



New Serenity Lane Report Addresses Alcoholism Stigma

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Serenity Lane has released a new educational piece examining how the stigma surrounding alcohol use disorder (AUD) continues to affect treatment access and recovery outcomes. The article focuses on how stigma often appears in subtle and everyday ways, and why addressing these beliefs is critical as alcohol-related harm remains a persistent public health concern across all of Oregon. By exploring stigma at both the individual and community level, the piece aims to support earlier recognition of AUD and encourage more open, honest, and informed conversations around treatment.

In the article, Serenity Lane outlines how stigmatizing beliefs can frequently surface both internally and socially ? and often without malicious intent. This piece describes several components of stigma, including how people minimize problematic drinking behaviors by framing them as a matter of willpower, how they avoid discussing alcohol use openly due to discomfort, and how people sometimes carry shame around the idea of even needing help to begin with. It explains how, ?Stigma can show up in subtle ways, even within ourselves,? shaping attitudes that delay treatment and reinforce silence. The content further notes that stigma can also appear from loved ones through offhand comments ? whether that reluctance is to acknowledge the seriousness of AUD, or discouraging treatment out of concern for social perception. By

naming these patterns, this article emphasizes how stigmatizing beliefs are learned, and that recognizing them is a critical first step toward responding with empathy and reducing barriers to care.

The full article, titled *The Stigma of Alcoholism*, is intended as a community-facing educational resource for individuals, families, employers, and healthcare stakeholders. Serenity Lane sees alcohol use disorder as a medical condition. Never a moral failing. And the article underscores the role of accurate and science-based information in the shifting of public perception. By addressing several of the common misconceptions of stigmas, and highlighting the emotional impact, the article aims to foster understanding and support healthier pathways to treatment.

To provide a bit of guidance, the article also outlines specific actions that can help reduce the stigma of AUD in everyday interactions; including using person-first language that separates the individual from the diagnosis, challenging stereotypes that portray people with AUD as irresponsible or lacking discipline, sharing accurate information to counter misinformation, and offering nonjudgmental support when concerns about drinking are raised. As the article points out, "Reducing the stigma around AUD doesn't require an overhaul; it simply starts with small, intentional actions." Reinforcing the idea that small changes in language and behavior can influence whether people feel safe looking for help and continuing their care.

Behavioral health professionals continue to identify the stigmas of AUD as main factors that often contribute to delayed treatment and poorer health outcomes. When alcohol use disorder is misunderstood or minimized, individuals may cope in isolation, while their families hesitate to encourage support. Serenity Lane's leadership notes that ongoing education and stigma-reduction efforts are helping to normalize conversations about AUD, promote earlier intervention, and eventually strengthen recovery outcomes for people looking for treatment. As communities across Oregon respond to ongoing alcohol-related health challenges, resources that address stigma are expected to remain an important part of public health and recovery-oriented initiatives.

About Serenity Lane

Serenity Lane has been helping people overcome substance and alcohol use disorders since 1973. All of the programs they offer have been accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF). They have introduced many new programs in Oregon, such as residential step-down and outpatient programs that integrate residential and outpatient services. They have also been the provider of the only Addiction Counselor Training Program in Oregon. Some of their graduates are now offering their services through various treatment programs nationwide.

People who would like to know more about the addiction treatment services available through Serenity Lane of Eugene, Oregon, can visit their website or contact them by telephone or email. Serenity Lane has live staff

ready to place patients from 8:00 am to 7:30 pm, Monday through Friday, and from 8:00 am to 6:00 pm, Saturday and Sunday.

Serenity Lane: Finding Serenity in Long-Term Recovery

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For more information about Serenity Lane Bend Outpatient Treatment, contact the company here: Serenity Lane Bend Outpatient Treatment Stephanie Edwards 541-485-1577 info@serenitylane.org 920 SW Emkay Dr Suite #104 Bend OR 97702

Serenity Lane Bend Outpatient Treatment

Serenity Lane was established as a private, non-profit addiction treatment center for alcoholism and drug use in 1973. We have programs throughout Oregon and Southwest Washington. We believe that recovery from addiction is possible.

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