Coronavirus (COVID-19)
Creative Brief on Social Distancing

**PLEASE NOTE:** Do not use the CDC logo in any materials without prior written permission from the CDC. For example, you may not use the CDC logo in co-branding with any commercial entity.

**Objectives**
- Educate Americans about the steps they can take to protect themselves, their family and community and, in doing so, slow the spread of the coronavirus.
- Emphasize the importance of social distancing (physical separation) – explaining in what it is and why it’s important – and motivate people to stay at home.

**Target Audience**
- General Public with an emphasis on young adults

**Key Messages to Communicate**
- *Priority Messaging*
  - Stay home. It can save lives.
  - Follow your state and local government instructions around stay at home orders.

- *Additional Messaging for Consideration*
  - Give people a reason to stay home:
    - People who don’t have any symptoms can still spread the virus without knowing it.
    - Everyone – including young adults – is at risk for coronavirus. The best way to protect yourself is to stay home.
    - Staying home helps lower the risk for everyone, including:
      - The health care workers and first responders battling the disease on the frontlines.
      - Your family members and those most at risk.
  - Explain social distancing:
    - Stay a minimum of 6 feet – or two arms-length – away from others
    - Avoid discretionary travel, shopping and social visits
    - Avoid eating or drinking at bars, restaurants and food courts—use drive through or delivery options
    - Stay home when you are sick, except to get medical care
    - If you have symptoms of fever, dry cough and shortness of breath, call your health care provider before going to their office

**Call to Action**
- Visit Coronavirus.gov for the latest tips and information from the CDC
- Visit cdc.gov/Spanish for the latest tips and information from the CDC (for Spanish)

**Messaging Considerations**
- Messages should be informative, clear, concise – but also positive, encouraging, empowering.
- Say “coronavirus” instead of “COVID-19” as it is more colloquial and easier to understand.