**How to Help People Stay Smart, Safe & Supported During COVID-19**

With COVID-19 (coronavirus disease) focusing the world’s attention, there is a lot that companies can do to help people protect themselves, their homes and their communities, while helping to prevent and contain the spread of the disease.

Your CSR program is a unique platform for providing reliable, useful information and awareness that people can put to use in their daily lives. We’ve created a library of content and activities for you to share with your organization and communities to help raise awareness and empower action in small but meaningful ways.

Some are straightforward with practical tips about staying safe. Others reflect the connected issues that your people might be experiencing, like working from home or maintaining a healthy mindset. They are intended to help you share key facts and actions with your people to help them cope with the outbreak.

Contents

[Protecting Yourself and Others 2](#_Toc35515748)

[Using Social Media Consciously 3](#_Toc35515749)

[Preparing Your Home 4](#_Toc35515750)

[Maintaining a Healthy Mindset 5](#_Toc35515751)

[Showing Your Support 6](#_Toc35515752)

[Working From Home 7](#_Toc35515753)

Title:

**COVID-19 Update: Protecting Yourself and Others**

Description:

Follow the simple guidelines for individual choices and actions.

Body:

By now, we are all aware of the threat presented by COVID-19. It’s crucial that we all take the right steps to protect ourselves and others from further spread. A lot has been said about our need to “flatten the curve” so we don’t overwhelm our health services and facilities. We can all do our part to help make this happen.

We’re including some simple guidelines for you to follow. Once you’ve made them part of your daily life, it’s important to repeat them regularly, and to stay alert. Here’s what you can do:

• Keep your hands safe and clean by washing frequently, using sanitizer and avoiding contact with other people’s hands

• If you need to cough or sneeze, do it into the bend of your elbow or a tissue, not in your hands

• Practice social distancing or self-isolating and keep a constant distance away from others as much as possible

• Even if you have a slight fever or cough, stay at home

• Learn to spot the symptoms of COVID-19, especially how they differ from other illnesses

• If you think you have symptoms, call or go online before visiting a hospital or clinic in person

Here are some sources from the World Health Organization you should check out:

[Video: 7 steps to stop the spread of the virus](https://www.youtube.com/watch?v=8c_UJwLq8PI)

[Video: The best and most complete way to wash your hands](https://www.youtube.com/watch?v=y7e8nM0JAz0)

Title:

**COVID-19 Update: Using Social Media Consciously**

Description:

Be aware of misinformation, medical scams and more.

Body:

Even in a time of global crisis, it’s hard to believe that people are sharing completely wrong information about COVID-19. But that is the reality today, and we need to be on our guard against these false claims. Almost all of these rumors and unfounded claims rely on social media, so that’s where we need to focus our attention. Let’s do our part by spotting suspicious content and not sharing it with others in our networks.

You can do a lot to ensure that you and others stay safe by following a few simple steps during the COVID-19 outbreak:

• Use social media responsibly and only share accurate messages from public health authorities

• Share the approved message of social distancing, self-isolating and avoiding contact

• Bust the myths out there that suggest this is not a serious situation, or worse

• Combat stereotyping by sharing facts and stories of empathy

Here’s a Politico article that sheds some light on the situation:

[Article: Social media giants are fighting coronavirus fake news](https://www.politico.com/news/2020/03/12/social-media-giants-are-fighting-coronavirus-fake-news-its-still-spreading-like-wildfire-127038)

Title:

**COVID-19 Update: Preparing Your Home**

Description:

Take the right precautions, without hoarding or panicking.

Body:

With so many of us working at home during the COVID-19 crisis, it’s time to plan wisely and prepare for what could be a lengthy stay. That means taking precautions like organizing emergency phone numbers and contacts, having the right disinfectants and cleaners in our homes, and following the best possible safety measures. It’s also critical that we follow common-sense practices without overreacting.

This could mean different things to different people, but here are some guidelines:

• Stock up smartly without hoarding or making unreasonable purchases that prevent others from getting what they need

• Focus on healthy food and don’t look at this as an opportunity for in-home binging

• Help others stock up, perhaps by making a trip for food and/or supplies

• Clean your frequently used surfaces and practice safe hygiene throughout your home stay

• Make a household action plan

• Take extra precautions with any at-risk members of your family (e.g., elderly or immunocompromised)

Here’s some helpful information from Trello with great tips and advice on working from home:

[Article: 12 Guides to Help Navigate the Remote Life](https://blog.trello.com/work-from-home-guides)

Title:

**COVID-19 Update: Maintaining a Healthy Mindset**

Description:

Avoid stress, stay positive and keep connecting with people.

Body:

During a crisis like the COVID-19 outbreak, it’s natural to experience feelings of stress, fear, anxiety and sadness. We can do our best to overcome these feelings while still following the guidelines of social distancing, self-isolation and preventive health measures. The goal is to remain positive (as much as possible) and eventually emerge from this crisis with our mental health intact.

Some of the things you can and should consider doing include:

• Stay in touch with friends and family, using all the virtual means you have (like video calling)

• Take a break from work and focus on something else

• If you have children, talk to them calmly and rationally about what’s happening

• Be kind to others, and consider simple “Acts of Goodness” you can perform

• Check the language you use and how it affects your mood (and others)

• Avoid over-consuming news, especially news about the outbreak

• Try to spark some joy, in any way you can imagine

Here’s a list from the World Health Organization about maintaining a healthy mindset:

[Checklist: Coping with stress during the outbreak](https://www.who.int/images/default-source/health-topics/coronavirus/stress.tmb-479v.jpg?sfvrsn=b8974505_1)

Title:

**COVID-19 Update: Showing Your Support**

Description:

Reach out to the vulnerable members of our community.

Body:

While the COVID-19 crisis continues to affect us all on a personal level, there are people in our community who are still less fortunate than ourselves. It’s time for the lucky and healthy among us to think of others and reach out with compassion. That means helping the vulnerable people in our community in any way we can, since they are less likely to be able to help themselves.

Here’s how we can help while remaining safe:

• Give to your local food bank, which welcomes cash donations as much, if not more, than food itself

• Register to volunteer and think about offering your professional skills in a pro-bono way

• Consider “virtual volunteering” from your home using online opportunities

• Reach out to local organizations like nonprofits and charities and ask how you can help

• Show your support for local businesses by continuing to shop (wherever possible)

We encourage you to watch this from Judy Woodruff of PBS:

[Video: A personal note on novel coronavirus](https://www.youtube.com/watch?v=3upKAKXcKQ0)

Title:

**COVID-19 Update: Working From Home**

Description:

Adjust to the sudden shift in your lifestyle and routines.

Body:

People around the world are practicing social distancing and self-isolation in response to the COVID-19 crisis. The result has been more people working from home than in human history, and that means a sudden shift for many of us. As some people experience working from home for the first time, they are looking for strategies and tips to make it possible. If you’re adjusting to work-from-home life, you may be looking for ways to remain connected, professional and productive. It is a challenge we can all meet … together.

You might want to consider these tips:

• Set a routine, and stick to it

• Use video calling to remain in contact with your colleagues and coworkers

• Maintain the non-work-related connections with your coworkers

• Set a schedule for your breaks (coffee anyone?) and remember to take them

• Make sure your family is aware of your work plan and that it fits with their lives too

Here’s some information and advice from Johns Hopkins Medicine:

[Article: Coronavirus, Social Distancing and Self Quarantine](https://www.hopkinsmedicine.org/health/conditions-and-diseases/coronavirus/coronavirus-social-distancing-and-self-quarantine)