

How Stigma Leads to Sickness | Leader's Guide

Hand the cards 1-6 out to six volunteers. Then, watch the video.

Next, ask a volunteer to read their quote* and facilitate the questions below with your group after each statement. Hearing different voices read these real quotes from people living with HIV is beneficial in reinforcing the ideas and maintaining group focus.

Internalized Stigma

1. "I'll never forget it. I just wanted to die. I just felt like I was useless, and I shouldn't live, and I felt real disgraced, shamed. I just felt bad. Other than feeling bad mentally I felt bad physically. I just, it took me a long time. I stayed in denial for a long time."

Questions: What dimension is this type of stigma? Answer: Internalized Stigma

How is this person's health affected by this type of stigma?

Anticipated Stigma

2. "Most employers would not employ me because I am HIV positive"

Questions: What dimension is this type of stigma? Answer: Anticipated Stigma

How is this person's health affected by this type of stigma?

3. "My neighbors would not like living next door if they knew I had HIV"

Questions: What dimension is this type of stigma? Answer: Anticipated Stigma

How is this person's health affected by this type of stigma?

Perceived Community Stigma

4. "They think people with HIV should live in separate houses."

Questions: What dimension is this type of stigma? Answer: Perceived Community Stigma (Normative Stigma)

How is this person's health affected by this type of stigma?

Experienced or Enacted Stigma

5 "They talk about you like a dog. People are just uncaring, insensitive . . . point their fingers and look down on people living with HIV like modern day leprosy."

Questions: What dimension is this type of stigma? Answer: Experienced or Enacted Stigma

How is this person's health affected by this type of stigma?

6 "People say she got AIDS... just stay away from that person."

Questions: What dimension is this type of stigma? Answer: Experienced or Enacted Stigma

How is this person's health affected by this type of stigma?

*Derivative quotes from PLWH resourced from <http://alphctc.org/fresh>