



# 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



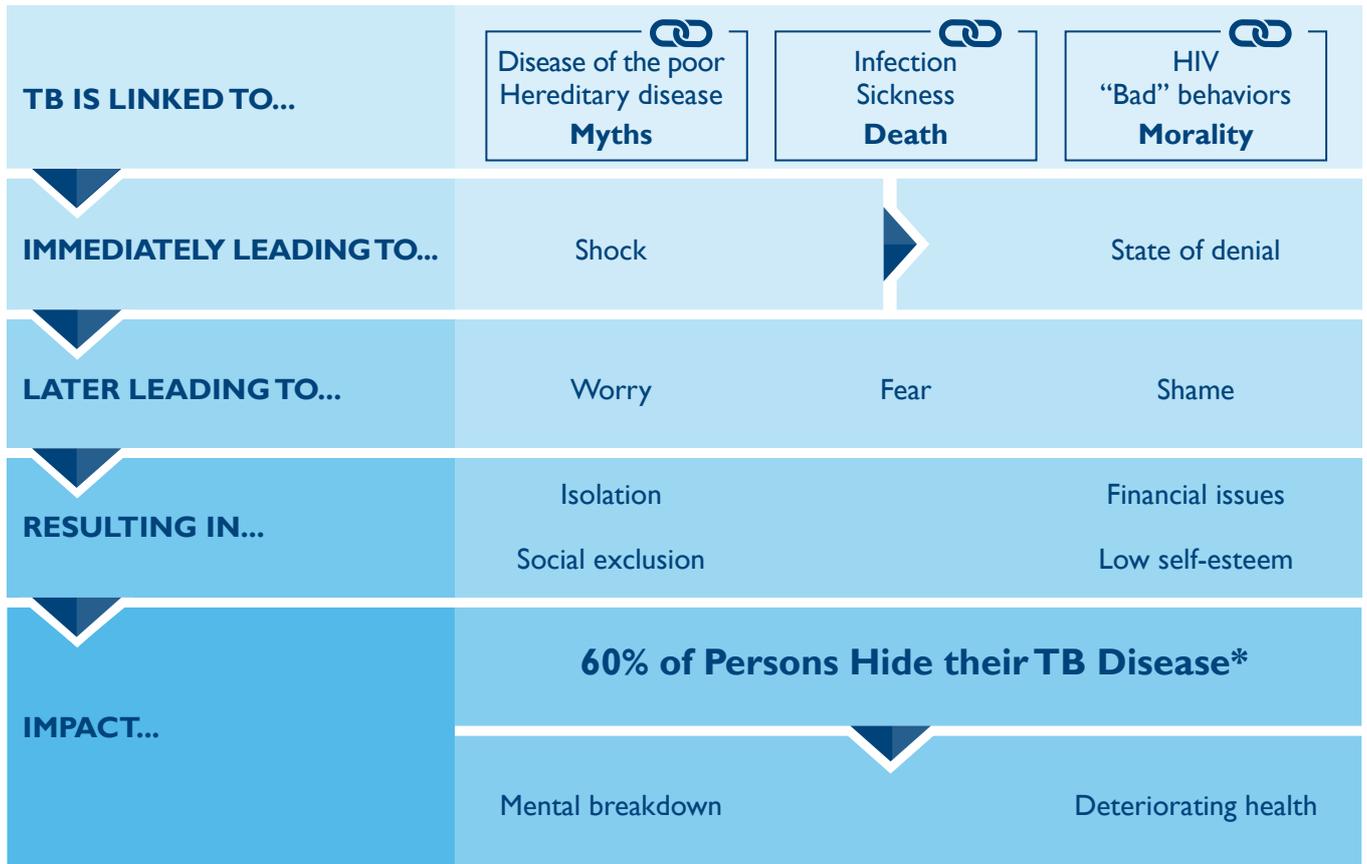
Disgrace



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**”

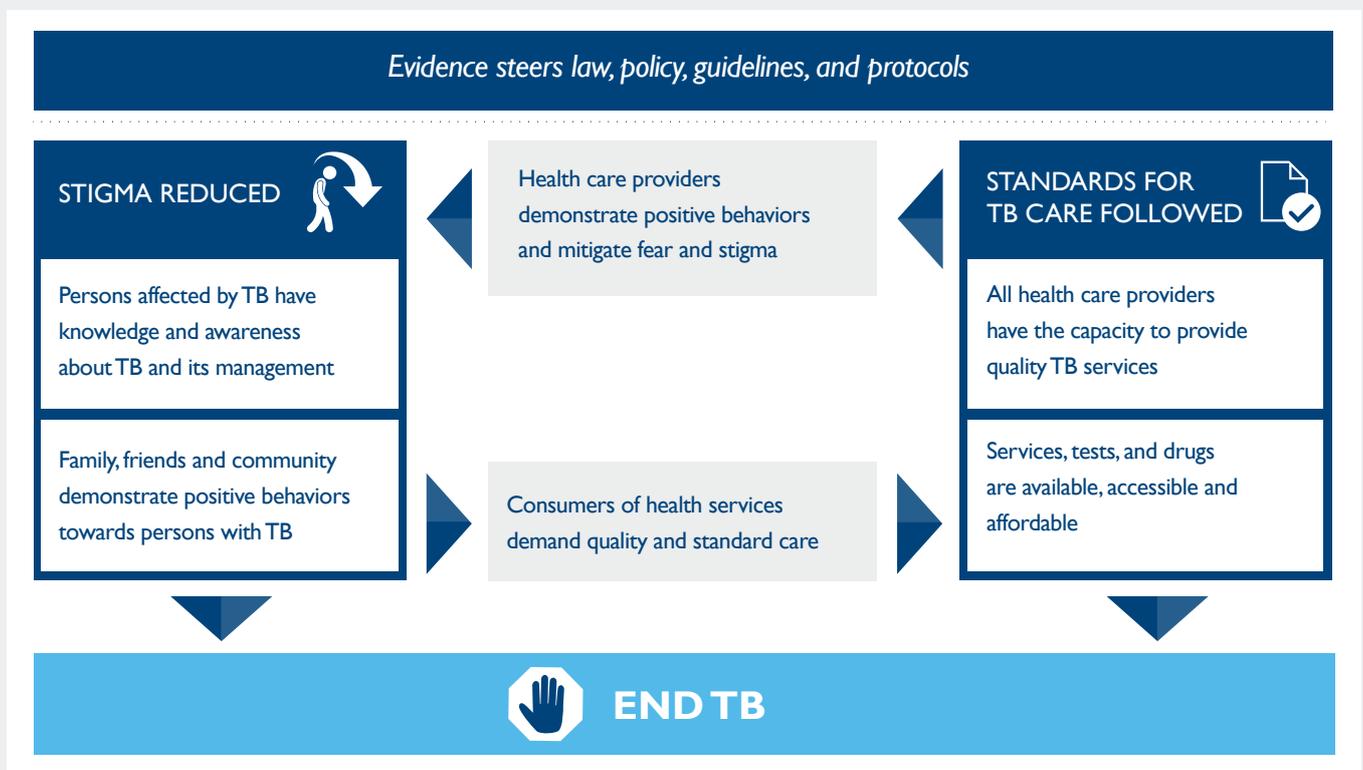
*Activity 3 (Communications); ACSM; NSP*

“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

