



## Pinnacle Peak Sheds Light on Alcoholism Stigma

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In a recent blog, Pinnacle Peak of Scottsdale, Arizona discussed the stigma surrounding alcoholism. The blog's purpose is to further educate people on alcoholism and how the stigma around it impacts those who want to recover from it. Oftentimes, stigma can lead to people being in denial that they have an alcohol use disorder in the first place as they compare themselves to harmful stereotypes. This leads to fewer people getting treatment than actually need it.

Alcohol use is commonplace in society, to the point where it's often frowned upon to have big events like weddings be "dry" or alcohol-free. Despite its normalcy, alcoholism is still seen in a very specific and stereotypical way, to the point where many can overlook their own symptoms because "I'm not like those people." This can be dangerous, as the article points out, as long-term alcohol use can start to damage a person in many ways.

"It affects more people than you think, with 1 in 10 people over the age of 12 being reported with an alcohol use disorder (AUD) in the past year," the article points out. With the age group being so young, and alcoholism being known to have genetic markers, sometimes this stigma can too be passed down by family members. Despite this, the blog points out that friends and family members can still have an important impact on breaking down the stereotypes and stigma around alcoholism.

?Even though we can?t immediately change all of society?s opinions on alcoholism and AUDs, you can make a difference for those in your life and those around you. Remind your loved ones that you care about them and want to support them. If you hear people around you using negative language, talk with them about it.? This is one of the main pieces of advice given by the blog to its readers.

Another way that the blog encourages readers to help combat stigma is by using ?person first? language. ?Referring to someone as an ?alcoholic? defines them by their alcohol use, when this isn?t the only aspect of them. Due to the societal stigma around ?alcoholics? as well, this could make someone feel like certain things are simply inevitable or inescapable when this is not the case.?

Finally, the blog reminds readers that those who have an alcohol use disorder (AUD) don?t all look the same. This is the main reason stereotyping can be so negative. People assume that those with an AUD look a very specific way, so they?re able to convince themselves through things such as, ?Oh well, I can?t have an AUD because I only drink beer,? or, ?I don?t get wasted every time I drink, so I couldn?t have an AUD.? The article then goes on to help define some of the characteristics that can make up an AUD as defined by the National Institute of Alcohol Abuse and Alcoholism so readers can get a better idea of what lies beyond the stereotypes.

Recovery is possible for all who are currently managing an alcohol use disorder. Pinnacle Peak Recovery can help people beat their alcohol use and regain control of their lives. To learn more about Arizona alcohol problems and statistics, or to get information on their rehabilitation center, please contact them at (866) 954-0524 or [info@pinnaclepeakrecovery.com](mailto:info@pinnaclepeakrecovery.com). They are located at 8070 E Morgan Trail Unit 200, Scottsdale, AZ 85258.

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For more information about Pinnacle Peak Recovery, contact the company here:  
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## **Pinnacle Peak Recovery**

*Pinnacle Peak Recovery is a residential and intensive outpatient addiction treatment facility located in Scottsdale, Arizona. We offer nationally recognized, evidence-based treatment options for those needing drug rehab services.*

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