Stigma in 2019
Stigma – Erving Goffman 1963

- Goffman believed that our identity is something social
- We have to constantly present ourselves publicly and our ‘selves’ are continuously being scrutinised by ourselves and others
- We try to project a socially desirable ‘front’
- We want to be accepted and liked so we must present a good image of ourselves to ‘fit in’
- We constantly ‘manage’ the impression others have of us
“Spoiled Identity - Erving Goffman uses the term “spoiled identity” to refer to an identity that causes a person to experience stigma. For Goffman, “stigma” describes the experience of moving through life with an attribute that is deeply discrediting.”

This is what many PLWHA really feel

This is what many PLWHA look like to other people
Definition of stigma

- Stigma – is a spoiled identity, to label someone, to see someone as inferior because of an attribute they have

Three types of stigma

- Self stigma – self-hatred, Shame, feeling judged by others and isolate themselves
- Felt stigma – perception or feelings towards PLHWAs
- Enacted stigma or Discrimination
Types of Stigma

- Stigma refers to a belief or feeling that cause people to avoid, fear or reject people for being different.
  - Public Stigma refers to stigma from the general public towards individuals because of a known or perceived difference
  - Institutional Stigma refers to organization’s polices or culture related to negative beliefs or attitudes
  - Self-stigma” occurs when an individual buys into society’s misconceptions about HIV. By internalizing negative beliefs, individuals or groups may experience feelings of shame, anger, hopelessness, or despair that keep them from seeking social support, employment, or treatment for their HIV health conditions.

Icebergs are large pieces of ice found floating in the open ocean. What you can see from the surface can be misleading. Most of the iceberg is hidden below the water.

This is how anger works. Often when we are angry, there are other emotions hidden under the surface.
Stigma: A sign of disgrace or shame. A state of being discredited & of being perceived to have less value in the eyes of others. Often ends up with the unjust treatment of those being stigmatised (discrimination).

Mental Health Stigma

- The effects of
- Mental illness
  - spread
  - problems
  - under-investment & poor care

- Fear
  - increased stress & anxiety & fearfulness
  - danger of being discriminated against

- Ignorance
  - children & other dependents
  - family breakdown leading to further isolation

- Silence
  - loss of information
  - loss of self-esteem
  - loss of income & livelihood
  - loss of reputation & treatment

- People do not access mental health services

- People who need treatment don’t get it
HOW STIGMA LEADS TO SICKNESS

Many of the people most vulnerable to HIV face stigma, prejudice and discrimination in their daily lives. This pushes them to the margins of society, where poverty and fear make accessing healthcare and HIV services difficult.

Adapted from UNDP stigma-sickness slope
Equality doesn’t mean Equity

(Image reproduced with permission from the Public Health Observatory - Saskatoon Health Region, 2014)
So what can be done?

- Become Knowledgeable
- Recognize that it is a thing
- Be practical...it not that hard!
HIV vs AIDS

A few common language mistakes regarding HIV

Avoid

“AIDS” (when referring to HIV)

“Died of/from AIDS”

“AIDS patient” “HIV patient” “suffering from HIV” or “AIDS victim”

Say

“HIV” (when referring to HIV)

“Died of/from an AIDS-related illness”

“Person living with HIV”

Break the bad language habit and think before you speak. With your help we can end HIV stigma.

The Stigma Project
HIV DISCLOSURE ETIQUETTE

YOUR FRIEND JUST TOLD YOU THEY HAVE HIV. HERE ARE A FEW SUGGESTIONS ON HOW TO PROPERLY RESPOND.

AVOID

“HOW LONG DO YOU HAVE?”
“HOW DID YOU GET IT?”
“WHO GAVE IT TO YOU?”
“WHY AM I NOT SURPRISED?”
“I’M NOT GONNA GET IT AM I?”

SAY

“You’re not alone.”
“Have you started treatment yet?”
“I’m here for you.”
“Have you found a good doctor?”
“I appreciate you telling me that.”

ASKING QUESTIONS ABOUT HIV IS IMPORTANT TO LEARNING & UNDERSTANDING IT, BUT REMEMBER THERE’S A TIME & PLACE, AND RIGHT NOW YOUR FRIEND NEEDS YOU TO BE STRONG & SUPPORTIVE, NOT OFFENSIVE.

THE STIGMA PROJECT
FACT UP
FIVE FACTS EVERYONE SHOULD KNOW ABOUT LIVING WITH HIV IN THE UK IN THE 21ST CENTURY

FACT 1
People living with HIV have a normal life span if diagnosed and treated in time

FACT 2
There is no job which someone can’t do specifically because they have HIV

FACT 3
Treatment can reduce infectiousness by 96%

FACT 4
Men and women living with HIV can become parents of an HIV-free baby

FACT 5
BUT people living with HIV still face stigma and discrimination

ONE IN THREE PEOPLE LIVING WITH HIV HAVE FACED DISCRIMINATION

Less than 2% of babies born to a HIV-positive mother are HIV-positive themselves

To find out more about the five facts that everyone should know and how you can help FactUp the nation, visit: www.HIVaware.org.uk
Follow us on Twitter @NAT_AIDS_Trust or Facebook NAT (National AIDS Trust)