



FOR IMMEDIATE USE

The following messages are appropriate for all settings. By sharing these messages repeatedly, we can get these concepts into the public consciousness and help the community understand how they need to change their behaviors. Please Share these messages in public remarks, emails, social media posts – everywhere you are talking about COVID-19.

“Do your part”

- It's up to all of us to help protect our families, friends and neighbors.
- It's not easy, but staying home is the most important way you can do your part.
- If you have to go out, do your part by staying six feet away from others.

“Stay home”

- Staying home is the best thing you can do to protect yourself and your family.
- Staying home means you're helping stop the spread.
- Staying home means you could help save lives.
- The only reason to not stay home is going out for groceries, medicine or other essentials, work at an essential job, volunteering with a nonprofit, or to see a doctor. That's it. And always stay 6 feet apart.
- Having friends and family over is not OK right now – you could spread the virus to people you care about.
- Staying home and staying away from others is essential if you are sick – even if you don't think it is COVID-19.
- So please, stay home unless you absolutely can't.

“Stay six feet apart”

- If you have to leave your home, make sure you stay six feet away from others.
- Assume everyone has the virus, even if they don't seem sick, and stay six feet away to avoid catching it.
- If you're not sure how far six feet is, imagine two arm's lengths, or about the length of a full-size bed.

FAQ's

There are many questions about COVID-19. Below are some of the most common, along with answers that have been vetted by public health officials. You can feel comfortable sharing this with anyone.

What does social distancing mean?

Social distancing is deliberately increasing the physical space between people to avoid spreading illness. Staying at least six feet away from other people lessens your chances of catching COVID-19.

Can I visit my relatives or friends?

Do not visit loved ones in person. Use the phone or other electronic devices. Deliver food or other essential items to the doorstep.

How can I keep safe when I need to go out for essential items like food?

- Make as few trips as possible.
- Shop and return home as quickly as possible.
- Make a list in advance.
- Consider using delivery services or the self-checkout lane.
- Wipe down the shopping cart, touch screens and touch pads before and after use.

What if we are outside?

Avoid close contact with people, even when outside. Keep at least 6 feet apart to help slow the spread of COVID-19.

- Avoid games and activities that require close contact.
- Avoid frequently touched surfaces and objects. This includes playground equipment like slides and swings.
- Do not share equipment such as bicycles, helmets, balls or frisbees.
- Do not gather in groups.
- When you return indoors, wash your hands with soap and water for at least 20 seconds or use an alcohol-based hand sanitizer containing at least 60% alcohol.

Who should be tested and why?

For most of us, the results of a test for COVID-19 will have NO impact on what happens next. We should already be staying home, practicing social distancing, and talking with our healthcare providers to manage any symptoms. Having a positive test result does not change this guidance. There is a limited number of tests, and they are reserved for individuals for whom test results WILL have an impact on what happens next. For example:

- A healthcare worker or first responder who tests negative can return to work more quickly.
- A hospitalized patient who tests negative can be removed from isolation, which saves supplies.
- A hospitalized patient who tests positive will receive more targeted treatment.

What if I want to help?

Check in with family, friends and neighbors by phone. If they need food or essential supplies and can't get out, you can drop them off on their doorstep, but please don't go inside, and wash your hands when you get home.

There are some important volunteer roles where you can help, and still stay safe. You can find them at www.uwrochester.org. Again, whenever you go out, be sure to stay six feet apart and wash your hands when you get home.