

DAWN™ Workshop at MediaPrize

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Notes on Stigma

Algeria

- Social stigma – general notion of the person with diabetes is different
- Economic stigma
- Think they need to relax more – impression of people with diabetes are lazy people
- Problem in terms of marriage – will the person get healthy children?
- Solve it by awareness – show example of people with diabetes who do well
- Positive messaging

France/Tunisia

- Diabetes is perceived as a handicap/taboo
- The person with diabetes is singled out/treated differently
- The media has an important role to play of creating awareness
- The journalist need to inform readers and raise awareness of children with diabetes
- Speak about women with type 1 diabetes who is doing well and who raises their children
- Show that injections are simple especially with a pen
- Inform that insulin can save ones life and prevent complications

China

- Young people do not want to tell they have diabetes. They feel embarrassed and ashamed
- Lack of awareness about diabetes
- Stigma of diet – have to eat healthy otherwise people judge them
- Prevention in media – improve communication – important role of the journalist

Germany

- Physicians use insulin as a threat “if the patient does not do well” – vicious circle
- Negative perceptions in the public of people with Type 2 diabetes - “It is your own fault”
- People with Type 2 diabetes are “old and fat”
- Prevention of Type 2 is similar to a lot of other diseases, so we should try to prevent them together

- No knowledge about behaviour change
- Doctors are not paid for explaining and giving advice

Italy/Netherlands

- **Personal stigma:**
 - Feel different
 - Could not eat normally
 - Injections
- **Social stigma:**
 - Lack of knowledge
 - Lack of personal experience
- **Actions:**
 - Share good experiences & More information: Holiday camps, sport academics, go to limits
- In Italy we have two different visions regarding diabetes. A lot of regions where diabetics are not accepted as “normal” people. In the Netherlands the stigma is depending on the kind of work the person has.
- In Italy the crucial point is the lack of education in primary school about the correct diet, despite Italy should be the country of Mediterranean diet.
- As journalists we can and must point out all those topics where we know there is a lack of knowledge

Palestine/South Africa

- Treating people with diabetes as children
- Not offering them sweets in order not to offend them
- Social stigma – expect people with diabetes to eat/live healthy

Portugal

- Fear of injection/insulin
- Lack of information – could prevent stigma
- Sharing experience – could prevent stigma
- Action: more information, promoted activities
- Proof that diabetes gives no limitations – show the good examples

Saudi Arabia

- Weight gain for women, self-consciousness over body issues
- People judging and expecting diabetics to live a “healthy” lifestyle: healthier than others in terms of drinking, partying etc.
- People feeling guilty over offering diabetics sweets
- People acting different around them
- Diabetics being incompetent sexually (men erectile dysfunction)

- Use of insulin as “end of the road solution” and being an oral drugs is being “OK”
- De-stigmatisation involving relationships and sexual competencies in age groups 25-35
- Focusing on negative messages
 - What not to do/eat
 - Medical scare tactics
 - Patronizing attitudes
- Injecting in public, viewed as being on “drugs” (recreational)

Spain

- Lack of information amongst public authorities about diabetes
- A lot of laws have restraints on persons with diabetes ex. to be a bomber, pilot etc.
- Media can alert on this situation

Turkey

- Diabetes patients should be informed as they are their own doctors
- Patients are not aware of complications, they should be better informed
- Journalists should focus on more patient stories

UK

- Separation from wife due to diabetes
- Perspective of history – how injectables have developed
- Many myths e.g. You cannot eat any sugar if you have diabetes
- Stigma – its your own fault, because you are thick, lazy and stupid
- HCPs threaten patients with insulin – negative message de-motivates
- Actions: Focus on positive/balanced messages
- You can live normally
- You will be healthy because you now look after your health
- Provide tangible advices/enablers

Thank you to all participants for taking such an active part and sharing your views.

Sincerely

Soren Skovlund

For more information regarding the DAWN programme, please

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