



Coronavirus (COVID-19) Brief
Personal Hygiene
Adults

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Objectives

Stress the importance of personal hygiene and social distancing (i.e. physical distancing) to help protect themselves and others from the coronavirus.

Target Audience: Adults

Main Message Priorities

- Avoid touching your eyes, nose & mouth with unwashed hands
- Wash hands often with soap & water for at least 20 seconds. If soap and water are not readily available, clean your hands with a hand sanitizer that contains at least 60% alcohol.
- 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
- Be mindful of what you touch
 - Clean and disinfect frequently touched objects and surfaces such as doorknobs, light switches, handles, countertops, sinks, faucets, toilets, desks, tables, hard backed chair, phones, keyboards
- Wash your hands after touching commonly used items like elevator and doorknobs
- Stay home if you are sick, except to get medical care.
- Launder items including washable plush toys as appropriate in accordance with the manufacturer's instructions. If possible, launder items using the warmest appropriate water setting for the items and dry items completely.

Call to Action:

Encourage audiences to visit www.coronavirus.gov for more information

Executional Considerations:

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