

Prevent COVID-19 Social Stigma

DOS	DON'TS
<p>DO - talk about “people who have COVID-19”, “people who are being treated for COVID-19”, “people who are recovering from COVID-19” or “people who died after contracting COVID19” Don’t - refer to people with the disease as “COVID-19 cases” or “victims”</p>	<p>Don’t share photos or personal details of people who have COVID-19 or people who may have COVID-19 on social media.</p>
<p>DO - talk about “people who may have COVID-19” or “people who are presumptive for COVID-19” Don’t - talk about “COVID-19 suspects” or “suspected cases”.</p>	<p>Don’t disclose or discuss their background including race or ethnicity, sex, gender, sexual orientation and gender identity, HIV status, pre-existing medical conditions, religion, disability, vocation (sex work)</p>
<p>DO - talk about people “acquiring” or “contracting” COVID-19</p>	<p>Don’t - attach locations or ethnicity to the disease, this is not a “Wuhan Virus”, “Chinese Virus” or “Asian Virus”. The official name for the disease was deliberately chosen to avoid stigmatisation - the “co” stands for Corona, “vi” for virus and “d” for disease, 19 is because the disease emerged in 2019.</p>
<p>DO - speak accurately about the risk from COVID-19, based on scientific data and latest official health advice. Don’t - repeat or share unconfirmed rumours, and avoid using hyperbolic language designed to generate fear like “plague”, “apocalypse” etc.</p>	<p>Don’t talk about people “transmitting COVID-19” “infecting others” or “spreading the virus” as it implies intentional transmission and assigns blame. Using criminalising or dehumanising terminology creates the impression that those with the disease have somehow done something wrong or are less human than the rest of us, feeding stigma, undermining empathy, and potentially fuelling wider reluctance to seek treatment or attend screening, testing and quarantine.</p>
<p>DO - talk positively and emphasise the effectiveness of prevention and treatment measures. For most people this is a disease they can overcome. There are simple steps we can all take to keep ourselves, our loved ones and the most vulnerable safe. 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.</p>	
<p>DO - emphasise the effectiveness of adopting protective measures to prevent acquiring the new coronavirus, as well as early screening, testing and treatment.</p>	

Developed by Pacific Protection Cluster

Adapted from WHO, UNICEF, IFRC “Social Stigma associated with COVID-19”

<https://www.who.int/docs/default-source/coronaviruse/covid19-stigma-guide.pdf>

