



Key Message:

PERSONAL HYGIENE

We can all help prevent the spread of COVID-19 through simple personal hygiene measures. The UN has identified four areas of focus.

1. Hand washing
2. Reduce face touching
3. Respiratory hygiene
4. Staying home

See more on each [here](#).

Inspiration:

- [#SafeHands_Challenge](#)
- [Sing along](#) hand wash
- [Wash your lyrics](#) infographic
- [Dab](#) to beat Coronavirus
- [#NoHandshake alternatives](#) - [Footshake](#)
- [How to stop touching our faces](#)

Existing UN Assets [here](#)

Tone: Fact based, educational, upbeat, jovial, personal and public hygiene



Key Message:

PHYSICAL DISTANCING

Maintain physical distancing

Maintain at least 2 metres (6 feet) distance between yourself and anyone who is coughing or sneezing.

Why? When someone coughs or sneezes they spray small liquid droplets from their nose or mouth which may contain the virus. If you are too close, you can breathe in the droplets, including the COVID-19 virus if the person coughing has the disease. Also danger of surface contamination - hence importance of personal hygiene.

Where advised, stay home and avoid gathering in groups or with people who may be more vulnerable such as the elderly and those with underlying health conditions.

Inspiration:

- [Balcony concerts](#) while social distancing
- [African artists are creating catchy songs](#) to promote awareness about coronavirus
- Social Distancing - [matches](#)
- [Coronavirus: Indian greeting namaste goes global](#)
- [HOMEcoming](#) Rewatch Party
- [Together, At Home](#) concert series - [toolkit](#)
- WHO [explainer](#)

Tone: Fact based, educational, common humanity, shared experience, collective wellbeing, mental and physical health



Key Message:

KNOW THE SYMPTOMS

If you have fever, cough and difficulty breathing, seek medical care early. Stay home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance. Follow the directions of your local health authority.

Why? National and local authorities will have the most up to date information on the situation in your area. Calling in advance will allow your health care provider to quickly direct you to the right health facility and protocols in place. This will also protect you and help prevent spread of viruses and other infections.

NB: This advice is current as of 18 March

Inspiration

- [Why Covid-19 is worse than the flu, in one chart](#)
- [WHO explainer](#)
- [CDC explainer](#)

Tone: Fact based, educational, professional, rational not alarmist, calm, reassuring



Key Message:

KINDNESS CONTAGION

Against a backdrop of the worst global crisis the world has faced since WWII, threatening everyone, but especially the poor and vulnerable; at a time when nativist instincts are becoming policy and scaremongering is rife, we will work together to **propagate global solidarity and build a kindness contagion.**

Objectives:

- Reset the narrative - highlighting the need for global and collective cooperation to face the pandemic
- Inspire and spotlight acts of humanity, big and small, in communities and across borders;
- Promote solutions for resilience and recovery (connecting to the Global Goals).

Inspiration:

- Kind Canadians start “Care-mongering” - BBC
- Stock up on [Love] - Priyanka Chopra
- Postcard bid to help self-isolating neighbours - BBC
- Examples of Human Awesomeness in a Global Crisis - Upworthy
- Message to Myself - 10 Days Ago (Italy) - The Atlantic
- PM Solberg of Norway holds Press Conference for Children
- Solidarity & Resilience in Times of #Coronavirus - UN

Tone: Common humanity, mental health, caring, solidarity, empowerment, destigmatisation, inclusive, joy



Key Message:

MYTH BUSTING

Fear and misinformation are two of the biggest challenges we must overcome. We cannot allow them to go viral.

Misinformation continues to spread, including incorrect advice, conspiracy theories and inflammatory claims which discriminate against certain groups of people.

"Our greatest enemy right now is not the virus itself, it's fear, rumours and stigma," - Dr Tedros, WHO Chief.

Inspiration:

- [WHO Myth Busters](#)

Tone: Fact based, reassuring, informative, rational, relevant, compassionate



Key Message:

DO MORE, DONATE

The **COVID-19 Solidarity Response Fund** has been launched in partnership with the UN Foundation and the Swiss Philanthropy Foundation. This fund allows individuals, organizations, and companies globally to donate to the WHO's COVID-19 efforts. This new fund is the first and only way for individual donors and businesses to donate to WHO's global response to this outbreak.

The fund is supporting WHO's efforts to:

- Track and understand the spread of the virus
- Ensure patients get the care they need
- Equip frontline workers with essential supplies and information
- Accelerate efforts to develop vaccines, tests, and treatments

Inspiration:

- Donate your commute (cost of a train/bus ticket, gas/parking)
- Donate your daily coffee/lunch expense
- Employer matching
- Faith community activations

Resources:

- #StopTheSpread
- #AloneTogether (VIACOM/CBS)
- Together, At Home (Global Citizen)
- Existing messages, resources can be found [here](#).
- Sample PSA script [here](#)

Tone: Empowerment, compassion, solidarity, small actions = big impact adds up