

6 TIPS TO
COMMUNICATE
COVID-19
EMERGENCY
PREVENTING
SOCIAL STIGMA

source: "A guide to preventing and addressing social stigma associated with COVID-19" by World Health Organization - www.who.int

WHAT IS **SOCIAL STIGMA**?

**"SOCIAL STIGMA IN THE
CONTEXT OF HEALTH IS THE
NEGATIVE ASSOCIATION
BETWEEN A PERSON OR GROUP
OF PEOPLE WHO SHARE
CERTAIN CHARACTERISTICS
AND A SPECIFIC DISEASE"**

**"EVIDENCE CLEARLY SHOWS
THAT STIGMA AND FEAR
AROUND COMMUNICABLE
DISEASES HAMPER THE
RESPONSE"**

"BECAUSE STIGMA CAN:

- **DRIVE PEOPLE TO HIDE THE ILLNESS TO AVOID DISCRIMINATION**
- **PREVENT PEOPLE FROM SEEKING HEALTH CARE IMMEDIATELY**
- **DISCOURAGE THEM FROM ADOPTING HEALTHY BEHAVIOURS"**

6 TIPS



DON'T REPEAT OR SHARE UNCONFIRMED RUMOURS AND AVOID USING HYPERBOLIC LANGUAGE ("PLAGUE" ETC.)



DO SPEAK ACCURATELY ABOUT THE RISK FROM COVID-19 BASED ON SCIENTIFIC DATA



DON'T TALK ABOUT PEOPLE "TRANSMITTING COVID-19" OR "INFECTING OTHERS" AS IT IMPLIES INTENTIONAL TRANSMISSION AND ASSIGNS BLAME



DO TALK ABOUT PEOPLE "ACQUIRING" OR "CONTRACTING" COVID-19



DON'T ATTACH LOCATIONS OR ETHNICITY TO THE DISEASE, THIS IS NOT A "WUHAN VIRUS", "CHINESE VIRUS" OR "ASIAN VIRUS"



DO TALK ABOUT THE NEW CORONAVIRUS DISEASE (COVID-19)



**DON'T TALK ABOUT
"COVID-19 SUSPECTS" OR
"SUSPECTED CASES"**



**DO TALK ABOUT "PEOPLE
WHO MAY HAVE COVID-
19" OR "PEOPLE WHO ARE
PRESUMPTIVE FOR
COVID-19"**



DON'T EMPHASISE OR DWELL ON THE NEGATIVE, OR MESSAGES OF THREAT. WE NEED TO WORK TOGETHER TO HELP KEEP THOSE WHO ARE MOST VULNERABLE SAFE



DO TALK POSITIVELY AND EMPHASISE THE EFFECTIVENESS OF PREVENTION AND TREATMENT MEASURES



DO EMPHASISE THE EFFECTIVENESS OF ADOPTING PROTECTIVE MEASURES TO PREVENT ACQUIRING THE NEW CORONAVIRUS

**WARNING: THIS IS AN INFOGRAPHIC
REDUCTION FROM SOME CONTENTS
OF "A GUIDE TO PREVENTING AND
ADDRESSING SOCIAL STIGMA
ASSOCIATED WITH COVID-19" BY THE
WORLD HEALTH ORGANIZATION**

**PLEASE, FOR COMPLETE
INFORMATION READ CAREFULLY THE
FULL DOCUMENT AT WWW.WHO.INT**

source of information:

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Infographic by:

www.i-strategies.it