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President's Malaria Initiative

# UNDERSTANDING STIGMA AND PROMOTING SOCIAL INCLUSION IN THE COMMUNITY: LESSON FROM UGANDA AND KENYA

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# OBJECTIVES

By the end of the workshop you should be able to:

- Understand and recognise stigma
- Know why stigma is a problem
- Identify actions to reduce stigma and increase acceptance

# Introduction



- Stigma is a result of fear
- Demonstrated by shunning, bullying or discrimination
- Stigma can be self imposed
- Resulting in low self-esteem, guilt and self blaming

# NAMING THE PROBLEM



1. Think about a time in your life when you felt rejected or left out for being seen to be different from others
2. Think about a time when you saw other people being rejected or left out?
3. How did you feel and what impact did it have on you?

Show stigma video.....

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# What is stigma

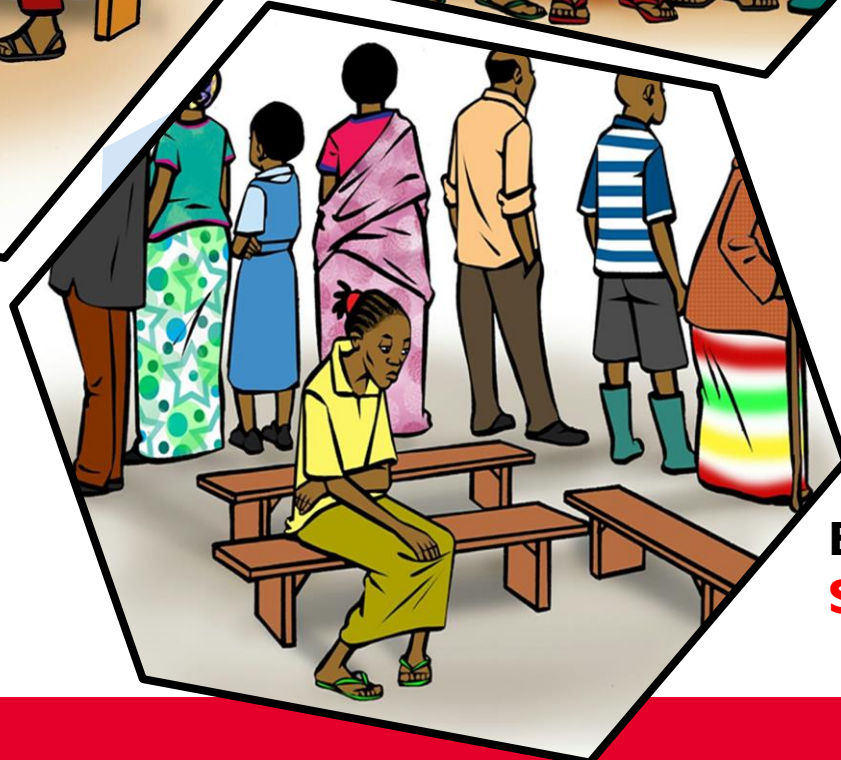
- *Feedback from the video*
- *Discussion and experience sharing*
- *Short break before moving to the next session (types of stigma) .....*



**Self-Stigma**



**Felt Stigma**



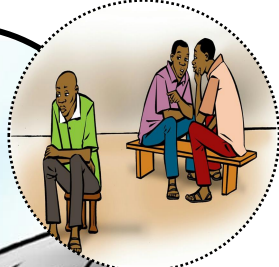
**Enacted Stigma**





*“Martin told me  
the boys at school  
teased him for  
being sick and  
coughing.”*

# STIGMA



CAUSE



RESULTS




EFFECTS




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# Causes of Stigma

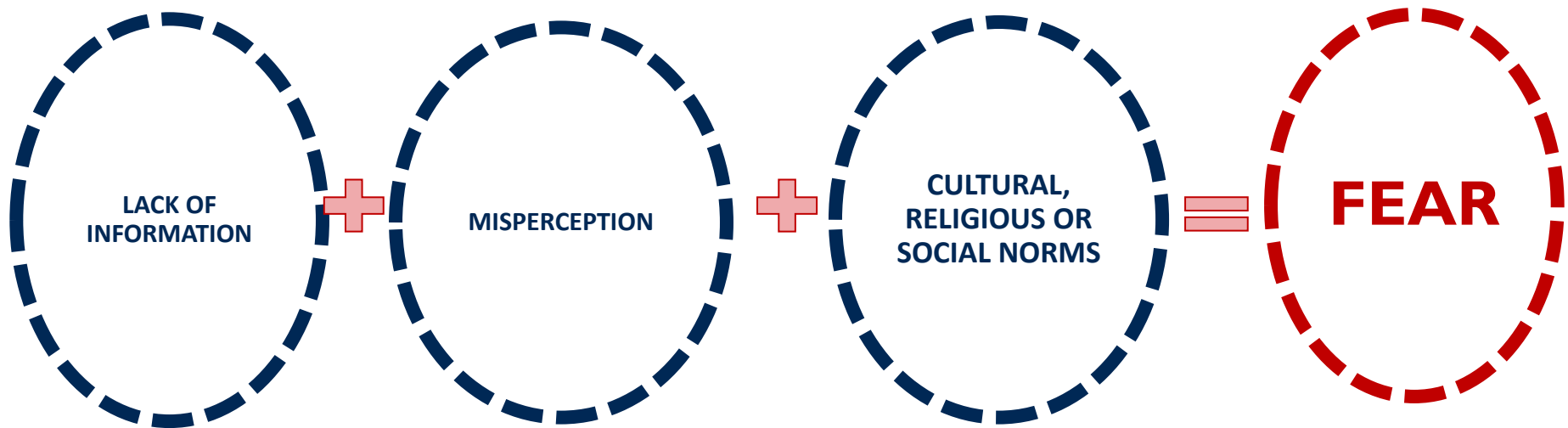
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- **Wrong information** about how HIV and TB are transmitted.
  - **Misconceptions** about treatment effectiveness
  - Fears about getting sick or dying
  - Cultural or social taboos about illness

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- **Cultural norms about violence** against women
  - Keeping GBV quiet or blaming the woman for it
  - **Cultural taboo** about men having sex with men

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- **Fear** of people learning you are HIV positive or have TB
  - **Fear** of rejection and isolation
  - Perceived as “damaged” or “spoiled”
  - **Fear** of being alone
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# The formula



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# Causes of Stigma

- Fear and misconception lead to stigma
- Knowledge and making sure wrong information are corrected is important to reducing stigma
- HIV and TB are frightening illnesses but remember TB can be cured when people start and complete their treatment.

# RESULTS OF STIGMA



- Isolation or rejection people on treatment or who have been affected by GBV
- Gossip, name calling, and judging people
- Physical harm
- Loss of rights and decision-making power

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# EFFECTS OF STIGMA

- Not taking treatment for HIV or TB for fear of being “found out”
- Avoiding services for GBV or teen pregnancy
- Being dismissed or abandoned by family, work, church
- Leaving school as a result of peer pressure, insults, name calling, losing opportunities to work and ways to earn money
- Depression, alcoholism, drug use, thoughts of suicide



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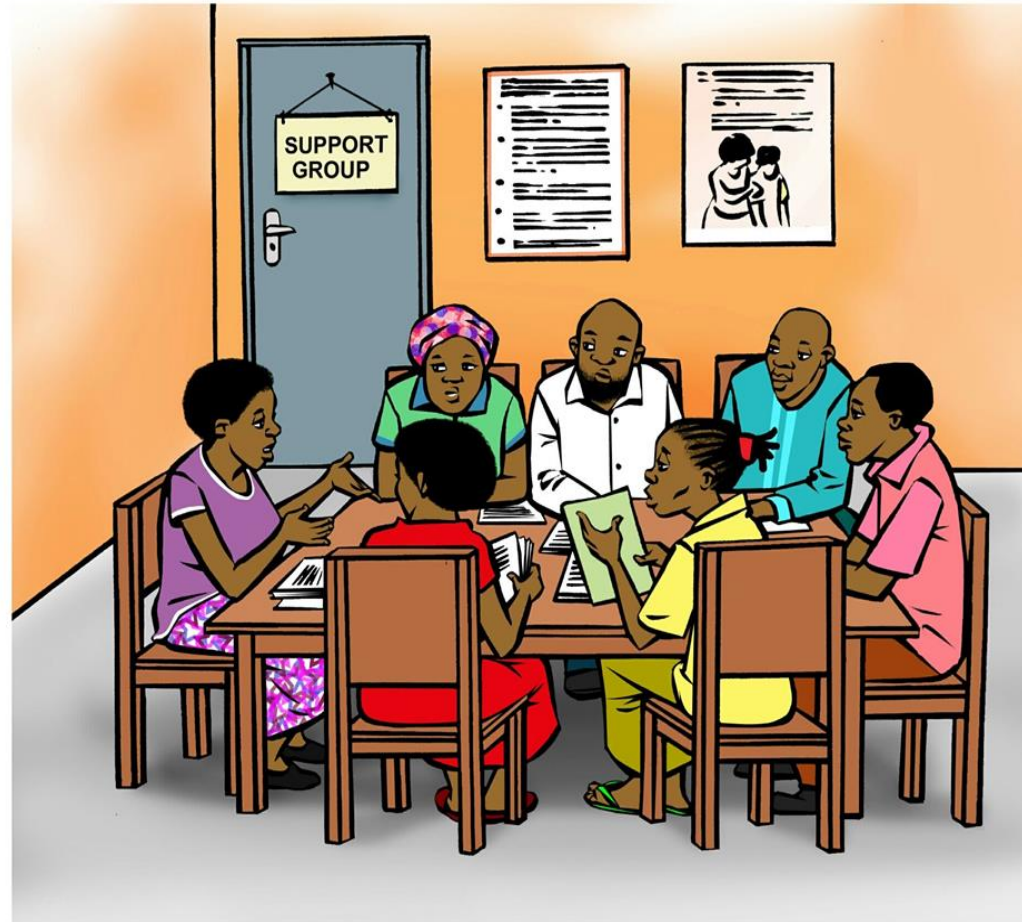
# MORE UNDERSTANDING = LESS FEAR

**KNOW FACTS AND  
DISPEL  
MISPERCEPTIONS**



# Addressing stigma in the community

- Stigmatized will avoid getting the treatment they need
- Stopped taking their treatments
- Compromise their health and health of others.



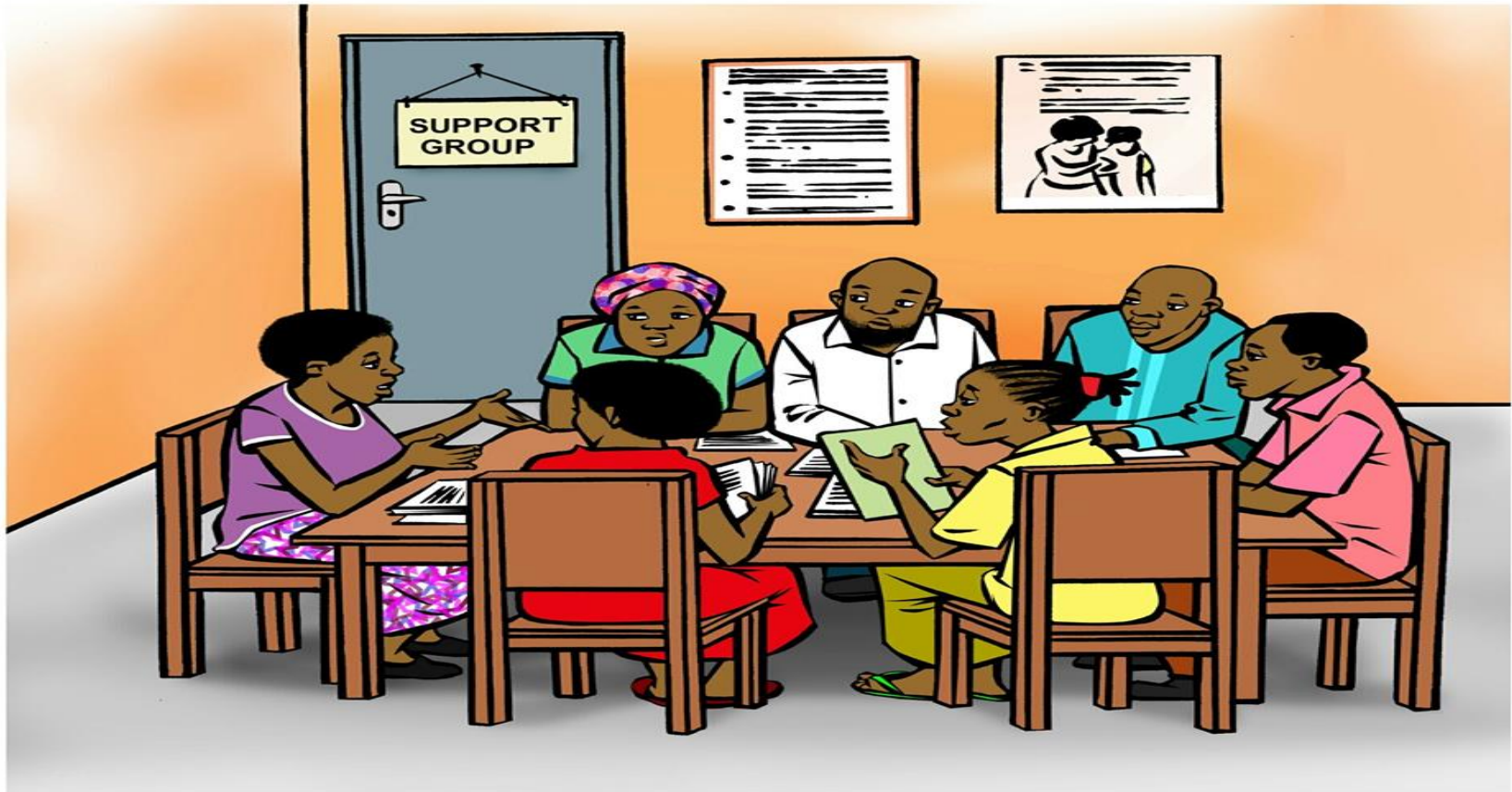


**Educating the community about stigma**



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**Community engagement is key in removing fear and misunderstanding of these illnesses.**







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# Acknowledgements

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# THANK YOU

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