

COVID-19

HELP PUBLIC HEALTH – SEATTLE & KING COUNTY PROMOTE ITS NEW CAMPAIGN,
STAND TOGETHER. STAY APART., TO SLOW THE SPREAD OF COVID-19.

Seattle and King County are facing one of the nation's most serious outbreaks of COVID-19. In response to this crisis, Public Health – Seattle & King County (PHSKC) has launched the first wave of a public information campaign, ***Stand Together. Stay Apart.***, to encourage people to stay home, limit their contact with others, and take the necessary precautions when making essential trips outside the home.

Please join us in spreading the campaign's lifesaving messages as fast and far as possible.

With your support, we can help your employees, readers, viewers, listeners, and fans stay healthy. For your immediate use, we are providing:

CORE CAMPAIGN

MESSAGES that can be incorporated into talking points, email messages, social media posts, TV, radio, and print ads, and other communications vehicles reaching your key audiences and constituents.

SOCIAL MEDIA POSTS

with sample language and graphics that can be posted to your organization's or personal Twitter, Facebook, and Instagram pages and shared by your followers.

VIDEO PSAs FEATURING

DR. JEFFREY DUCHIN, HEALTH OFFICER FOR PHSKC, which provide practical, authoritative, and easy-to-understand advice that can be promoted through TV and your owned channels, including social media and employee/internal communications platforms.

TO DOWNLOAD SOCIAL MEDIA ASSETS AND VIDEO PSAs, PLEASE GO TO [HTTPS://BIT.LY/PH-SKADS](https://bit.ly/ph-skads) AND CHECK THIS SITE FREQUENTLY FOR ONGOING UPDATES, INCLUDING ADS FOR PAID PROMOTION.

Thank you for working with us to address this urgent public health issue. The more we spread the word, the less we spread the virus.

Public Health
Seattle & King County 

CORE CAMPAIGN MESSAGES

MESSAGE 1

Staying home and avoiding all non-essential contact with others is the most important thing all of us can do to slow the spread of COVID-19.

Everyone, even people who are young and healthy, must stay home to slow the spread of COVID-19. You should:

- **Stay at home** and avoid all non-essential contact with others.
- **Limit trips** for groceries, gas, and other things you and your family need.
- **If you must go out**, stay at least 6 feet apart from others at all times.
- **Wash your hands with soap** frequently and avoid touching your face.

COVID-19 is highly contagious and each face-to-face interaction is an opportunity for it to spread.

Stay home and help slow the spread!

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MESSAGE 2

**While staying apart,
we must stand
together.**

Just because we have to stay apart doesn't mean we can't stand together. Now, more than ever, we need to count on each other for help, support, and understanding.

No matter who you are, what you do as an individual impacts the health of the entire community, and what we do as a community impacts all of us as individuals. You should:

- **Stay connected.** Staying physically apart does not mean losing connections to family, friends, and community. Set up calls with those you regularly see in person. Call, email, and text friends and acquaintances to ask how they're doing and how you can help.
- **Support local businesses.** If you can, order meals for delivery or pick-up. Look for small businesses that can ship online orders for the things you need.
- **Be a good neighbor.** Put together an email list for your apartment building, neighborhood, and friends and family. It makes it easier for people to contact and support each other.

Together, we'll get through this.

MESSAGE 3

**Healthcare
needs your help.**

Our healthcare system is already very stressed due to the COVID-19 outbreak. We need to preserve medical supplies and other resources for those who need them most.

The dedicated people caring for us need our help to reduce the strain on the system. So please:

- **Always call first.** If you think you have been exposed to COVID-19 and/or you are having symptoms (fever, dry cough, difficulty breathing), speak with your healthcare provider before you go to an emergency room, hospital, or other medical facility.

Visit kingcounty.gov/covid and follow [@KCPubHealth](https://twitter.com/KCPubHealth) for more information.

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TWITTER / POST 1

File Name: PHSKC_COVID_POST1_TW.mp4

Sample Image Only



TWITTER / POST 2

File Name: PHSKC_COVID_POST2_TW.png

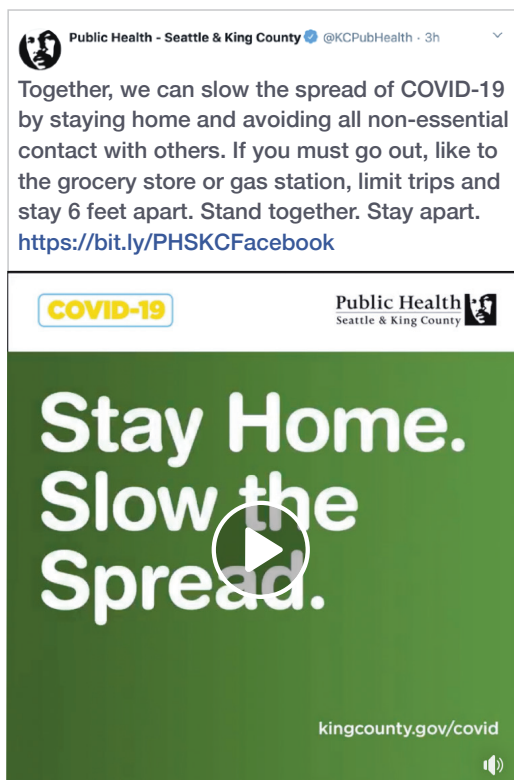
Sample Image Only



FACEBOOK / POST 1

File Name: PHSKC_COVID_POST1_FB.mp4

Sample Image Only



FACEBOOK / POST 2

File Name: PHSKC_COVID_POST2_FB.png

Sample Image Only



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INSTAGRAM / POST 1

File Name: PHSKC_COVID_POST1_INSTA.mp4

Sample Image Only



EDITORIAL NOTE:

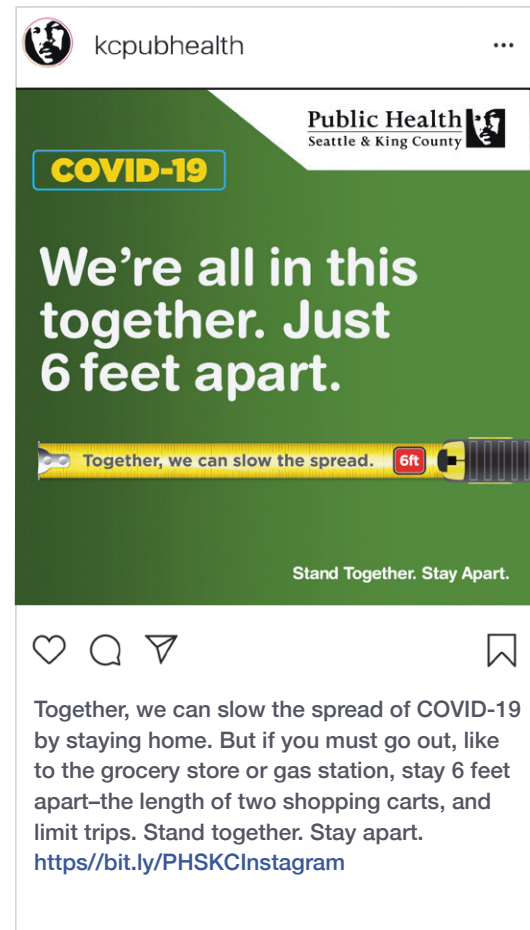
Please place link in bio:

<https://bit.ly/PHSKCInstagram>

INSTAGRAM / POST 2

File Name: PHSKC_COVID_POST2_INSTA.png

Sample Image Only



EDITORIAL NOTE:

Please place link in bio:

<https://bit.ly/PHSKCInstagram>

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VIDEO PSAs / DR.DUCHIN / :15 :30 :60

Sample Image Only



:60 VIDEO & TRANSCRIPTS

File Name: PHSKC_COVID_VIDEO_DUCHIN_60.mp4

CAMERA CARD:

An Important Message About COVID-19
PHSKC logo

DR. DUCHIN:

Young and old, sick or well, we all need to work together now to slow the spread of COVID-19 in King County and decrease the number of illnesses, hospitalizations and strain on our health care system. With no treatment or vaccine, the single most important thing all of us must do is to stay home and avoid all non-essential contact with others. When you must go out to get groceries or other essentials for your home or family, limit your trips. Stay six feet apart from others. Wash your hands frequently. And don't touch your face. COVID-19 is highly contagious. Everyone, even if you're young and healthy, should stay home and slow the spread to protect themselves, and others, from serious illness. Our individual actions affect the health of our entire community, and what we do as a community protects us all. Stay home and slow the spread. Thank you.

CAMERA CARD:

Stand Together. Stay Apart.
kingcounty.gov/covid
PHSKC logo

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:30 VIDEO & TRANSCRIPTS

File Name: PHSKC_COVID_VIDEO_DUCHIN_30.mp4

CAMERA CARD:	An Important Message About COVID-19 PHSKC logo
DR. DUCHIN:	COVID-19 is spreading in King County. But together, we can slow it down, saving lives. Everyone, young and old, should stay home and avoid all non-essential contact. When you must go out, limit your trips and stay six feet apart from others. Our individual actions effect the health of our entire community. And what we do as a community protects us all. Stay home and slow the spread.
CAMERA CARD:	Stand Together. Stay Apart. kingcounty.gov/covid PHSKC logo

:15 VIDEO & TRANSCRIPTS

File Name: PHSKC_COVID_VIDEO_DUCHIN_15.mp4

CAMERA CARD:	An Important Message About COVID-19 PHSKC logo
DR. DUCHIN:	To slow the spread of COVID-19 and save lives, everyone, young and old, should stay home and avoid all non-essential contact. When you must go out, stay six feet apart from others. Stay home and slow the spread. Thank you.
CAMERA CARD:	Stand Together. Stay Apart. kingcounty.gov/covid PHSKC logo