



STIGMA

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Definition

- The term '*stigma*' originated in Ancient Greece to refer to signs on the body signifying something bad about the person's moral status .
- "A mark of disgrace associated with a particular circumstance, quality or person"
(Oxford Concise dictionary)
- "...an attribute that is deeply discrediting" (Goffman, 1963 p 3)

Stigmatisation

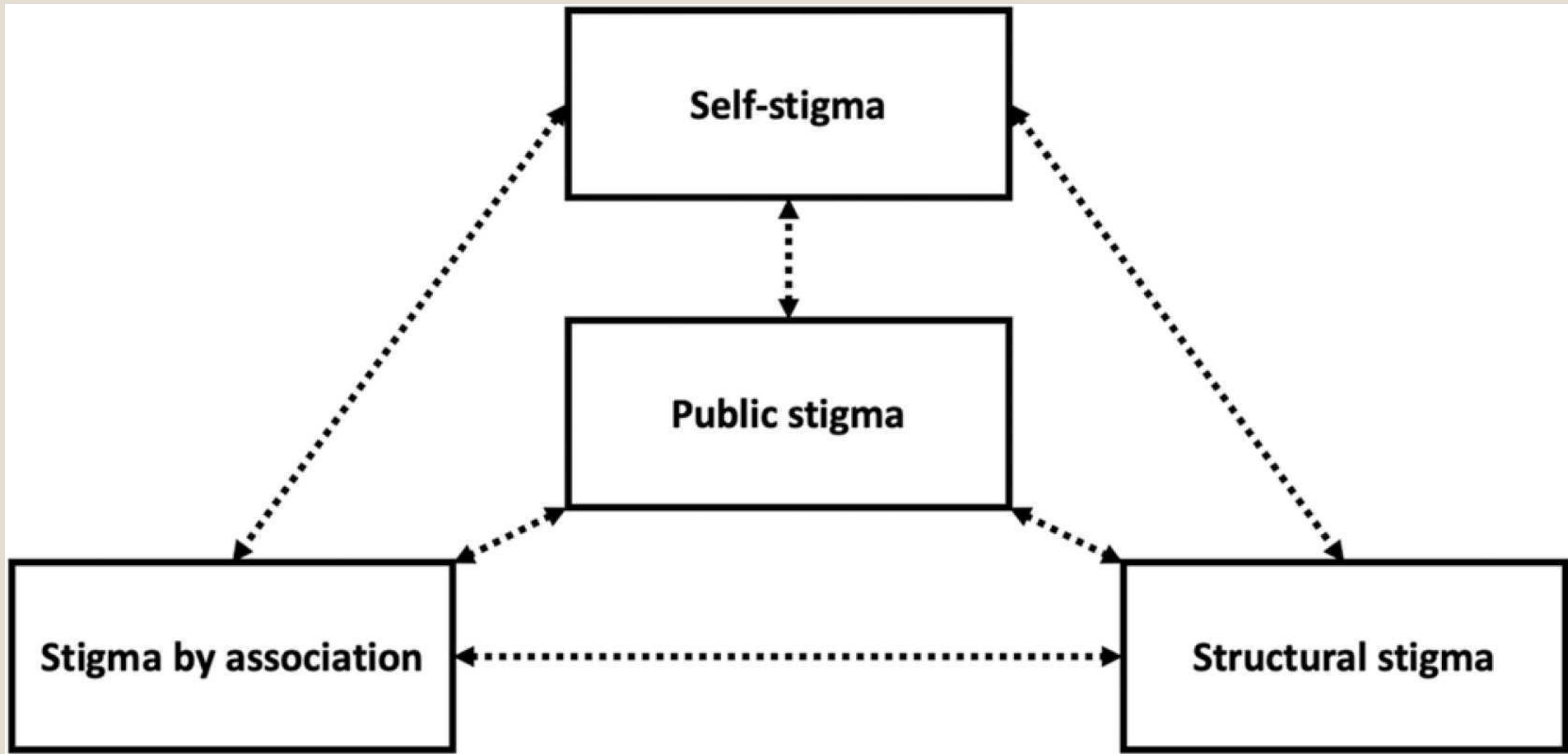
- “..a socially and culturally constructed process where a person is labelled as different and then devalued, resulting in status loss and discrimination “ (Pescosolido & Martin, 2015)
- A process serving to
 - keep people **in** via norm enforcement
 - keep people **out** through avoidance
 - keep people **down** through domination and exploitation.

Social stigma framework

- The social stigma framework (Pryor & Reeder, 2011) posits FOUR types of stigma
- Public stigma
- Self stigma
- Stigma by association
- Structural stigma

Forms of stigma

- **Public stigma:**
 - People's cognitive, affective, and behavioural responses to people with a stigmatized condition,.
 - This happens at an interpersonal level.
- **Self stigma:**
 - Anticipation and internalisation of society's negative beliefs about the stigmatized condition.
 - This happens at an intrapersonal level.
- **Stigma by association:**
 - social and psychological reactions to people associated with the stigmatized person . Plus the impact of being connected to a person with a stigmatized identity or condition.
- **Structural stigma:**
 - The legitimization and perpetuation of stigma by society's institutions and ideological systems through, for example, policy and legislation. This form of stigma occurs on organizational, institutional, or societal levels.
 - (Rasset et al., 2022)



(Rasset et al., 2022)

Impact of living with genital herpes

- Psychological implications of *concealing* a stigma
- Stigma and discrimination
- Stigmatised identity
- Relationship issues
- short-term emotional; short-term psychosocial; and ongoing, long-term responses to the disease (Melville et al., 2003)
- “...stigma due to genital herpes infection significantly contributes to the adverse psychological consequences stemming from this otherwise relatively medically innocuous viral infection. “(Merin & Pachankis, 2011)

Shame

- A complex social, interpersonal and intrapersonal emotion arising from someone's perception they are failing to meet societal expectations or personal standards.
- Embarrassment or humiliation that arises from the perception of having done something dishonourable, immoral, or improper
- Feelings of worthlessness & inferiority (Budiarto & Helmi , 2021)
- feeling of global self-evisceration (Tangney & Dearing, 2002)

How to work with stigma:

- Unconditional Positive Regard
- Psychoeducation
- Reframe & metaphor
- Ego-strengthening
- Work with anxiety
- Work with phobia (?)
- Mirrors over the bridge

references

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