


STIGMA CHARTER

Our ADP Strategy: Recovery is Reality, 2020 – 2024, recognises that individuals, families and carers affected by alcohol or drug use may experience stigma which may have a significant impact on their recovery and integration within their local community. As a partnership we committed to working together to ensure services, activities and resources promote recovery in a non-stigmatising way, and to continuing to work together to increase the knowledge, understanding and context around alcohol and drug use.

**WORKING
TOGETHER
TO END
STIGMA**



carers, staff and the communities they live within. A key area of work taken forward by the group was the development of an *ADP Stigma Charter*.

Following a range of consultation activities members of the ADP approved the ADP Stigma Charter for South Ayrshire in May 2022. A local Implementation Plan has been developed and is being driven forward to support partners to embed the Stigma Charter across their organisation.

An ADP lived experience led Working Group was established to take forward specific activities aimed at reducing stigma experienced by individuals, families and

Our new *ADP Change Story* reinforces our commitment to working together and supporting organisations to embed our Charter within their cultures.



Our ADP Stigma Charter states that by working together we will:

1. Treat individuals, their families, carers and communities affected by alcohol and drugs with **dignity and respect**.
2. Deliver a **human rights-based approach** in all we do.
3. **Demonstrate empathy, compassion, and understanding** of the different issues individuals may be living with whilst treating all as equals.
4. Promote the use of **positive language**, and empower individuals, families, and communities to challenge stigmatising behaviours.
5. Ensure the individual's opinions are **heard, respected, valued**, and acted upon where needed.
6. **Involve individuals and families** in design, delivery and continuous service improvement.
7. Design and deliver services with a **trauma informed approach**.
8. Work with partners to develop and adopt **media guidelines** and policies to promote positive language and images that are non-stigmatising.
9. Ensure ADP partners are **educated, trained**, and able to implement this stigma charter.

Find out more:

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