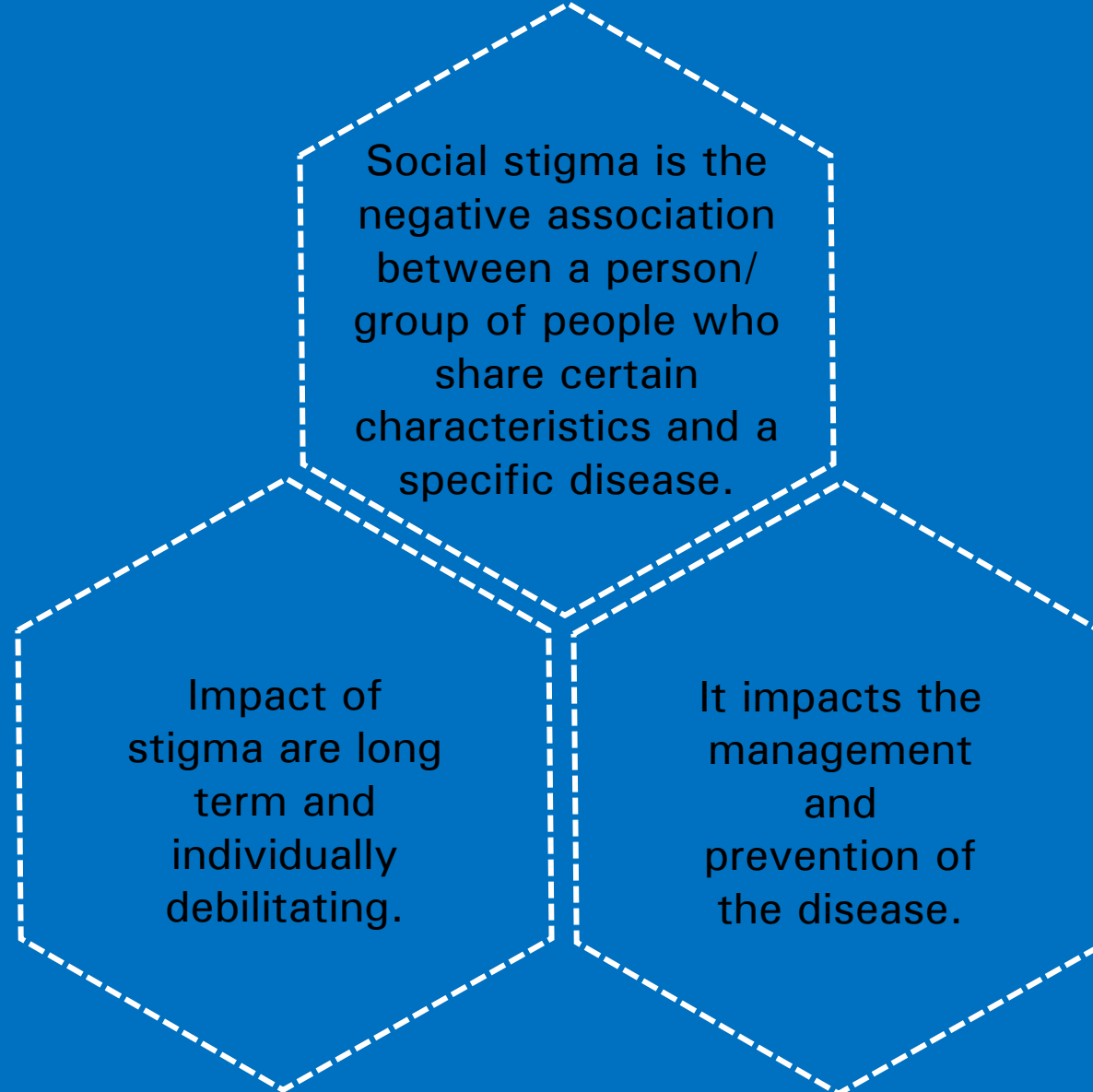


# STIGMA & DISCRIMINATION PACKAGE AND USER GUIDE



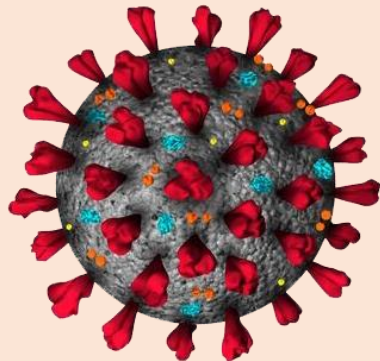
# UNDERSTANDING STIGMA & DISCRIMINATION



**Stigma can hamper response to an outbreak and prevent early reporting**

# STIGMA IN THE CONTEXT OF COVID-19

COVID-19 has been declared as a pandemic worldwide. After the Spanish Flu in the early 1900, COVID-19 has been the largest infection that has affected the whole world.

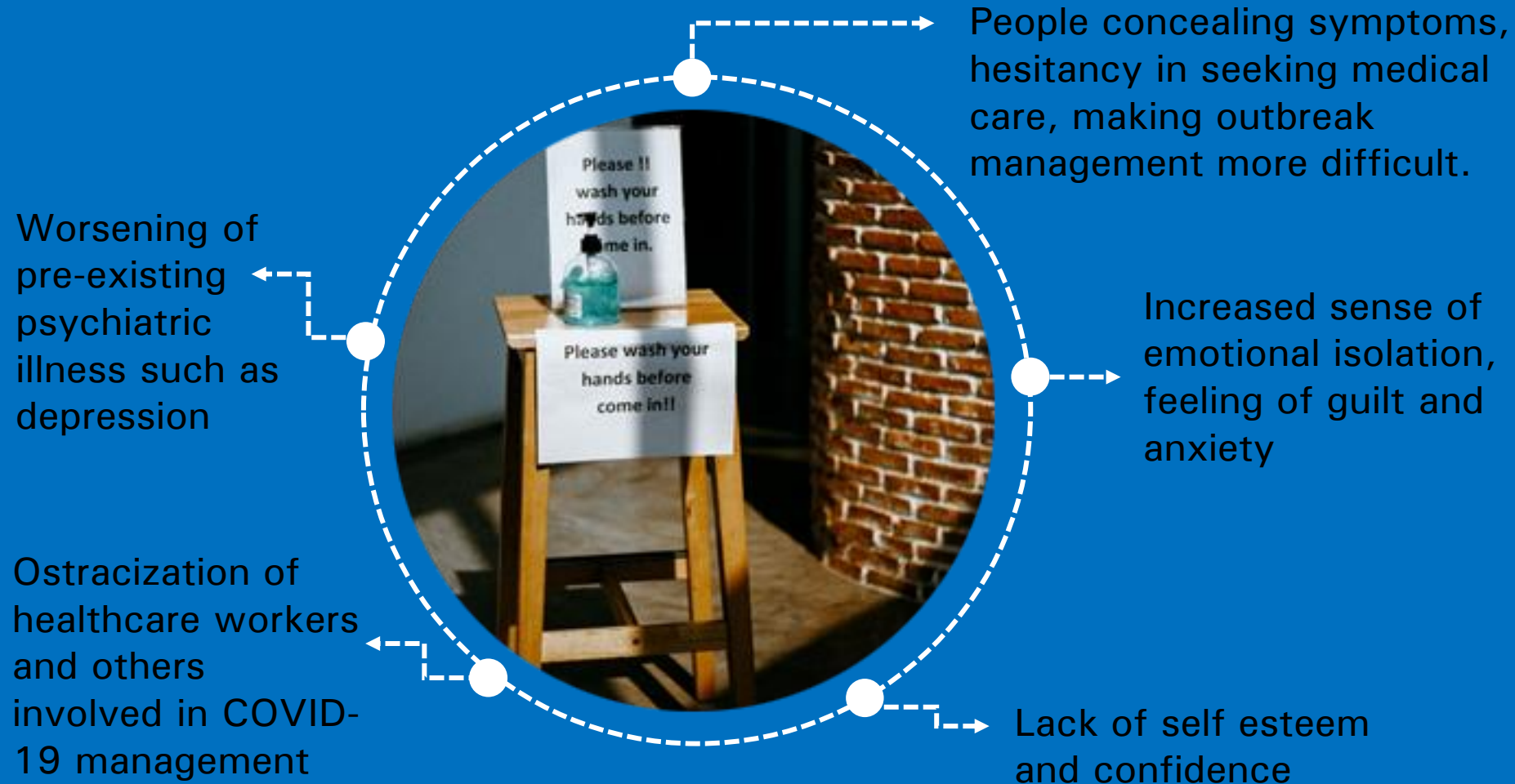


Underlying cause of stigma for COVID-19 is fear. Fear of,

- isolation
- being stigmatised by community
- failing health care system
- knowledge that there is no vaccine
- infecting one's family and loved ones
- death



# WHAT CAN STIGMA LEAD TO ?





# SO WHO ARE AT RISK OF BEING STIGMATISED?



# SO WHO ARE AT RISK OF BEING STIGMATISED?

The people most vulnerable to being stigmatised are:



People who have contracted the infection, their families and anyone in contact with them

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Service providers like FLWs (Healthcare and sanitation workers, NGO workers, police personnel

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Communities who are stereotyped

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Ethnic or minority communities

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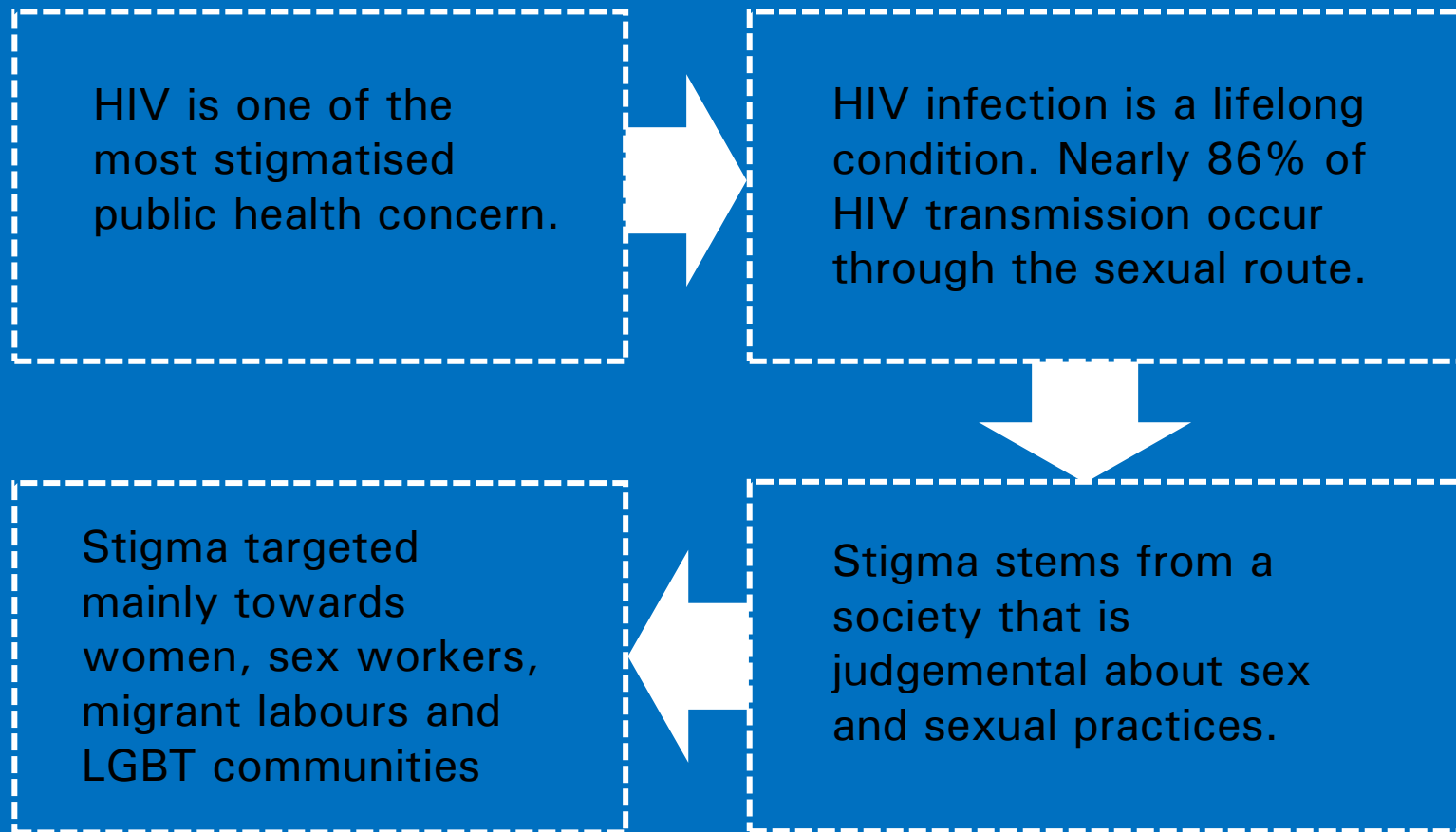


Women and children, since they are mainly seen as powerless and hence fall easy prey to being oppressed

# STIGMA IN THE CONTEXT OF HIV



# STIGMA IN THE CONTEXT OF HIV





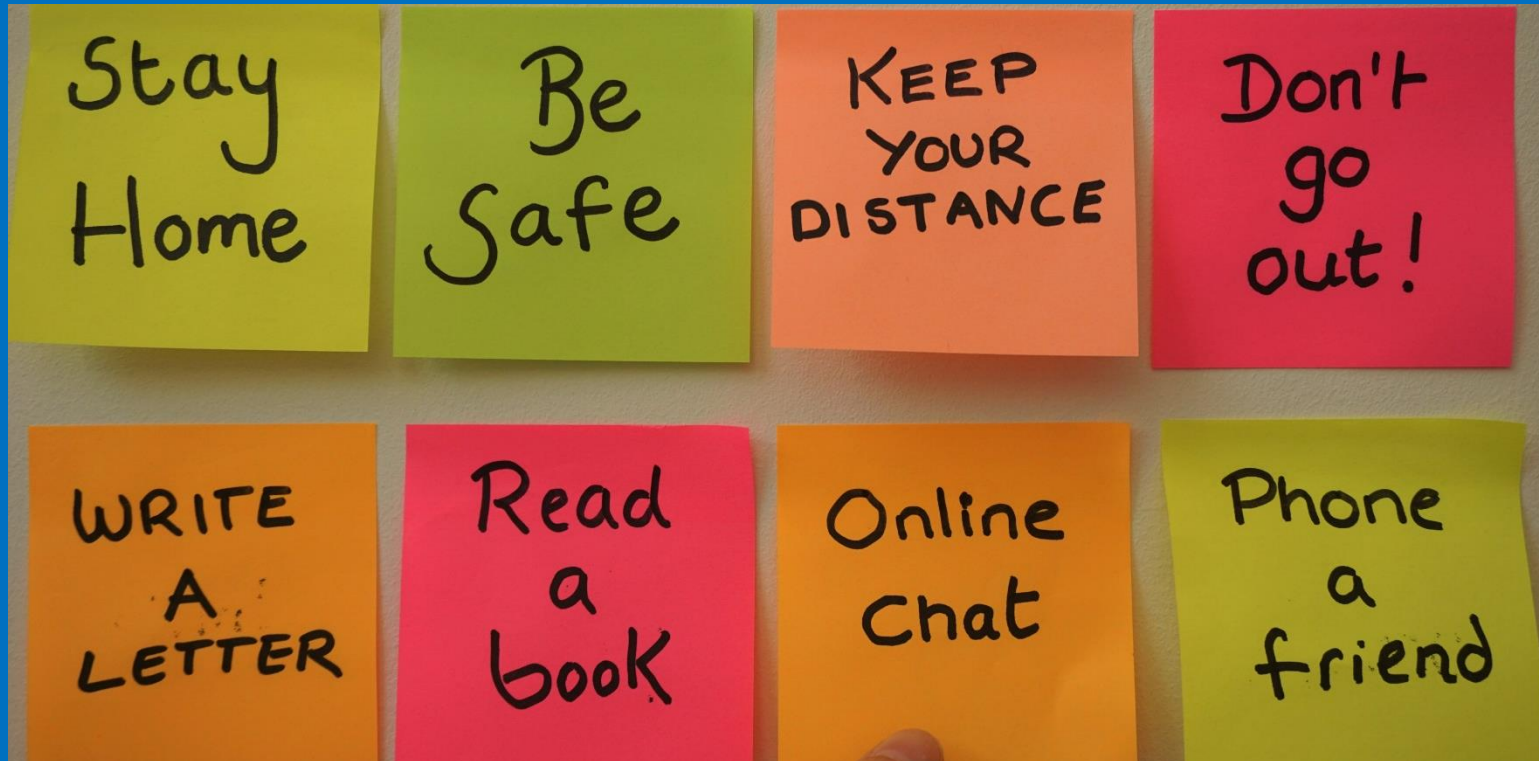
# ADDRESSING STIGMA IN THE CONTEXT OF HIV

Some of the key strategies adopted to prevent stigma in the context of HIV are:

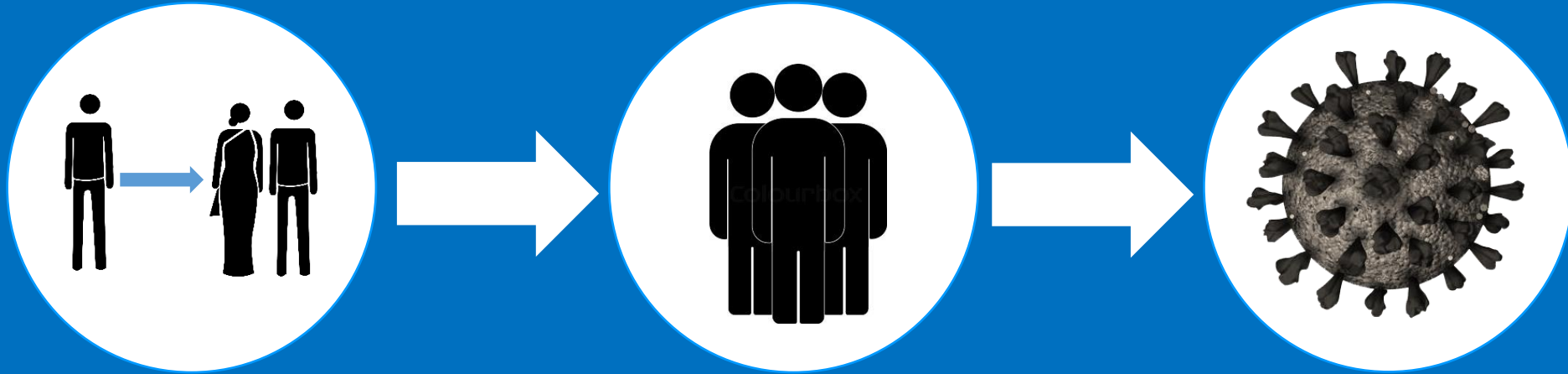
- Maintaining confidentiality of HIV positive people
- Safety net through People Living With HIV Networks across the country
- Making PLHIVs the face of campaigns and public communications
- Making legal and policy provisions to prevent stigma at workplace
- Amending laws to destigmatise LGBTQ communities and giving them their constitutional rights
- Building capacities of healthcare providers, media professionals, care givers at home, counsellors
- Developing vocabularies that are non discriminating to avoid further stigmatization

# STIGMA IN THE CONTEXT OF COVID-19

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# WHY IS COVID-19 DIFFERENT FROM HIV



Unlike HIV transmission, COVID-19 virus spreads through the mucous of the mouth, nose and eyes, fluids which are easily transmitted from one person to another.

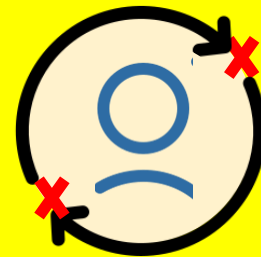
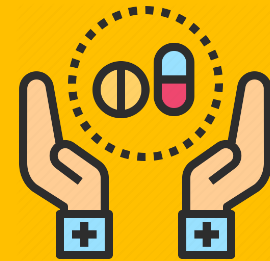
COVID-19 infection is not restricted to any community, people or groups. For HIV the chances of infection spreading were restricted largely to high risk behaviour practising groups.

Containment of COVID-19 is thus, more challenging than HIV infection.



FACTS ABOUT  
COVID-19  
THAT ONE  
MUST  
REMEMBER

**COVID-19** is  
treatable and curable.



It is **NOT** a lifelong  
condition.

# ADDRESSING STIGMA IN THE CONTEXT OF COVID-19

Strategies that can help in reducing the stigma associated with COVID-19:

Maintaining confidentiality of those who test positive – at all levels



Sensitisation and capacity building at scale of healthcare workers, essential services providers, media and police on preventive measures, using correct terms and language to allay fears and concern



Sharing facts like COVID-19 being treatable with high recovery rate



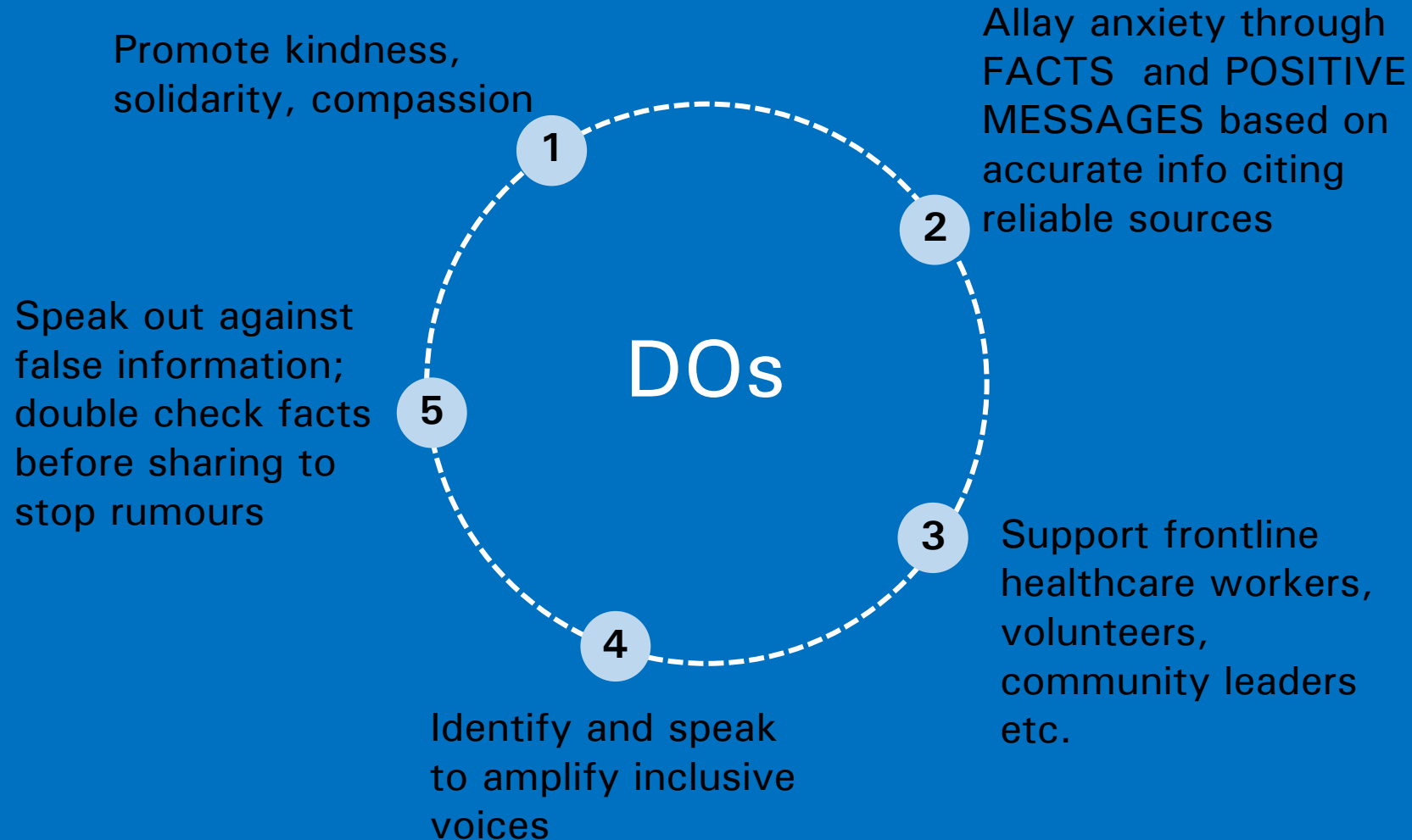
Sharing real and inspiring stories of those who recovered



Addressing financial insecurity and loss of work to ensure adherence of people to preventive restrictions

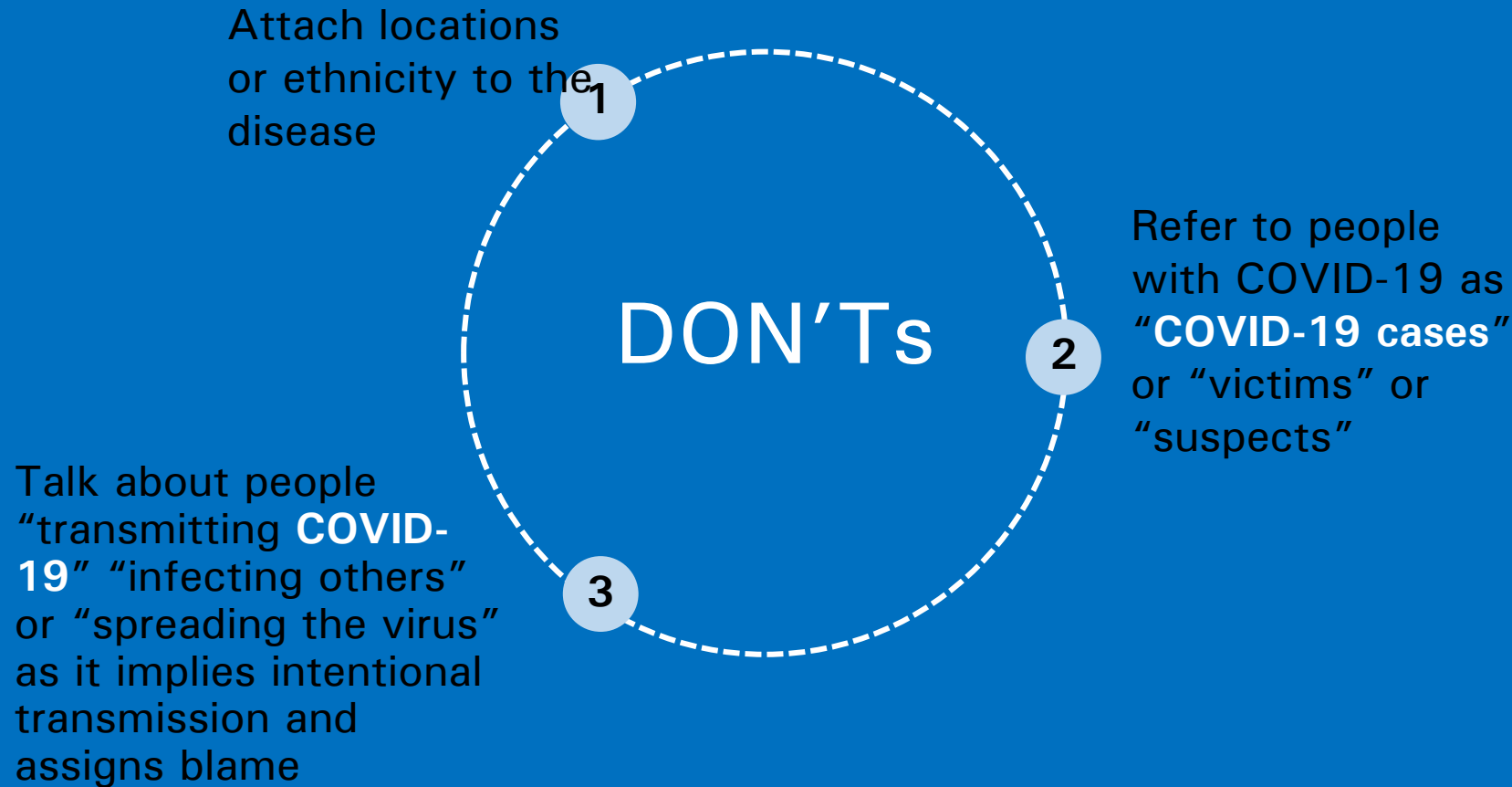


# HOW CITIZENS CAN FIGHT STIGMA



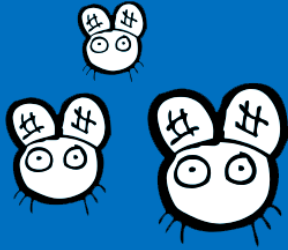


# HOW CITIZENS CAN FIGHT STIGMA



# HOW CITIZENS CAN FIGHT STIGMA – MYTH BUSTERS

COVID-19 IS NOT transmitted through houseflies



Adding pepper to your soup or other meals DOES NOT prevent or cure COVID-19



Exposing yourself to the sun or to temperatures higher than 25C degrees DOES NOT prevent nor cure COVID-19



Spraying or introducing bleach or another disinfectant into your body WILL NOT protect you against COVID-19 and can be dangerous



There are currently no drugs licensed for the treatment or prevention of COVID-19

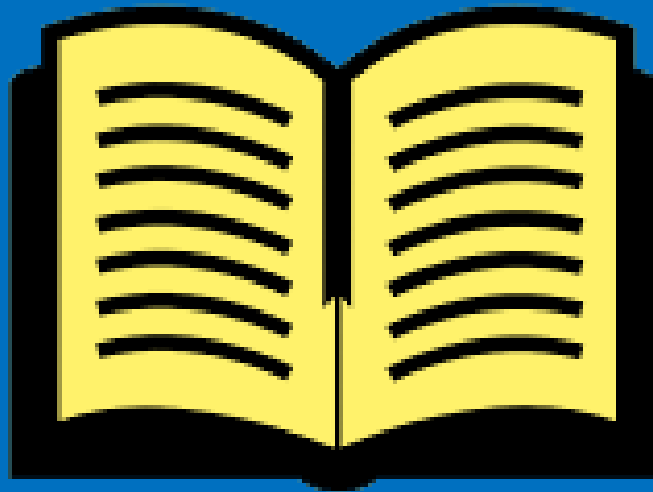


Drinking methanol, ethanol or bleach DOES NOT prevent or cure COVID-19 and can be extremely dangerous



# STIGMA AND DISCRIMINATION COMMUNICATION PACKAGE MATERIALS AND USER GUIDE

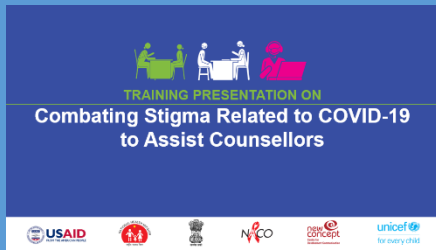

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# TRAINING MATERIALS

| Material  | Target Audience  | Key Messages   | Use  | Reference Document   |
|---|--|--|--|--|
| <p><b>Training Presentation on Combating Stigma Related to COVID-19 to Assist Counsellors</b></p>                         | Counsellors and other service providers working in the area of HIV | Role of counsellors in addressing stigma and discrimination during COVID-19 in the context of HIV                      | Training   | Training Presentation on Combating Stigma Related to COVID-19  |
| <p><b>Addressing Social Stigma and Discrimination during COVID-19, A Guide for Professionals working with PLHIV</b></p>  | Counsellors and other service providers working in the area of HIV | Social Stigma during COVID-19 its forms and effects, vulnerabilities of PLHIV, addressing stigma and associated stress | Job aid to be used as a reference material for counselling | Mental Health and Psychosocial Support for Staff, Volunteers and Communities in an Outbreak of Novel Corona virus by IRFC and UNICEF |




# TRAINING MATERIALS

| Material   | Target Audience  | Key Messages  | Use  | Reference Document   |
|--|--|---|--|--|
| <b>Responses to Myths, Rumours, Concerns and Questions of People on COVID-19, A Guide for Professionals Working with PLHIV</b>              | Counsellors and other service providers working in the area of HIV | Answers to myths and questions around COVID-19 and its spread                   | Job aid to be used as a reference material for counselling             | Responses to Myths, Rumours, Concerns, Questions of People on COVID-19, UNICEF |
| <b>Providing Psychosocial Support to Children Living with HIV (CLHIV) during COVID-19 A Guide for Counsellors, Parents and Caregivers</b>  | Counsellors, parents and caregivers working with CLHIV             | Needs and responses of children and useful parenting strategies during COVID-19 | Handout to be used as a reference material while working with children | Psychosocial Support for Children during COVID-19 for Parents and Caregivers   |





# TRAINING MATERIALS

| Material  | Target Audience  | Key Messages  | Use   | Reference Document  |
|---|--|---|---|---|
| <p><b>A Guide for All Stakeholders to Address Social Stigma during COVID-19</b></p>  | Counsellors, outreach workers and other service providers working in the area of HIV | Dos and don'ts to prevent stigma and discrimination during COVID-19 | Handout to be used as a reference material for counselling and community engagement | Social Stigma Associated with COVID-19 – A Guide to Preventing and Addressing Social Stigma, IRFC, UNICEF and WHO |



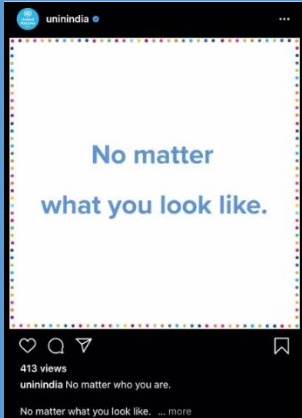
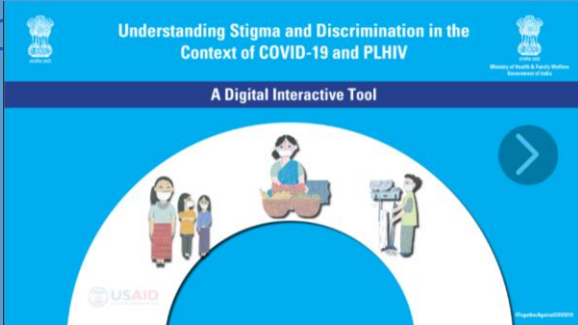
# COMMUNICATION MATERIALS

| Material   | Target Audience       | Key Messages  | Use   | Reference Document  |
|--|-----------------------|---|---|---|
| <p><b>Let Us Work Together to Fight Stigma and Discrimination</b></p>  | Multiple Stakeholders | Dos and don'ts of preventing stigma and discrimination      | Poster for display in ICTC and other areas and can be shared through WhatsApp | Social Stigma Associated with COVID-19 – A Guide to Preventing and Addressing Social Stigma, IRFC, UNICEF and WHO |
| <p><b>Stigma and Discrimination Film by UNHCR</b></p>                 | Multiple Stakeholders | Ending discrimination against people affected with COVID-19 | Film for circulation through mobile and display on screens at ICTC            | Original file used as is  |





# COMMUNICATION MATERIALS

| Material  | Target Audience       | Key Messages  | Use  | Reference Document  |
|---|-----------------------|---|--|---|
| <b>Stigma and Discrimination Film by UNICEF</b>    | Multiple Stakeholders | Ending discrimination against people affected with COVID-19   | Film for circulation through mobile and display on screens at ICTC     | Original file used as is                                      |
| <b>Understanding Stigma and Discrimination in the Context of COVID-19 and PLHIV A Digital Interactive Tool</b><br><a href="https://indd.adobe.com/view/adaa-6d1e18edb0b8">https://indd.adobe.com/view/adaa-6d1e18edb0b8</a>  | Multiple Stakeholders | Stigma and discrimination definition, its forms and impact, vulnerable groups, fighting stigma and discrimination | Interactive tool for digital dissemination among multiple stakeholders | Training Presentation on Combating Stigma Related to COVID-19 |

# #TogetherAgainstCOVID19

