



Tuberculosis Stigma

“This is an illness. No one is supposed to be treated badly because a person didn’t ask to have TB. A person is supposed to be treated the same. Don’t look down on them.” (woman, Khayelitsha).

September, 2024

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Tuberculosis

Tuberculosis (TB) is a major global health issue, affecting millions each year. Despite improvements in TB treatment and TB prevention, stigma around TB remains a big problem . It can stop people from going for medical care, cause social isolation, and harm mental health. Tackling TB stigma is essential for making sure we can all work towards a TB free world, as well as improve the lives of those affected.



**PEOPLE WITH TB NEED
SUPPORT NOT STIGMA**

“For too long we did not pay attention to how we speak about TB, about people, about people infected and sick with TB, about the type of treatment outcomes, about different interventions. We did not address the fact that the way we speak can be stigmatizing, discriminatory, non-inclusive, that can hurt, upset and isolate people.”- Dr. Lucica Ditiu Executive Director Stop TB Partnership

Don't

- Do not use **TB Contact**
- Do not use **Defaulter**
- Do not use **TB Suspect**
- Do not use **TB Control**
- Do not use **AIDS Patient**

Do's

- prefer **Contact Person.**
- prefer **Person Lost to Follow up.**
- prefer **Person with Presumed TB.**
- prefer **TB Prevention and care or Ending TB.**
- prefer **Person living with HIV/AIDS/PLHIV**

Brand principles serve as guiding pillars of the brand. It states how brands are presented and communicated to the audience.



Internal stigma refers to the negative attitudes and beliefs that individuals with TB may have about themselves. This can lead to feelings of shame, guilt, and low self-esteem, impacting their mental health and willingness to seek health care.



Anticipated stigma is the fear of experiencing discrimination or negative reactions from others if a person discloses their TB status. This fear can prevent individuals from talking about having TB, seeking medical help, or completing the course of TB treatment.



Enacted stigma involves actual experiences of discrimination and negative treatment from others when a person reveals their TB status. This can include social exclusion, verbal abuse, and unfair treatment in workplaces or healthcare settings.

TB stigma is influenced by several factors. There are gender differences - research shows that men are generally less likely to seek health care than women. Social and structural barriers like substance use, mental health issues, and socio-economic disadvantage can also contribute to stigma, making it harder for people to get the health care they need. The COVID-19 pandemic worsened these issues by undermining health and social systems. Human rights violations, such as discrimination and violence, further make TB stigma worse, while the criminalization of behaviors like drug use and sex work creates additional barriers to accessing TB treatment. (NSP)

Strategies to combat stigma

To increase awareness about Rights and the impact of stigma and discrimination, the focus will be on expanding community-led efforts to reduce stigma. This involves partnering with successful community organizations and supporting initiatives led by peers that effectively tackle stigma. It is crucial to advocate for services that are inclusive, non-judgmental, and free from discrimination, ensuring that people have access to high-quality, respectful community-based services. (WC NSP draft)

To effectively tackle stigma and discrimination, efforts should focus on raising awareness through community discussions about the causes and impacts of stigma, and advocating for quick assessments to guide reduction strategies. We need to support and strengthen community-based efforts and utilize tools like peer-led (TB Champions) WhatsApp groups to connect people with services. Promoting the use of helplines for issues such as HIV/AIDS, gender-based violence, and mental health, as well as expanding access to legal advice for rights violations, especially for vulnerable populations, are also important steps.



Conclusion

TB is a serious global health problem, affecting many people each year. Despite improvements in treatment and prevention, stigma around TB remains a problem. The stigma prevents people from seeking health care which, leads to delayed diagnosis and treatment. Addressing TB stigma is important for improving TB care and improving the lives of people living with TB.

