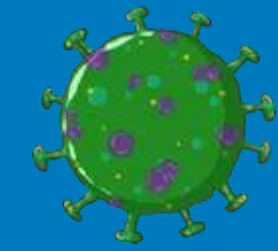
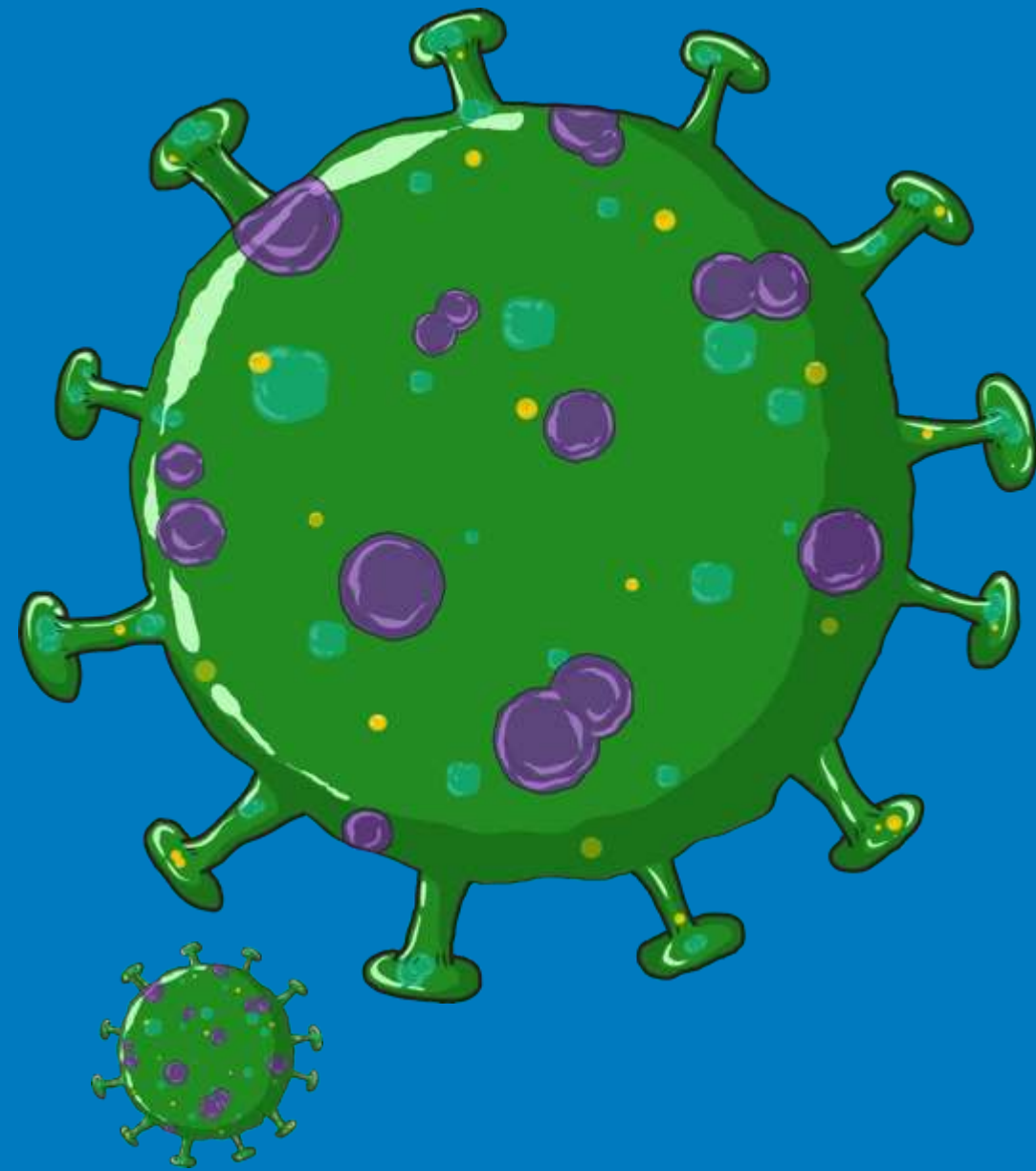




Ministry of Health & Family Welfare
Government of India



COVID-19

RESPONSE AND CONTAINMENT
MEASURES

TRAINING OF ANM, ASHA, AWW



SESSION 6

STIGMA AND DISCRIMINATION



WHAT IS
STIGMA?



WHY IS THERE
STIGMA?



WHAT DOES
STIGMA DO?



WHAT CAN
FLW DO?

WHAT IS STIGMA?

Stigma is when someone sees you in a negative way because of a particular characteristic or attribute

IN ANY EPIDEMIC, IT IS COMMON FOR INDIVIDUALS TO FEEL STRESSED AND WORRIED BECAUSE THEY FEAR:

- FALLING ILL AND DYING
- AVOIDING APPROACHING HEALTH FACILITIES DUE TO FEAR OF BECOMING INFECTED WHILE IN CARE
- FEAR OF LOSING LIVELIHOODS, NOT BEING ABLE TO WORK DURING ISOLATION, AND OF BEING DISMISSED FROM WORK
- FEAR OF BEING SOCIALLY EXCLUDED/PLACED IN QUARANTINE BECAUSE OF BEING ASSOCIATED WITH THE DISEASE
- FEELING POWERLESS IN PROTECTING LOVED ONES AND FEAR OF LOSING LOVED ONES BECAUSE OF THE VIRUS OR BEING SEPARATED DURING QUARANTINE
- FEELINGS OF HELPLESSNESS, BOREDOM, LONELINESS AND DEPRESSION DUE TO BEING ISOLATED AND NOT WORKING TOWARDS CARING FOR A DEPENDENT
- STRESS IS CAUSED DUE TO THE ABOVE FEARS AND BEING TREATED AS AN OUTCASTE OR BLAMED FOR SPREADING THE DISEASE



WHY IS THERE STIGMA?

THE LEVEL OF STIGMA ASSOCIATED WITH COVID-19 IS BASED ON THREE MAIN FACTORS:

- COVID-19 IS A NEW DISEASE, ABOUT WHICH MANY THINGS ARE STILL BEING DISCOVERED.
- WHEN SOMETHING IS UNKNOWN, PEOPLE ARE WORRIED WHICH LEADS TO FEAR
- RUMOURS OR FAKE NEWS GIVE WRONG INFORMATION AND SPREADS THE FEAR.

RECOGNISING STIGMA?

1. YOU ARE IN THE GROCERY SHOP. THERE ARE SEVERAL PEOPLE WHO ARE WEARING A MASK. YOU SEE BABULAL THE STORE OWNER GOING RED IN HIS FACE AS HE TRIES TO SUPPRESS A COUGH.
2. SUKHRAM HAS COME BACK FROM PUNE WHERE HE WORKS AS A TAXI DRIVER. THEY STAY IN A JOINT FAMILY AND YOU HAVE TAKEN HIS CONTACT HISTORY AS ADVISED BY YOUR SUPERVISOR. YOU COME TO KNOW THAT SUKHRAM'S FAMILY MEMBERS HAVE ASKED HIM TO LEAVE THE HOUSE
3. BEAUTY WORKS IN DELHI AS A HOUSE MAID. RECENTLY SHE HAS COME BACK AND YOU HAVE BEEN TOLD THAT BEAUTY'S EMPLOYERS HAVE ASKED HER TO LEAVE AS SHE HAD A COLD.
4. SURALI IS A YOUNG GIRL OF 11 YEARS. SHE AND HER 8 YEAR OLD BROTHER ARE STAYING WITH AN AUNT AS THEIR PARENTS HAVE BEEN ASKED TO GO IN FOR ISOLATION. SURALI'S AUNT KEEPS ON COMPLAINING TO YOU THAT THE CHILDREN ARE A BIG BURDEN ON THE FAMILY'S RESOURCES.

WHAT WILL YOU FEEL LIKE IF YOU WERE BABULAL, RANI, SUKHRAM, BEAUTY?

THE STIGMA

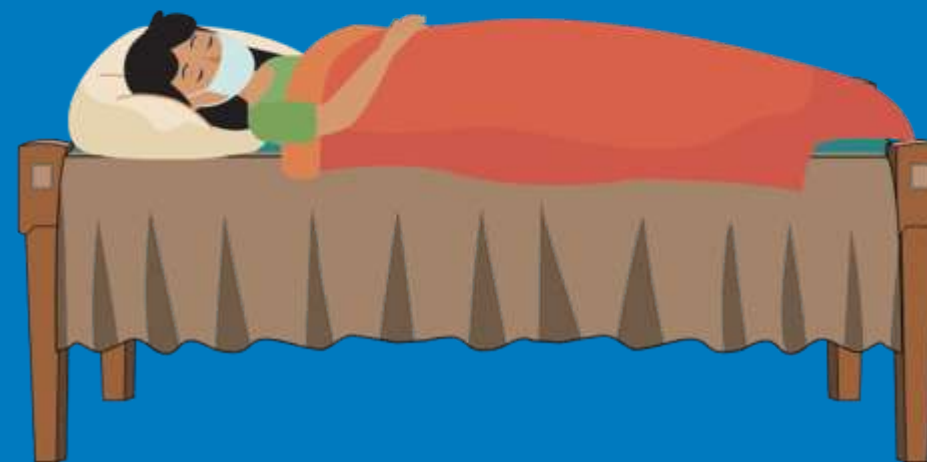
- BABULAL HAS SIMPLE COUGH. BUT HE IS TOO SCARED TO COUGH IN FRONT OF PEOPLE AS HE WILL LOOSE THE CUSTOMERS.
- SUKHRAM NEEDS FAMILY SUPPORT TO HELP HIM STAY IN ISOLATION. IF EVERYONE TAKES PROPER PRECAUTIONS THE INFECTION NEED NOT SPREAD.
- BEAUTY HAS A SEASONAL COLD BUT SHE HAS BEEN ASKED TO LEAVE BY HER EMPLOYERS.
- SURALI AND HER BROTHER ARE TWO SMALL CHILDREN WHO NEED TO BE SUPPORTED AND THIS KIND OF INCIDENCE CAN CAUSE MENTAL STRESS EVEN IN THE FUTURE. CPC SHOULD BE APPROACHED FOR APPROPRIATE MEASURES FOR HELPING CHILDREN IN DIFFICULT SITUATIONS



WHAT DOES STIGMA DO?



MAKES PEOPLE HIDE THEIR PROBLEMS



KEEPS PEOPLE AWAY FROM ACCESSING HEALTH SERVICES AND SEEKING HELP



DISCOURAGES THEM & MAY AT TIMES PREVENT THEM FROM ADOPTING HEALTHY BEHAVIOURS

Discrimination is the unfair or prejudicial treatment of people and groups

At social level it brings in

- **Discrimination**
- **Deprivation**
- **Isolation**
- **Mental stress and trauma**

....And then becomes the cause of further spreading of the infection in the community

WHAT CAN THE FLW DO?



AS A FRONTLINE HEALTH WORKER, YOU CAN:

- SENSITIZE PEOPLE AND HELP THEM TO UNDERSTAND THAT IT IS A SIMPLE INFECTION AND 80% OF THE CASES ARE MILD CASES.
- COVID-19 CAN HAPPEN TO ANYONE, SPEAK TO PEOPLE, BE AVAILABLE TO LISTEN TO HOW THEY FEEL
- ADVISE PEOPLE TO ENGAGE IN RELAXING ACTIVITIES LIKE INDOOR GAMES, READING, GARDENING, HOME-CLEANING, ETC.
- ASK PEOPLE TO STAY AWAY FROM WATCHING NEGATIVE THINGS ON THE TV AND ALSO FAKE NEWS
- ENGAGE COMMUNITY INFLUENCERS, COMMUNITY LEVEL PLATFORMS LIKE GKS, SHG, BUILD SUPPORT TO ADDRESS STIGMA
- SHARE CORRECT INFORMATION ON COVID-19 WITH THEM. BRIEF THEM ON SPECIFIC SUPPORT REQUIRED BY YOU.
- GUIDE WHATSAPP GROUPS TO HELP IN GIVING HOPE AND POSITIVE NEWS TO HELP PEOPLE HANDLE STRESS.
- PUBLICLY, USE TERMS LIKE PEOPLE WHO HAVE COVID-19 INSTEAD OF “COVID-19 CASES” OR “VICTIMS”. SIMILARLY, USE TERMS LIKE PEOPLE WHO MAY HAVE COVID-19 INSTEAD OF “SUSPECTED CASES”
- EMPHASIZE THAT MOST PEOPLE DO RECOVER FROM COVID-19, AMPLIFY THE GOOD NEWS ABOUT LOCAL PEOPLE . WHO HAVE RECOVERED FROM COVID-19? WHO HAVE SUPPORTED A LOVED ONE THROUGH RECOVERY?
- MAKE SPECIAL EFFORTS TO REACH OUT TO HIGH RISK GROUPS INCLUDING SENIOR CITIZENS AND YOUNGER CHILDREN.
- ASK FOR SUPPORT FROM THE HEALTH FACILITY