

# STIGMA & DISCRIMINATION

PACKAGE AND USER GUIDE















#### **UNDERSTANDING STIGMA & DISCRIMINATION**

Social stigma is the negative association between a person/group of people who share certain characteristics and a specific disease.

Impact of stigma are long term and individually debilitating.

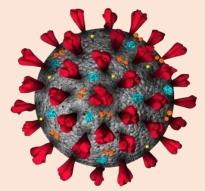
It impacts the management and prevention of the disease.



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?

hands befor

Worsening of pre-existing psychiatric illness such as depression

Ostracization of healthcare workers and others involved in COVID-19 management

People concealing symptoms, hesitancy in seeking medical care, making outbreak management more difficult.

Increased sense of emotional isolation, feeling of guilt and anxiety

Lack of self esteem and confidence

# 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



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



Communities who are stereotyped



Ethnic or minority communities



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

HIV is one of the most stigmatised public health concern.

HIV infection is a lifelong condition. Nearly 86% of HIV transmission occur through the sexual route.

Stigma targeted mainly towards women, sex workers, migrant labours and LGBT communities

Stigma stems from a society that is judgemental about sex and sexual practices.

#### ADDRESSING STIGMA IN THE CONTEXT OF HIV

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

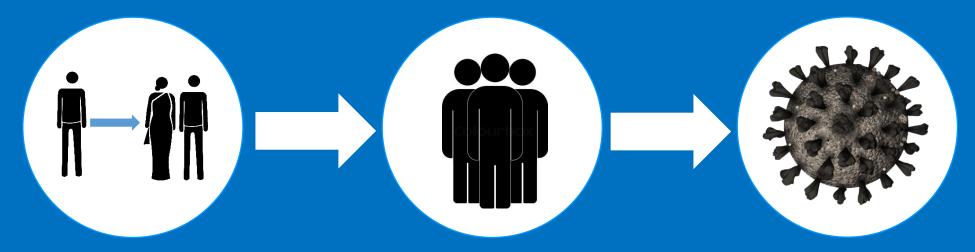
- Maintaining confidentiality of HIV positive people
- Safety net through People Living With HIV Networks across the country
- Making PLHIVs the face of campaigns and public communications
- —— Making legal and policy provisions to prevent stigma at workplace
- Amending laws to destigmatise LGBTQ communities 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





#### 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.

covidence control control 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

Promote kindness, solidarity, compassion Speak out against DOs false information; double check facts before sharing to stop rumours Identify and speak to amplify inclusive

voices

Allay anxiety through FACTS and POSITIVE MESSAGES based on accurate info citing reliable sources

Support frontline healthcare workers, volunteers, community leaders etc.

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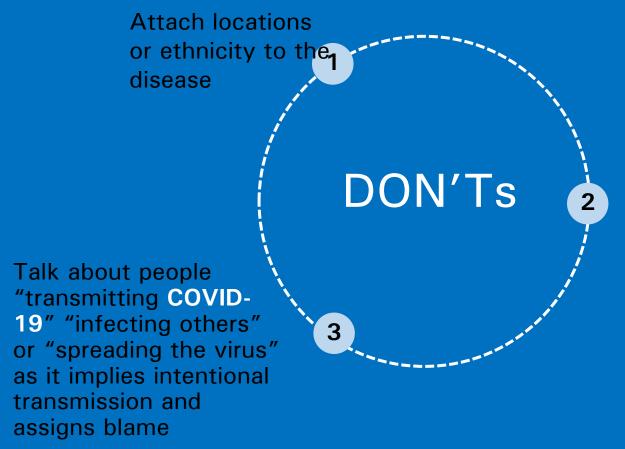






COVID-19

#### HOW CITIZENS CAN FIGHT STIGMA



Refer to people with COVID-19 as "COVID-19 cases" or "victims" or "suspects"







#### 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

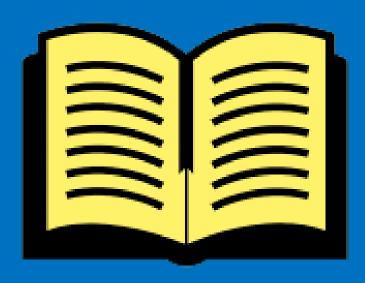
There are currently no drugs licensed for the treatment or prevention of COVID-19



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



#### TRAINING MATERIALS

Material	Target Audience	Key Messages	Use	Reference Document
Training Presentation on Combating Stigma Related to COVID-19 to Assist Counsellors  TRAINING PRESENTATION ON Combating Stigma Related to COVID-19 to Assist Counsellors  © USAID	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
Addressing Social Stigma and Discrimination during COVID-19, A Guide for Professionals working with PLHIV  Addressig Scal Stigma and Discriminate during COVID-19 A Guide for Professionals working with Papel Liding with 110  Addressing Scal Stigma and Operating the Professional Scale Stigma and Operating the Professionals working with Papel Liding with 110  This Americal locality of the Professional Scale Stigma and Operating Scale Sca	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
Responses to Myths, Rumours, Concerns and Questions of People on COVID-19, A Guide for Professionals Working with PLHIV  Response to Myth, Rumour, Concerns and Questions of Feple and WWD-19  A date for Professionals Working with PWW  Note that were a concerns and Questions of Feple and WWD-19  A date for Professionals Working with PWW  Note that were a concerns and Questions of Feple and WWD-19  A date for Professional with the PLHIV  Note that were a concerns and Questions of Feple and WWD-19  A date for Professional with the PLHIV  Note that were a concerns and Questions of Feple and WWD-19  A date for Professional with the PLHIV  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and Questions of Feple and WWD-19  Note that were a concerns and Questions of Feple and	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
Providing Psychosocial Support to Children Living with HIV  (CLHIV) during COVID-19 A Guide for Counsellors, Parents and Caregivers  **Counsellors**  **Counsellors**  **Counsellors**  **Providing Psychosocial Support to Children Living with HIV (CLHIV) during COVID-19  **In the Install Application of Control of Counsellors**  **Counsellors**  **Providing Psychosocial Support to Children Living with HIV (CLHIV) during COVID-19  **In the Install Application of Counsellors**  **Counsellors**  **Providing Psychosocial Support to Children Living with HIV (CLHIV) during COVID-19  **In the Install Application of Counsellors**  **In the	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	Key Messages	Use	Reference
		Audience			Document
A Guide for All Stakeholders to Address Social Stigma		Counsellors,	Dos and don'ts	Handout to	Social Stigma
during COVID-19	A Guide for All Stakeholders to Prevent and	outreach	to prevent	be used as a	Associated with
	Social stigma is the negative association between a persony group of people to shide the illness is said to have a linear is said to have the illness is said to have the	workers and	stigma and	reference	COVID-19 - A
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	Speak out against tase information and occure create facts before stating to stop summary or state or summary or summary or state or summary or summary or state or summary o	HIV		engagement	IRFC, UNICEF
	Share souther states at those who have recommended to COVID-19" inflesting others' to "currently the relief to COVID-19" inflesting others' to "currently the relief to th				and WHO
	Support and help those in distress of  whitested by the disease  Promote kindness accidante, On one target healthcare and sanitary workers or solice as there are there to help you  On one target healthcare and sanitary workers or solice as there are there to help you  On one target healthcare and sanitary  On one target healthcare  On one target healthcare and sanitary  On one target healthcare and sanita				
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## COMMUNICATION MATERIALS

Material	Target Audience	Key Messages	Use	Reference Document
Let Us Work Together to Fight Stigma and Discrimination  CSD-II adults to private stockings and demonstry between the stockings and on Discrimination  CSD-II adults to private stockings and demonstry between the stockings and the sprint stocking in the application stocking and the stocking of the th	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
Stigma and Discrimination Film by UNHCR	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
Stigma and Discrimination Film by UNICEF  No matter  what you look like.   Output  Description of the state o	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
Understanding Stigma and Discrimination in the Context of COVID-19 and PLHIV A Digital Interactive Tool  https://indd.adobe.cor adaa-6d1e18edb0b8 A Digital Interactive Tool A Digital Interactive Tool	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

COVID-19

# #TogetherAgainstCOVID19











