

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
Prasar Bharati house: Copernicus Marg,
Mandi House: New Delhi: 110001

No. D-13023/02/2020-21/GA-I/

Date: 19.06.2020

Office Memorandum

Subject: Instructions/Guidelines regarding preventive measures to contain the spread of COVID-19.

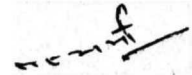
This has reference to this Secretariat's Office Memorandum No. D-13023/15/2019-20/GA-I/Part File dated 19.05.2020 vide which the guidelines dated 18.05.2020 issued by the Ministry of Health and Family Welfare, Directorate General of Health Services (EMR Division) were circulated.

2. Now, Ministry of Health and Family Welfare has circulated the document titled ' Guide to address stigma associated with COVID-19'. A copy of the said document mentioning the following is attached for ready reference:

- i. Why is there Stigma?(Stigma associated with COVID-19 is based on three main factors)
- ii. People facing Stigma and Discrimination.
- iii. Effects of Stigma and Discrimination.
- iv. These may lead to.
- v. Things to know about COVID-19.
- vi. Tips to reduce stigma related to COVID-19.

3. All the Prasar Bharati Establishments offices are advised to follow the above Guidelines.

Encl. as above(pages(4)



(G. D. Sharma)
Deputy Director General(Admin)

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Copy to:

1. Principal DG:NSD :AIR, DG:AIR, DG: DDn, DG:DD News
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6. CVO, Prasar Bharati
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Ministry of Health & Family Welfare
Government of India



Guide to address stigma associated with COVID-19



#TogetherAgainstCOVID19



COVID-19 pandemic is a public health emergency that is causing a stressful and a difficult time for everyone. During this crisis, rumours and misinformation create more stress and can hamper COVID-19 recovery.

■ Why is there Stigma?

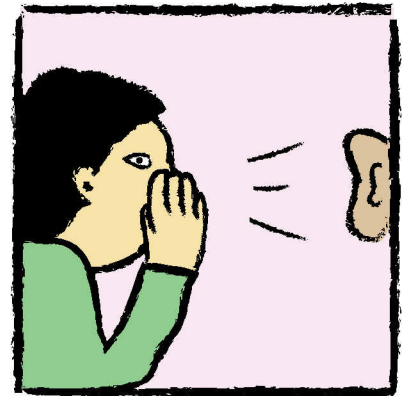
Stigma associated with COVID-19 is based on three main factors:



Lack of adequate information



Fear of the disease



Rumours or misinformation

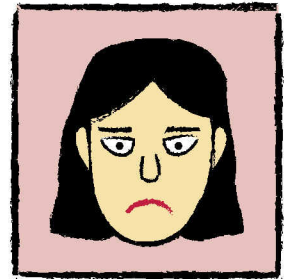
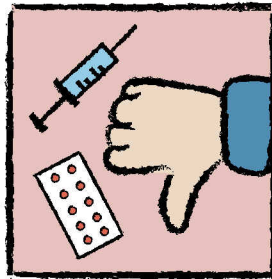
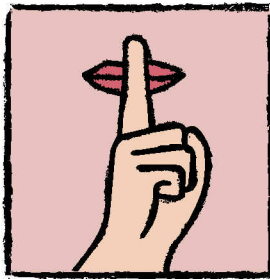
People facing Stigma and Discrimination:

- People affected with COVID-19, their families /caregivers / friends
- People under quarantine and their families
- Frontline health care providers like doctors, nurses, paramedics, field workers, hospital staff and sanitation workers etc.
- Those who have recovered from COVID-19
- Migrant workers



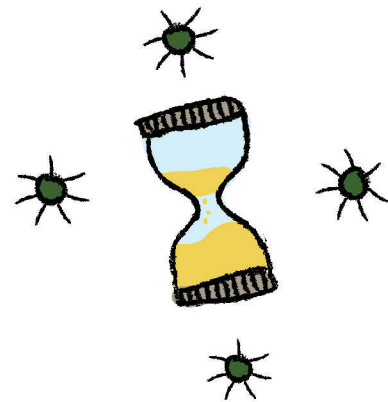
Effects of Stigma and Discrimination:

- People concealing symptoms
- Hesitancy in seeking medical care
- People not adhering to interventions like home quarantine
- Increased sense of emotional isolation, feeling of guilt and anxiety
- Lack of self-esteem and confidence
- Ostracisation of healthcare workers and others involved in COVID-19 management
- Worsening of pre-existing psychiatric illness such as depression



These may lead to:

- COVID-19 cases not being reported, or reported late, making management of the outbreak more difficult.
- Diversion from the required preventive measures which need to be undertaken.



Things to know about COVID-19:

1. Although COVID-19 is highly contagious, we can protect ourselves by following preventive measures such as physical distancing, washing hands frequently and wearing a face cover / mask.
2. Despite precautions, if a person contracts COVID-19, it is not his/her fault. Anyone is susceptible to contracting the disease, no one needs to be blamed.

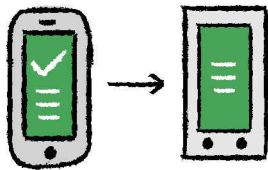
3. In situations of distress, the patient and the family need support and cooperation.
4. Be a well-wisher to those in isolation/ quarantine and their families. Testing, isolation and quarantine are meant to protect the family and community.
5. Celebrate persons who have recovered from COVID-19 as WINNERS. They do not have the virus & there is no risk of transmission.

Tips to reduce stigma related to COVID-19:

Dos



- ✓ Be appreciative and supportive of efforts made by frontline workers

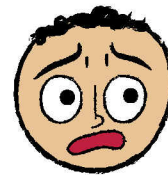


- ✓ Verify the information from a reliable source such as Ministry of Health and Family Welfare's website, before sharing or forwarding the same

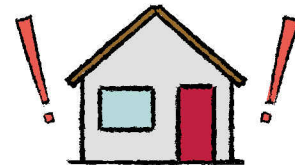


- ✓ Share positive stories of those who have recovered from COVID-19

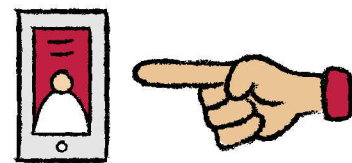
Don'ts



- ✗ Don't spread misinformation



- ✗ Don't label any individual, group or area for spread of COVID-19



- ✗ Don't spread name, identity, locality of persons affected or under quarantine

To know more visit: www.mohfw.gov.in