Coronavirus (COVID-19)
Creative Brief on Social Distancing

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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.