadians
3. **Sexual** stigma and **gender identity** stigma: experienced by LGBTQ2+ people
4. **Mental illness** stigma
5. **Substance use** stigma
6. **HIV** stigma
7. **Obesity** stigma

Where Does Stigma Happen?



Individual-level Stigma

- Internalized stigma (e.g., shame)
- Anticipated stigma



Interpersonal-level Stigma

- Health professionals
- Family
- Friends
- Colleagues
- Classmates
- Strangers



Institutional-level Stigma

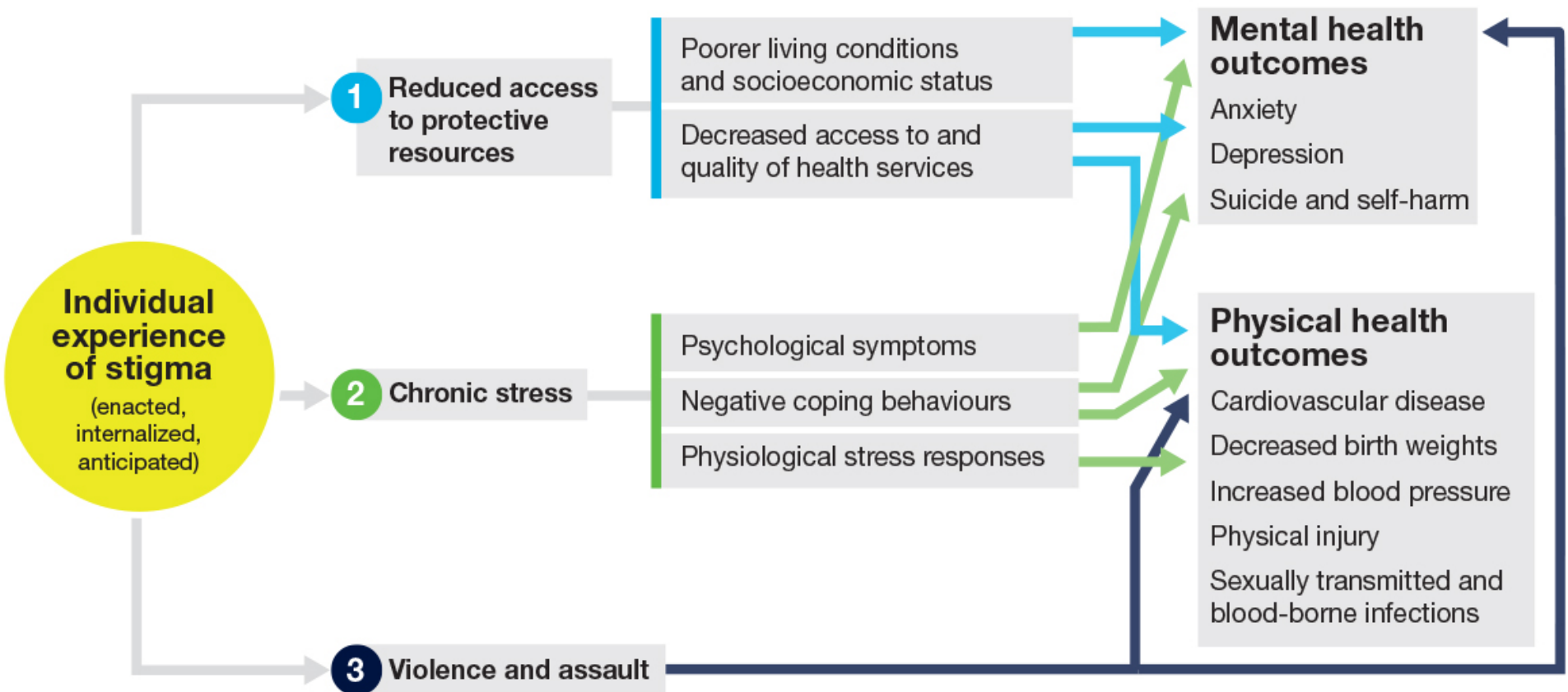
- Physical environments
- Policies



Population-level Stigma

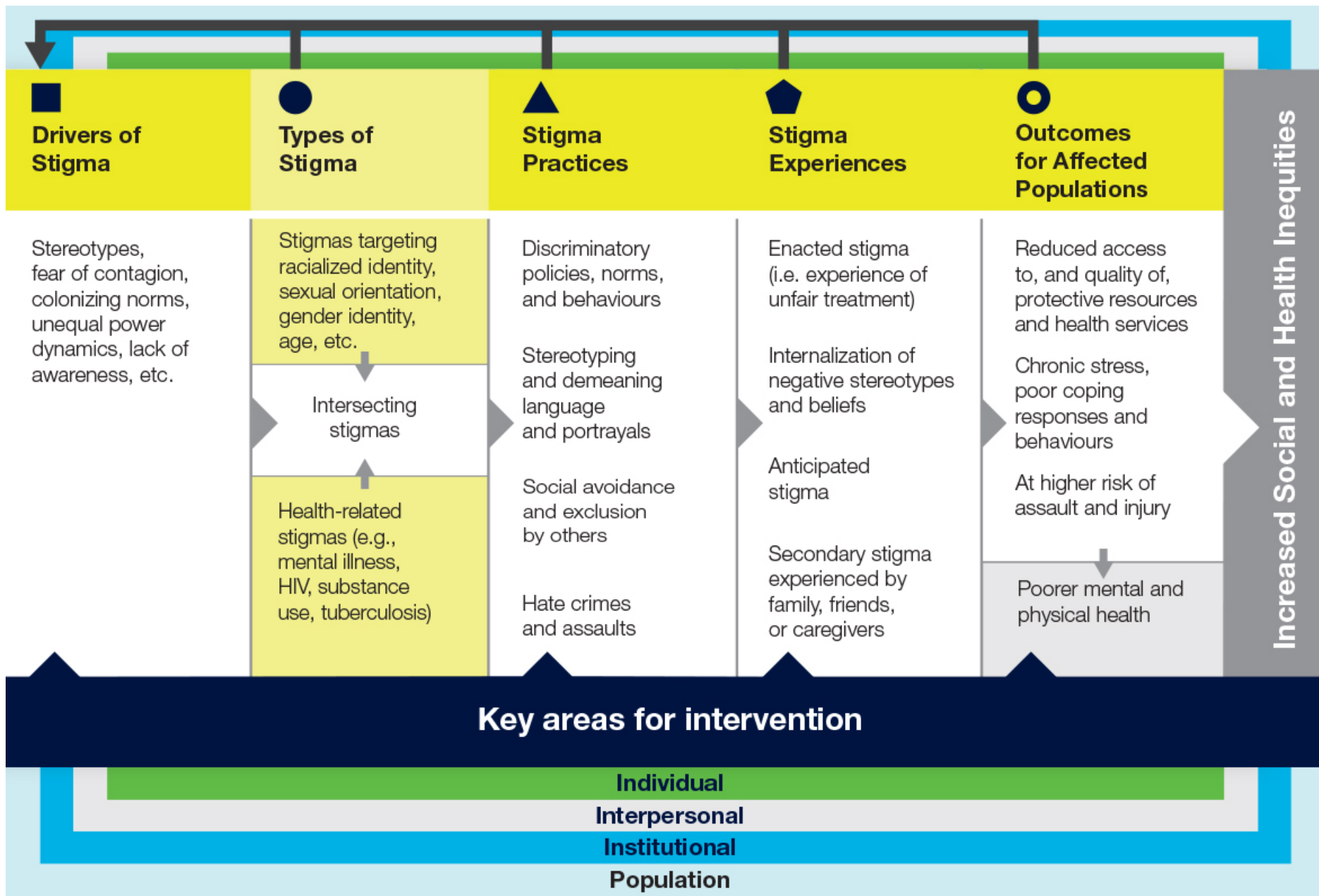
- Policies
- Laws
- Stereotypes
- Media

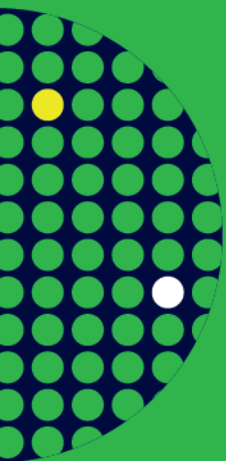
How Stigma Affects Health





Stigma Pathways to Health Outcomes Model





Building an Inclusive Health System

Action Framework for Building an Inclusive Health System

ADDRESSING STIGMA: TOWARDS A MORE INCLUSIVE HEALTH SYSTEM
Chief Public Health Officer of Canada's (CPHO) 2019 Annual Report

Action Framework for Building an Inclusive Health System

HOW STIGMA OPERATES	INTERVENTIONS TO ADDRESS STIGMA	POTENTIAL OUTCOMES
Individual		
<p>Level of Stigma: person who experiences stigma</p> <ul style="list-style-type: none"> Exacted stigma (e.g., unfair treatment) (e.g., discriminatory denial) Internalized stigma (e.g., low self-esteem and being of oneself) Anticipated stigma (e.g., does not access support) 	<p>• Group-based supports to change stigmatizing beliefs, increase coping skills, support empowerment, and build social support</p>	<ul style="list-style-type: none"> Reduction in internalized stigma Improved psychological well-being and mental health
Interpersonal (person-to-person)		
<p>Level of Stigma: family, friends, social and work networks, healthcare and service providers</p> <ul style="list-style-type: none"> Language (e.g., using dehumanizing terms) or dehumanizing labels, relating to one's condition, needs and/or personality Intuitive attraction and repulsion Stigma shame and assault 	<p>• Education opportunities to target myths and lack of knowledge. Include components that encourage respecting personal values, beliefs, and beliefs</p> <p>• Contact interventions, including sharing personal stories, to target stigmatizing beliefs and attitudes</p>	<ul style="list-style-type: none"> Greater understanding of the facts about stigmatized health conditions Increased understanding of shared perspectives and experiences of stigma Growing social acceptance Reduction in stigmatizing
Institutional		
<p>Level of Stigma: health system organizations, medical and health training schools, community sector organizations, social service organizations</p> <ul style="list-style-type: none"> Being made to feel "less than" (e.g., having to wait longer than others to be seen, lack of empathy from staff) Physical environment (e.g., inaccessible) Stigmatizing policies and practices (e.g., unnecessary drug tests, low investment or services) 	<p>• Ongoing and continued training targeting conscious and implicit bias</p> <p>• Implementation of cultural safety and cultural humility models</p> <p>• Data and evidence-based interventions</p> <p>• Workforce diversity initiatives</p> <p>• Institutional collaboration with community partners that support and fund meaningful engagement with people with lived experience of stigma</p> <p>• Improved training and evidence-informed care models</p> <p>• Accountability and monitoring frameworks that include stigma reduction indicators</p>	<ul style="list-style-type: none"> Institutional environment is inclusive, welcoming and diverse Organizations are able to meet the needs of organizations Reduction in stigmatizing words and attitudes among staff Improved patient-centred settings of care, satisfaction and trust Healthier patient outcomes
Population		
<p>Level of Stigma: mass media, policies, and law</p> <ul style="list-style-type: none"> Widespread stigmatization Stigmatizing portrayals in film and television (e.g., people with mental illness portrayed as violent) Discriminatory policies and laws Inadequate legal protections, or lack of enforcement of those protections 	<p>• Mass media campaigns to challenge stereotypes and prejudice</p> <p>• Guidelines to reduce stigma in media reports</p> <p>• Proactive laws and policies</p> <p>• Advocacy and engagement when making laws and policies</p>	<ul style="list-style-type: none"> Reduction in stigmatizing labels, attitudes, and related behaviour among the public Reduction in discrimination practices

The table provides a detailed overview of stigma levels and interventions. It is structured into three main levels: Individual, Interpersonal, and Institutional, each with a Population level. The table includes specific examples of stigma and corresponding interventions and potential outcomes.

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Canada

For more information, view the [Action Framework for Building an Inclusive Health System](#) poster

Health System Leaders



- ✓ Implement inclusive policies and programs, such as cultural safety and trauma- and violence-informed care
- ✓ Engage people with lived experience
- ✓ Build a diverse workforce
- ✓ Measure and monitor progress

Researchers



- ✓ Address gaps in national data; particular need to understand health impacts among key populations
- ✓ Facilitate collaborative research and community-led data collection
- ✓ Strengthen intervention and implementation research

Individuals



- ✓ Examine your assumptions and challenge your filters
- ✓ Stop using dehumanizing language
- ✓ Bring stigma awareness to your organization
- ✓ Commit to ongoing learning
- ✓ Seek help if you are experiencing adverse impacts from stigma and discrimination

For More Information



For access to *The Chief Public Health Officers' Report on the State of Public Health in Canada 2019: Addressing Stigma: Towards a More Inclusive Health System* please visit Canada.ca/CPHOreport

Products available for download*:

- CPHO 2019 Annual Report
- What We Heard Report*
- Voices for Inclusion* video
- Health of Canadians 2019* video
- Evidence Summary: Interventions to Address Stigma in the Health System*
- Reference List: Examples of Stigmas Related to Social Identities and Health Conditions*
- Action Framework for Building an Inclusive Health System* poster

**All products are available in English and French*
