



STIGMA

A mark of disgrace associated with a particular circumstance, quality, or person

Resulting from fear, stigma undermines TB care plans and services. Considered for centuries as a fatal illness, TB leads to prejudice, discrimination and isolation, and is showcased through a lens of foreboding, including in Indian cinema. Stigma associated with TB is latent; it manifests when someone is known to have the disease.

SYNONYMS

Shame



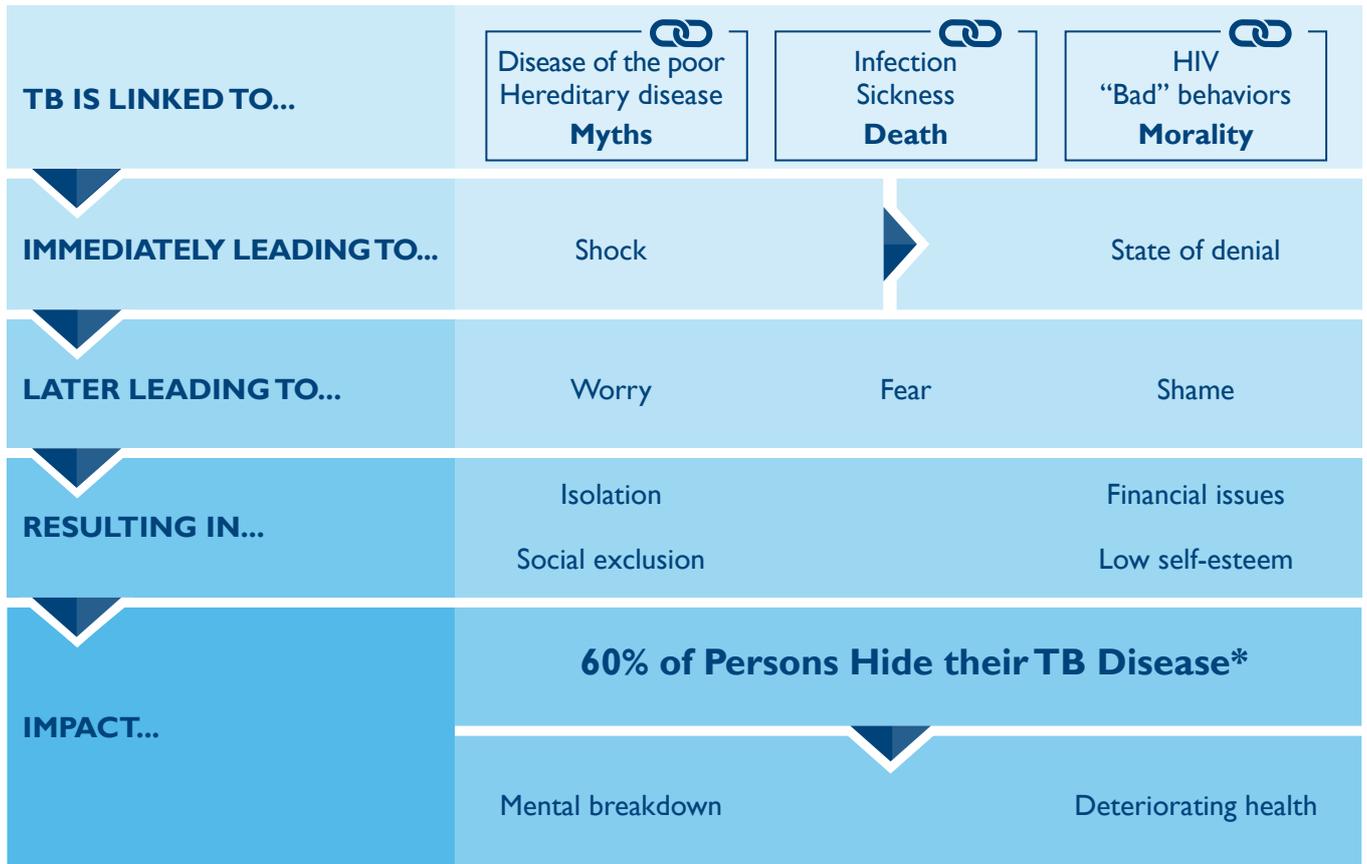
Disgrace



Dishonor



THE CONSEQUENCES OF STIGMA AFFECT EARLY DETECTION OF TB AND TREATMENT OUTCOMES DIFFERENTLY IN MEN AND WOMEN



*Dhingra, V K, & Khan, S (2010); A sociological study on stigma among TB patients in Delhi.

Stigma reduction is critical for TB elimination



VISION OF THE NATIONAL STRATEGIC PLAN (NSP) FOR TB ELIMINATION: TB-Free India with zero deaths, disease and poverty due to TB

“ACSM is a cross cutting, supportive strategy that focuses on all aspects of TB care for ensuring quality in diagnosis and treatment interventions, strengthening social support systems for TB care and **community interventions to reduce stigma**. ACSM will focus on... **combating stigma and discrimination...**”

Introduction to ACSM; NSP

“Design a campaign to **combat stigma/myths**”

Activity 3 (Communications); ACSM; NSP

“High visibility, high decibel, communication for demand generation and **stigma reduction**”

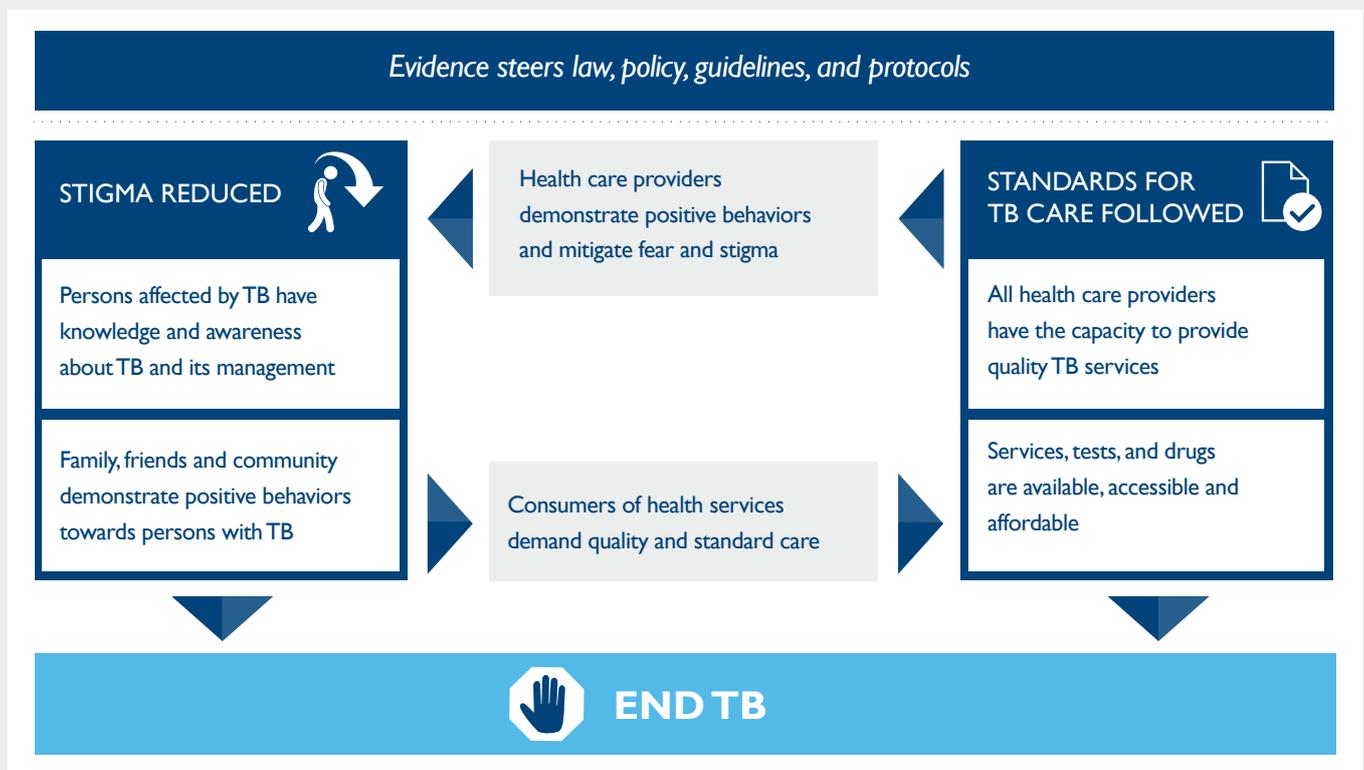
Strategic Interventions; ACSM; NSP

“Sensitize media and program staff about language so as to **avoid stigmatizing**”

Activity 2 (Media Advocacy); ACSM; NSP



SOCIAL AND MEDICAL MANAGEMENT OF TB COMPLEMENT EACH OTHER



3 REASONS FOR INVESTING IN STIGMA REDUCTION

