



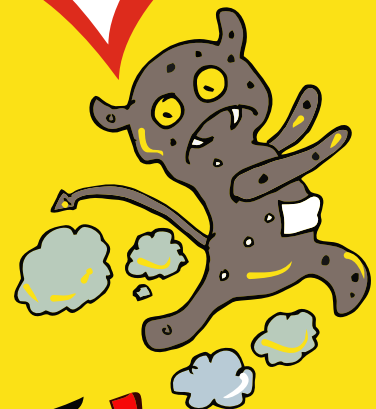
unicef 
for every child



'GO STIGMA GO' GAME

Learn more about COVID19 and become a stigma warrior

Participate in this game and answer the quiz to eradicate stigma attached with COVID19 pandemic

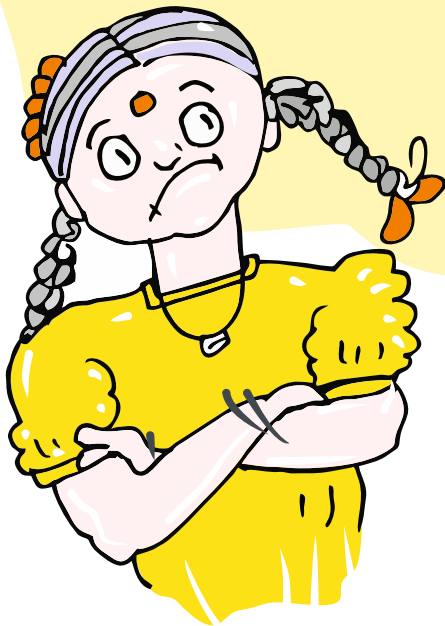


ZOOM!



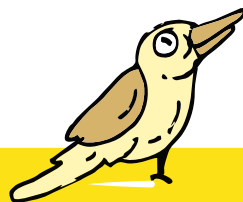
Suddenly, there are no schools, no playing outside, no going to the malls or cinema halls! Everything have been stalled due to the outbreak of COVID19. This is an unprecedented time when our human race is in danger of not only from a harmful disease but also from the extra things growing with the outbreak. From the disease outbreak, one deadly demon is growing which is called as "Stigma-asura". This grows from shadows and darkness of the virus and often unseen! Stigma-asura is capable of destroying the human race and our beloved planet, if not defeated on time!

It's time to be a "Stigma warrior" and save our planet.



This game will empower you with the weapon of 'knowledge', with which you can destroy the stigma demon.

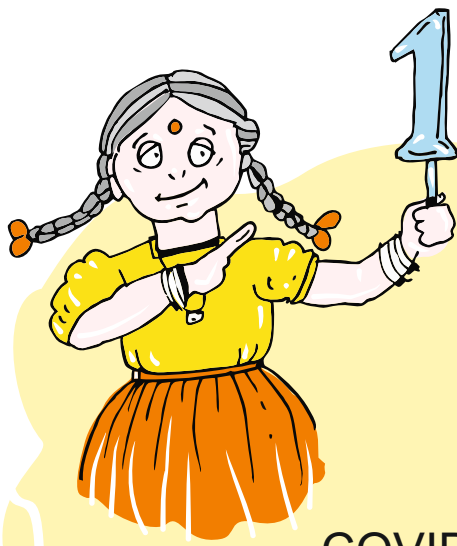
The game has been set as quiz with 4 levels. By crossing each level you will be empowered to destroy the stigma-asura through knowledge and empathy.



1. Take the oath that you will be giving your best to be the "stigma warrior" and save the World!
2. Take another oath of being truthful to self and to not read the answer keys before you start playing.
3. Check the answer keys only after completing the questions in all levels, else your "warrior shield" will remain weak to destroy the stigma demon.
4. This game can be played as single player or as team or with 2 players.
5. For 2 players or 2 team playing, take one turn off if you give wrong answer.
6. For single player, take a time off to pause and think deeper.

*Answer keys are given in the page No.11.

#TogetherAgainstCovid19



COVID19, unfortunately shaking the whole World, disrupting and stalled our activities. In this Level-1, we will see how COVID19 is creating a darkness called "Stigma-asura" & how we need to win over by shining our knowledge lights.

COVID19, "macha Chancey Illa"!!

1. COVID19 caused by Corona virus.
2. Anyone can contract Corona Virus.
3. Virus do not discriminate, neither should we!
4. There is nothing called stigma.
5. Stigma is harmful.
6. We should not discriminate.
7. We are all at risk of acquiring COVID19.
8. Physical distancing, wearing mask & washing hands for 20 seconds can save us from COVID19.
9. Discrimination can disrupt the whole battle against COVID19.

YES | NO

YES | NO

YES | NO

YES | NO

YES | NO

YES | NO

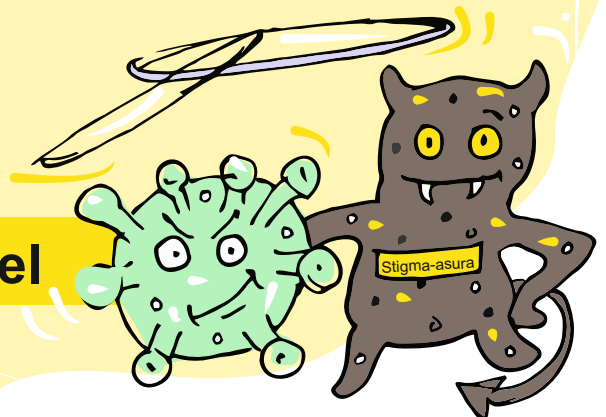
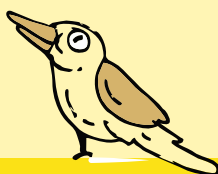
YES | NO

YES | NO

YES | NO



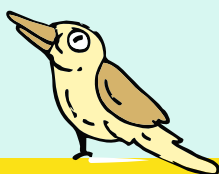
continue to next level





Welcome to Level-2! The stigma-asura grows bigger every time it feeds with rumours & wrong information ; let's sharpen thy minds to not feed the demon. So, be careful in this Level-2.
You need to keep the demon in control!

1. Some particular community can spread the virus. YES | NO
2. There are confusion, fear and anxiety among the public as the disease is unknown. YES | NO
3. Only elderly people die in COVID-19. YES | NO
4. We should not share unconfirmed rumours. YES | NO
5. Doctors, nurses, paramedics, sanitation workers & frontline workers are saving our lives from Corona virus. YES | NO
6. Myths and misleading information can lead to stigma and discrimination. YES | NO
7. For right information on COVID19 we should check news from UNICEF, MOHW, WHO. YES | NO
8. Facts, not fear will stop the stigmatisation on COVID19. YES | NO



continue to next level



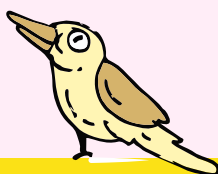


Welcome to Level-3. You are going to deal with some ticking bombs which can stall our lives. These ticking bombs are the weapon of "Stigma-asura" and you need to collect your keys to diffuse the bombs by answering the followings:

1. Stigma can drive people away from getting screened, tested & quarantined. ☐ YES ☐ NO
2. Stigma can lead to fear and depression. ☐ YES ☐ NO
3. Discrimination can not disrupt the whole battle against corona virus. ☐ YES ☐ NO
4. Less stigmatising can help to control the pandemic. ☐ YES ☐ NO
5. Certain words (i.e suspect case, isolation) and language may have a negative meaning for people and fuel stigmatizing attitudes. ☐ YES ☐ NO
6. It's okay to refer the people with the disease as "COVID-19 cases" or "victims". ☐ YES ☐ NO
7. Stereotyping can not be harmful. ☐ YES ☐ NO



continue to next level





Welcome to Level-4; you are our "shining knight in armor". Let's show all of us, how to defeat "stigma-asura" with the striking light of knowledge. May the force be with you!

1. Sharing positive stories can boost community well-being in the time of COVID19.

YES | NO

2. Communicators and public health officials can help counter stigma during the COVID-19 response.

YES | NO

3. We need to appreciate health care workers, volunteers, community leaders who are working for our safeties.

YES | NO

4. Discrimination behavior & being judgmental are not same.

YES | NO

5. We need solidarity, not stigma to fight against COVID19.

YES | NO

6. We need to stand together without presumptions & prejudices to battle over COVID19

YES | NO

Yay! you are now ready to save the World from Covid-stigma



congratulations!
You have completed all the levels and successfully defeated Stigma-asura



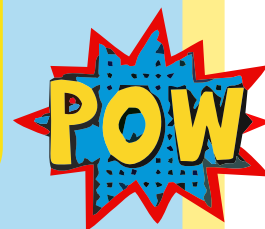
Answer keys

* Y = Yes , N = No



Level-1

1. Y	2. Y	3. Y	4. N
5. Y	6. Y	7. Y	8. Y
9. Y			



Level-2

1. N	2. Y	3. N	4. Y
5. Y	6. Y	7. Y	8. Y

Level-3

1. Y	2. Y	3. N	4. Y
5. Y	6. N	7. N	



Level-4

1. Y	2. Y	3. Y	4. N
5. Y	6. Y		



AWARENESS





Know more



Level 1

1. **COVID-9 caused by what?**

COVID-19 caused by the Corona virus / nCOVI-19 / SARS-CoV-2

2. **Who can contract Corona Virus?**

Anyone can get infected with COVID-19. Let's focus on prevention and follow the norms.

3. **Virus do not discriminate, neither should we?**

COVID-19 is not an excuse for being racist and xenophobic. The virus cuts across geography, religion, race, language, caste to infect all human beings.

4. **Is there anything called stigma?**

Yes there is Stigma everywhere. Stigma in the context of health is the negative association between a person or group of people who share certain characteristics and a specific disease. In an outbreak, this may mean people are labelled, stereotyped, discriminated against, treated separately, and/or experience loss of status because of a perceived link with a disease.

5. **Is stigma harmful?**

The level of stigma associated with COVID-19 is based on three main factors:

- 1) It is a disease that's new and for which there are still many unknowns;
- 2) We are often afraid of the unknown; and
- 3) It is easy to associate that fear with 'others'.

It is understandable that there is confusion, anxiety, and fear among the public. Unfortunately, these factors are also fueling harmful stereotypes.

6. **Should we discriminate?**

No, we should not discriminate anyone. Health workers including CHW, FLW + volunteers are heroes in this story. Let's value them and respect their brave work.

7. **Are we all at risk of acquiring COVID-19?**

Do not fear - Approximately 80% COVID 19 recover without requiring any special treatment.

8. **What all can prevent us from COVID19?**

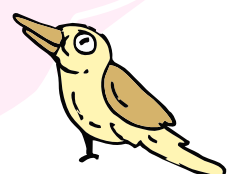
- 1) Staying at home
- 2) Wearing mask when you leave home
- 3) Maintaining physical distancing of one meter
- 4) Frequent hand washing for at least 20 seconds can save us from COVID19

9. **Discrimination can disrupt the whole battle against COVID19.**

Stigma can undermine social cohesion and prompt possible social isolation of groups, which might contribute to a situation where the virus is more, not less, likely to spread. This can result in more severe health problems and difficulties controlling a disease outbreak.

Stigma can:

- 1) Drive people to hide the illness to avoid discrimination
- 2) Prevent people from seeking health care immediately
- 3) Discourage them from adopting healthy behaviours



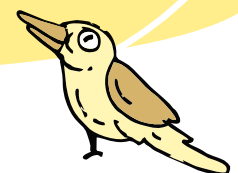


Know more



Level 2

1. **Is some particular community can spread the virus?**
No. Anyone who contract with virus and not following the necessary precautionary measures can spread the virus to others.
2. **There are confusion, fear and anxiety among the public as the disease is unknown.**
It is understandable that there is confusion, anxiety, and fear among the public. Unfortunately, these factors are also fueling harmful stereotypes.
3. **Is only elderly people die in COVID-19?**
Certainly not. But there is increased in chance for elderly people and who are already being under medical treatment for some other ailments.
4. **Should we share unconfirmed rumours?**
No. we should not share unconfirmed rumours.
Misconceptions, rumours and misinformation are contributing to stigma and discrimination which hamper response efforts.
 - Ø Correct misconceptions, at the same time as acknowledging that people's feelings and subsequent behaviour are very real, even if the underlying assumption is false.
 - Ø Promote the importance of prevention, lifesaving actions, early screening and treatment.
5. **Who are all saving our lives from Corona virus?**
Doctors, nurses, paramedics, sanitation workers & frontline workers are saving our lives from Corona virus.
6. **Which can lead to stigma and discrimination?**
Myths and misleading information can lead to stigma and discrimination.
7. **From where we should check news for right information on COVID-19?**
For right information on COVID19 we should check news from MOHW, WHO and UNICEF.
8. **Facts, not fear will stop the stigmatisation on COVID19.**
 - Ø Share facts and accurate information about the disease.
 - Ø Challenge myths and stereotypes.
 - Ø Choose words carefully. The way we communicate can affect the attitudes of others (see do's and don'ts above).





Know more



Level 3

1. **Can Stigma drive people away from getting screened, tested & quarantined?**

Yes. Stigma can drive people away from getting screened, tested & quarantined.

2. **Can Stigma lead to fear and depression?**

Yes. Stigma can lead to fear and depression.

3. **Can't discrimination disrupt the whole battle against corona virus?**

Stigma and discrimination are definitely disturb the whole battle against corona virus.

4. **Can help the less stigmatising to control the pandemic?**

Stigma can undermine social cohesion and prompt possible social isolation of groups, which might contribute to a situation where the virus is more, not less, likely to spread. This can result in more severe health problems and difficulties controlling a disease outbreak.

5. **Is Words matter?**

Yes off course, certain words (i.e suspect case, isolation) and language may have a negative meaning for people and fuel stigmatizing attitudes.

6. **Is it okay to refer the people with the disease as “COVID-19 cases” or “victims”?**

No it's not okay. Don't - refer to people with the disease as “COVID-19 cases” or “victims”.

Do talk about “people who have COVID-19”, “people who are being treated for COVID-19”, “people who are recovering from COVID-19” or “people who died after contracting COVID-19”.

DO - talk about “people who may have COVID-19” or “people who are presumptive for COVID-19”

7. **Can't stereotyping be harmful?**

It is understandable that there is confusion, anxiety, and fear among the public. Unfortunately, these factors are also fueling harmful stereotypes.





Know more



Level 4

1. Is sharing positive stories can boost community well-being in the time of COVID19?

- 1) Highlight stories of patients who have recovered from Covid and the healthcare workers who helped them and are not infected themselves. Invite people to share positive stories online.
- 2) Thanking people for their collaboration and support
- 3) Emphasize need for solidarity

2. Can the communicators and public health officials help counter stigma during the COVID-19 response?

Yes. Here are some examples and tips on possible actions to counter stigmatizing attitudes:

- 1) Spreading the facts:
- 2) Engaging social influencers
- 3) Amplify the voices
- 4) Make sure you portray different ethnic groups
- 5) Ethical journalism:
- 6) Link up:

3. Do we need to appreciate health care workers, volunteers, community leaders who are working for our safeties?

- o Yes. While we stay home secured, they are on guard, at all times.
- o Health workers including CHW, FLW + volunteers are heroes in this story. Let's value them and respect their brave work.
- o Doctors, nurses, ASHA, ANM, paramedical staff, lab technicians, and ambulance personnel –are all working day and night to protect us. Let's support them by cooperating with them.

4. Is discrimination behaviour & being judgmental are same?

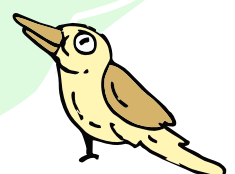
No. Discrimination behaviour & being judgmental are not same.

5. What do we need to fight against COVID-19?

We need solidarity, not stigma to fight against COVID19. We need collective solidarity and clear, actionable information to support communities and people affected by this new outbreak.

6. What do we need to do in the battle over COVID-19?

We need to stand together without presumptions & prejudices to battle over COVID-19



Reward Points



Less than 15 correct answers – you can be a champion by supporting us in COVID war. Try again!



15 – 20 correct answers - you are a “COVID Fighter”



20-25 correct answers – wow! you are the “COVID Warrior”



25-30 correct answers – Indeed you are the “COVID Champion”

#TogetherAgainstCovid19





ABOUT THE INITIATIVE

UNICEF and InkLink Charitable Trust co-created this quiz based knowledge enhancing game for children on stigmatization related to COVID19. This game aims to ease the fear and stress of the current situation, among the children.

To create this game amidst lock-down was not easy. The artistic elements and basic gestures were remotely created by the children at their homes, under the digital guidance from the experts of InkLink while the concept and final renderings are done by the creative team of InkLink Trust.

This easy to use quiz game can be played in any digital medium (ie. mobile phone, PC etc.) or can be printed.

The creative mentors from InkLink Charitable Trust organized online workshops for the children and adolescents group, from 12-18 years for basic understanding of COVID19 and the social discriminations related to it. The online sessions also educated the children about the healthy habits, social distancing and other basic prevention method of COVID19.

By creating this game we are aiming to reach out more children.

