

**Coronavirus (COVID-19) Brief**

**Rolling Reentry**

**Adults**

**Background**

As states and communities across the country begin to lift restrictions and roll back stay-at-home orders, millions of people are beginning to venture outside their homes. For many, there is confusion around how to protect themselves and their communities, while for others there is a general lack of seriousness associated with practicing protective behaviors. As these restrictions are lifted, it is still vital that people continue to practice protective behaviors (staying 6 FT from others, wearing a face covering, washing hands for 20+ seconds) to help slow the spread of coronavirus.

**Objectives**

Reinforce the need to maintain vigilance around protective behaviors as states partially reopen their economies and roll back initial stay-at-home orders.

**Target Audience:** Adults, 18-65

**Main Message Priorities**

* **Use Positive Reinforcement to Emphasize WHY It’s Important to Keep Taking Protective Actions:** 
  + *It’s essential that we keep taking precautions like practicing physical distancing and wearing a face-covering in public* ***so that we don’t lose the progress we’ve already made*** *in our fight against the Coronavirus.*
    - Consider also mentioning that ***people without symptoms can still spread Coronavirus.***
* **Outline the Actions People Should Take:**
* ***Physical Distancing*** 
  + Stay at least 6 feet away from others, even when you wear a face covering:
    - In public (such as when in public transportation, parks, outdoor recreation areas, shopping areas)
    - In the workplace (such as in offices, breakrooms, conference rooms, bathrooms)
  + Continue to avoid large and small gatherings in private places and public spaces, such as a friend’s house, parks, restaurants, shops, or any other place if you can’t practice proper social distancing of six feet
  + Stay home when you can, especially if you’re feeling sick.
* ***Face Coverings*** 
  + Even when you do not feel sick, you can spread Coronavirus to others. When you wear a face covering, you are protecting others and helping to slow the spread of the virus.
    - Everyone should wear a [cloth face cover](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html) in public settings where other social distancing measures are difficult to maintain (such as in grocery stores, pharmacies) and **especially** in areas that have significant community-based transmission
    - A cloth face cover is **not a substitute** for social distancing
    - Do not place cloth face coverings on children younger than 2
* ***Self-Care & Personal Hygiene*** 
  + [Wash your hands](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.cdc.gov%2Fhandwashing%2Fwhen-how-handwashing.html&data=01%7C01%7Ckemanuel%40AdCouncil.org%7Cae77e8f669e041b35b7908d7e1791125%7Cc992b7c77d16478bbcd983cdc55f5ac5%7C1&sdata=vcSJ0x54vQEgMIgQXEREN5wOEg5PptdNUtFf4T72pIw%3D&reserved=0) often with soap and water for at least 20 seconds
  + Avoid touching your eyes, nose and mouth with unwashed hands
  + Cover your mouth and nose with a tissue when you cough or sneeze (then throw the tissue in the trash) or use the inside of your elbow
  + [Clean and disinfect](https://www.cdc.gov/coronavirus/2019-ncov/community/reopen-guidance.html?deliveryName=USCDC_2067-DM26911) frequently touched surfaces at home and in public spaces, workplaces, business, and schools (ex. elevators, light switches, and doorknobs)
  + People who feel sick should stay home. Do not go to work or school. Contact and follow the advice of your medical provider
* ***Adhere to state and local guidelines*** 
  + Continue to adhere to state and local guidance
  + Reopening will take a phased approach; it won’t happen all at once

**Call to Action:**

Encourage audiences to visit [www.coronavirus.gov](http://www.coronavirus.gov) for more information

**Executional Considerations:**

* Messages should be informative, clear (in plain language), concise, positive/encouraging, empowering
* When asking people to create new habitual behaviors, they need to:
  + Know WHY to do it
  + Know HOW to do it
  + SEE others doing it
  + Believe it will be EFFECTIVE
* Additional Motivators: self (make is personal), friends/family, community, organization
* Assets should be made available in English and Spanish
* If showing people in advertisements, ensure there is diversity represented
* In the message framing, note that reopening will take a phased approach (for instance, it’s more like dialing up a light dimmer than flipping a switch)
* General, national messaging may be in conflict (or may be perceived to be in conflict) with local instructions