

**Stigma and COVID-19**

The COVID-19 pandemic has sparked a rise in social stigma.

Social stigma is when society expresses negative judgment towards others. This often takes the form of fear, blame, and unfair treatment.

**Why is the COVID-19 pandemic creating stigma?**

Lack of understanding and stress causes fear, anger, and intolerance.

**How can stigma impact the well-being of your family?**

Stigma is associated with poor social, physical and mental health.

Stigma can make people feel guilty or bad about themselves and may lead to isolation and disconnection.

Feelings of guilt and lack of control increases stress, anxiety and fear.

Judging others does not encourage kindness, compassion or understanding.

**What can you do to reduce stigma?**

Words matter, so choose your words carefully to show support and empathy.

Model acceptance and compassion.

Bust myths and misunderstanding by sharing the facts from credible sources.

Practice the recommendations for staying safe and preventing the spread of COVID-19.

Kindly correct others who use words or actions that are hurtful to others.

**Tips to help your child or family if you experience stigma**

Reach out to someone you trust and talk about how you are feeling.

Practice self compassion. Don't blame yourself if you have the virus.

Take a break from social media and use that time to practice self-care together.

Check in and pay attention to how you and your children are doing. Take time to have a conversation to help build coping skills and increase understanding.

**MORE RESOURCES**

- [Mental Health & Covid](#)
- [Covid Testing & Stigma](#)
- [Talking With Your Children About Covid 19](#)
- [Help in Tough Times](#)

Information on mental health, community supports, programs and services in your area:



Addiction Services Help Line  
1-866-332-2322

Mental Health Help Line  
1-877-303-2642

