

Stigma reduction approaches

There are many ways to reduce stigma, depending on your project and context. The table below contains an overview of the approaches and the types of stigma they can help to address.

Intervention	Internalised stigma	Social stigma	Stigma by association	Structural stigma
Inclusive champions	✓	✓	✓	✓
Training and mentorship	✓	✓	✓	✓
Peer-to-peer support	✓	✓	✓	✗
Home visits	✓	✓	✓	✗
Mass media and social media	✓	✓	✓	✓
Community engagement	✓	✓	✓	✓
Engaging with local leaders	✗	✓	✗	✓
National and local advocacy	✓	✓	✓	✓
Changing organisational culture	✓	✓	✗	✓
Healthcare approaches	✓	✓	✓	✓
Education approaches	✓	✓	✓	✓