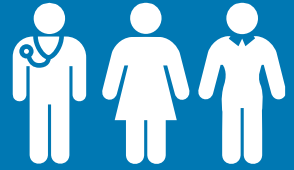


Preventing and addressing social stigma related to COVID-19



Key messages

- The current COVID-19 outbreak has provoked understandable confusion, anxiety, and fear among the public, resulting in social stigma and discriminatory behaviors against anyone perceived to have been in contact with the coronavirus.
- Social stigma related to COVID-19 can be very harmful to both the affected people and to efforts to contain the virus. It can:
 - Drive people to hide the illness to avoid discrimination
 - Prevent people from seeking health care immediately
 - Discourage them from adopting healthy behaviors
- To alleviate the anxiety and fear many of us are feeling, it is important to [build your resilience](#), and to learn the facts about the virus and stay up to date with the [latest information](#) and [steps for prevention](#). It's also important to provide care and compassion for one another as we deal with our individual concerns.
- Kaiser Permanente's Employee Assistance Program is a free and confidential resource that allows you to talk to a licensed counselor and get the support you need. Go to kp.org/eap and make an appointment with an EAP consultant near you.