

OBJECTIVES

1. What is stigma?
2. Where does stigma come from?
3. What are consequences of stigma?
4. What is discrimination?
5. How can we address stigma and discrimination?

1. WHAT IS STIGMA?

- An attribute that is deeply shameful within a social interaction
- Reflects society's attitude toward people who fall short of public expectation
- A person who is stigmatized is reduced in our minds from a usual, whole individual to someone who is tainted and discounted



2. WHERE DOES STIGMA COME FROM?

Certain diseases are more stigmatizing than others, particularly if they share these qualities:

- The person with the disease is seen as responsible for having the illness
- The disease is both progressive and incurable
- The disease is not well-understood among the public
- The symptoms cannot be concealed

2. WHERE DOES STIGMA COME FROM?

HIV/AIDS stigma is rooted in prejudice:

- gender
- sexuality
- illness
- socio-economic status



3. CONSEQUENCES OF STIGMA?

- Anxiety
- Depression
- Guilt
- Loss of support
- Isolation
- Difficulties with family dynamics
- Emotional or physical violence





3. CONSEQUENCES OF STIGMA?



- Deterioration of relationships
- Negative emotions
- Rejection of the HIV antibody test
- Stress related to the hiding of the condition
- Deterioration of relations with healthcare providers

4. WHAT IS DISCRIMINATION?



- Prejudiced or prejudicial outlook, action, or treatment
- To make a difference in treatment or favor on a basis other than individual merit (Merriam Webster)
- HIV-related stigma and discrimination are associated with pre-existing stigma related to:
 - Sexuality
 - Gender
 - Race
 - Class
 - Fear of contagion and disease

VICIOUS CYCLE OF STIGMA AND DISCRIMINATION

Are seen as
responsible
for

Sex workers,
Injection drug users,
"promiscuous"
people,
other marginalized
groups

Are seen as

HIV/AIDS
People Living with
HIV/AIDS

5. HOW TO ADDRESS STIGMA & DISCRIMINATION?

- Interventions addressing HIV-related stigma and discrimination must take place at all levels:
 - National
 - Community and social/cultural
 - Individual



- **Counseling**

- Support groups
- Individual counseling for patients and families



- **Disclosure**

- Reduces stress of keeping status a secret
- Normalizes testing and living positively



- **Information**

- Delivered by advertisements, brochures, information packs, classes, or lectures
- Includes factual description of disease and details of modes of transmission and methods of risk reductions





MEDITATION



“AIDS happens to relatives, friends, colleagues and neighbors. AIDS touches all of us living in Africa; it is not something that happens elsewhere, to others.”

Dan Odallo, UNAIDS



QUESTIONS?



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