Coronavirus (COVID-19) Brief
At-Risk Audiences

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Objectives
Educate Americans about who is most at-risk of serious illness from coronavirus and the steps they can take to protect themselves and others and slow the spread.

Target Audience
- Priority Target – higher risk populations (65+ and those with serious underlying medical conditions such as lung disease, diabetes, heart disease, severe obesity or those who are undergoing cancer treatment)
- Secondary Target - General public

Main Messages
1) **High-risk populations:**
   - Clearly explain exactly who is at higher risk (age, condition, etc.).
   - If you are at higher risk for serious illness from coronavirus because of 1) your age (anyone 65 years and older) or 2) because you have an underlying medical condition such as chronic lung disease (or moderate to severe asthma), diabetes, heart disease, severe obesity, or are undergoing cancer treatment or 3) living in a nursing home or long-term care facility, it is extra important for you to take actions to reduce your risk

2) **Social Distancing**
   Priority Messaging: Stay home
   - Follow your state and local government instructions around stay at home orders.
   - Keep a minimum of 6 feet distance or two arms lengths away from others
   - 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.

3) **Personal Hygiene**
   - Avoid touching your eyes, nose & mouth.
   - Wash hands often with soap & water for at least 20 seconds
   - Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
   - Clean and disinfect frequently touched objects and surfaces such as doorknobs, light switches, handles, faucets, toilets, tables and electronics

Call to Action:
Encourage audiences to visit coronavirus.gov for more information:

Executional Considerations:
Messages should be informative, clear, concise, positive/encouraging, empowering.