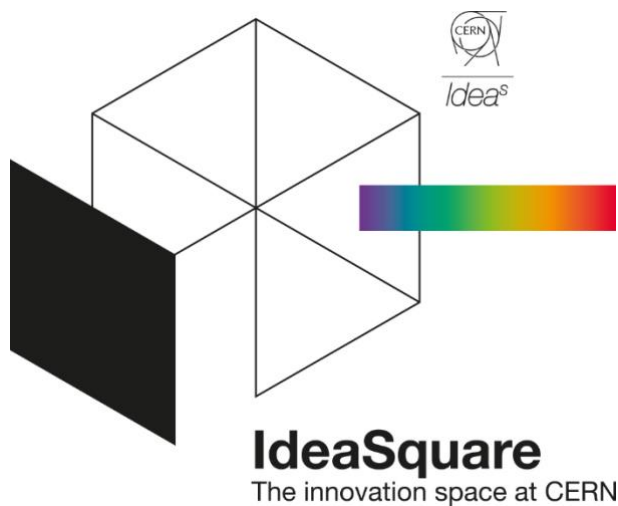


i2Planet 2024





A Planetary Adventure

16th -20th September

Part 2: Coming Back to Earth

Workshop Case: Disease and Social Stigmatization

Social stigmatization of diseases is deeply entrenched in cultural, social, and psychological factors. To effectively combat this stigma, a multifaceted approach is necessary. Addressing social stigmatization of diseases requires comprehensive strategies. Education and awareness are crucial in correcting misconceptions and providing accurate information. Public education campaigns can help shift perceptions by emphasizing that these are medical issues requiring proper treatment and support. Policy and legislation play a significant role as well; anti-discrimination laws and policies in workplaces, schools, and healthcare settings can protect individuals from unfair treatment. Ensuring equal opportunities and reasonable accommodations can help integrate affected individuals into society. Furthermore, positive and accurate portrayal of individuals with these conditions in media can challenge stereotypes and foster a more inclusive society.

Obesity, for example, is often met with discrimination, bullying, and negative stereotypes. Obese individuals may be perceived as lazy, lacking self-discipline, or unhealthy due to personal choices. This stigma can lead to reduced self-esteem, depression, and social isolation. Furthermore, it can discourage individuals from seeking medical care or engaging in physical activities due to fear of judgment. Combatting this stigma requires a societal shift towards understanding obesity as a complex condition influenced by genetic, environmental, and psychological factors, rather than solely a result of personal failure.

Similarly, the stigma associated with diabetes often arises from misconceptions about its causes and management. People with diabetes may face blame for their condition, with assumptions that it is due to poor lifestyle choices or overeating. This blame can extend to

both Type 1 and Type 2 diabetes, despite the former being an autoimmune condition often diagnosed in childhood. Such stigma can lead to feelings of shame and guilt, hindering effective management of the disease. Education and awareness campaigns are essential to dispel myths about diabetes and emphasize the importance of supportive environments for those affected.

AIDS has been one of the most stigmatized diseases globally. The stigma is rooted in the association of HIV/AIDS with behaviours such as drug use, homosexuality, and promiscuity, leading to moral judgment and discrimination. This stigmatization can have severe consequences, including social ostracism, loss of employment, and barriers to accessing healthcare. Fear of stigma can prevent individuals from getting tested or seeking treatment, exacerbating the spread of HIV. Addressing this stigma requires comprehensive education about the modes of transmission, the effectiveness of treatment, and the importance of compassion and support for those living with HIV/AIDS.

Epilepsy is another condition often surrounded by social stigma, typically based on fear and misunderstanding. Historical misconceptions have linked epilepsy to supernatural causes or mental illness, leading to significant prejudice and discrimination. People with epilepsy might face exclusion from social, educational, and employment opportunities due to concerns about safety and productivity. The unpredictable nature of seizures can also cause anxiety and embarrassment, further isolating individuals with epilepsy. Increasing public awareness about the medical nature of epilepsy and promoting inclusive policies can help reduce stigma and improve quality of life for those affected.

By addressing social stigmatization through education, supportive policies, and compassionate community practices, society can create a more understanding and equitable environment for all individuals, regardless of their health conditions. This multifaceted approach is essential to dismantle deeply entrenched stigmas and promote a culture of empathy and inclusion.

Your Task as a Team

Please apply the learnings you have gathered during the first part of your adventure on Planet B to **envision and design a campaign aimed at mitigating and preventing social stigmatization of various disease conditions in Lithuania**. Your task is to decide upon the **strategy, objectives, and implementation measures** for this campaign.

We seek a comprehensive campaign with global potential to create a more inclusive society. You are encouraged to subdivide your group into specialized teams, each addressing different aspects of the campaign. These aspects should be integrated into a seamless, coherent, and high-quality plan that you will present.

We would like to see quantitative estimations of the increasing outreach of this campaign over a ten-year period, including the time for design, launch, and deployment.

Starting Bibliography

Before jumping right away into the campaign's design, it is **essential** that you all understand the problem. Therefore, here it is an initial bibliography, that you should carefully and expand doing your own research for this purpose.