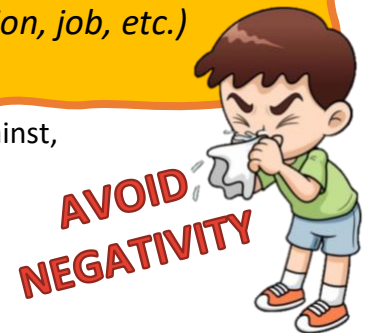


COVID-19: Preventing Stigma

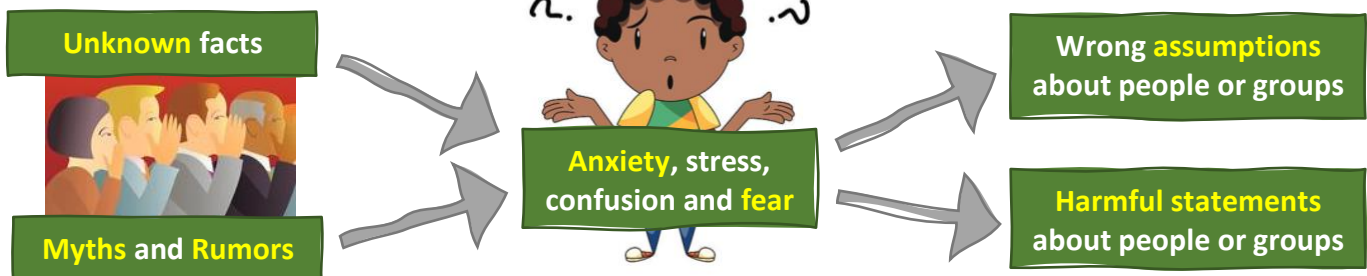
What is STIGMA?

Stigma is the **negative** and **unfair** association between **a group of people** that share certain similarities (such as race/ethnicity, religion, job, etc.) and **a certain disease**, such as COVID-19.

- Stigma can cause people to be mislabeled, stereotyped, discriminated against, and treated poorly by others.
- **Mfangano** has struggled with stigma related to **HIV**, so let's prevent stigma associated with COVID-19!



What causes STIGMA?



What impact can STIGMA have?

Stigma can lead to:

- feelings of shame, hopelessness, and isolation,
- hiding illness and avoiding testing, which can lead to more disease in the community, and
- delayed care and treatment people need for their health conditions.



Who can get COVID-19? **EVERYONE**

- Around the world, athletes, celebrities, doctors, politicians, nurses, pastors, and scientists have all gotten COVID-19, so this disease does not just affect one type or group of people.

The DOs and DON'Ts of talking about COVID-19:



DOs

- ✓ Do talk about thoughts, feelings and experiences.
- ✓ Do show empathy towards people with COVID-19.

DON'Ts

- ✗ Do not attach any race/ethnicity, location or profession to this disease.
- ✗ Do not use terms like "victims" or "casualties" or "infecting others".

Although we are not able to be together physically during this difficult time, we must be supportive, accepting, and encouraging of each other! **Wan Kanyakla!**