

Anticipated Stigma, Stereotypes, and COVID-19

COVID-19 testing is necessary for diagnosing, treating, and tracking the increasing number of positive cases as well as aiding in informed policy decisions.

For more information see the full study: Earnshaw, V. A., Brousseau, N. M., Hill, E. C., Kalichman, S. C., Eaton, L. A., & Fox, A. B. (2020, August 31). Anticipated Stigma, Stereotypes, and COVID-19 Testing. *Stigma and Health*.
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Methods

An online survey was conducted with 845 adults in April 2020 to explore whether anticipated COVID-19 stigma and COVID-19 stereotypes might be associated with likelihood of COVID-19 testing.



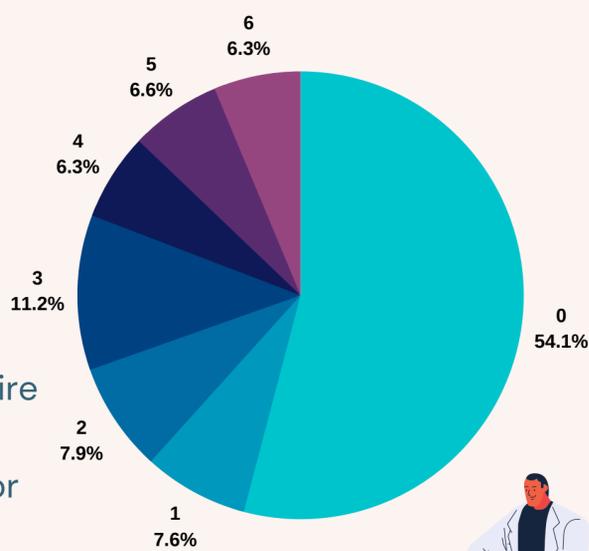
Anticipated Stigma

Anticipated Stigma is expecting to experience discrimination in the future based on a stigmatized status.

People who anticipate stigma due to a disease may not participate in testing or treatment in order to avoid gaining a stigmatized label.

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This graph represents how many answers (0 to 6) participants agreed with in regards to how likely or unlikely they believe others would: be angry with them, fire them, blame them, or discriminate against them for contracting COVID-19



What Comes Next

Educational interventions, advertising, and mass media have all shown promise in reducing stigma — specifically stereotypes.

Multidisciplinary and collaborative efforts to address stigma (and other testing barriers) may be needed to enhance availability of present and future biomedical solutions to the COVID-19 pandemic.

Further developing nondiscrimination policies to address those affected by COVID-19 may help to alleviate concerns of anticipated stigma.



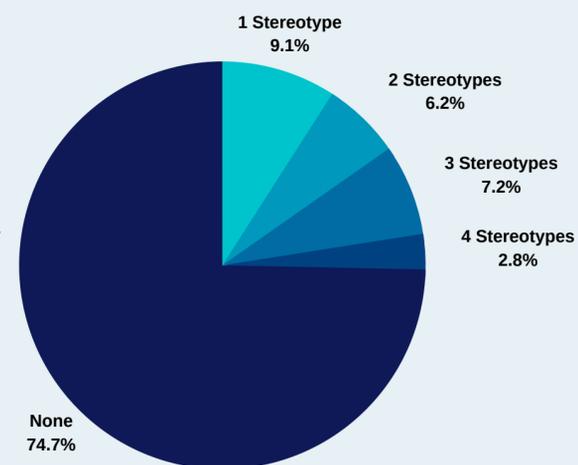
Stereotypes

Stereotypes are beliefs about specific groups of people. People who endorse stereotypes regarding those with a specific disease think they are less vulnerable to that disease and thus engage less in testing.



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This graph represents how many (if any) of 4 popular stereotypes regarding COVID-19 participants agreed with: Asian people and people who did something wrong, are irresponsible, and are dirty are more likely to have COVID-19.



Results

Most participants admitted that they are afraid of COVID-19 and agreed that they would get tested if their doctor advised them to.

Participants with more anticipated COVID-19 stigma and those who endorsed COVID-19 stereotypes reported that they would be less likely to take a COVID-19 test.

Participants who reported more COVID-19 knowledge and fear expressed that they would be more likely to take a COVID-19 test.

Results of this study indicate that stigma surrounding COVID-19, especially anticipated stigma and stereotypes, may be a barrier to COVID-19 testing.

Average levels of anticipated stigma and stereotypes were low in this sample, and knowledge and fear had stronger associations with testing than either of the aforementioned indicators of stigma.

