

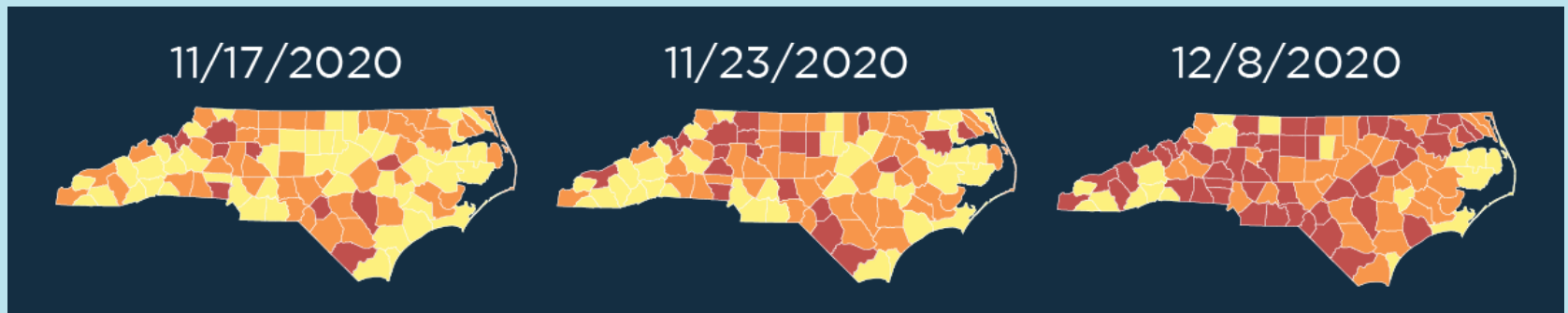
NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Slowing the Spread of COVID-19

December 16, 2020

NC DHHS wants to partner with business leaders in red and orange tier counties

- Transmission is widespread across the state, but there are counties where cases are rising faster
- “Red” and “orange” tier counties are experiencing higher rates of transmission
- Local business leaders are trusted messengers in these communities
- We need business voices to help slow the spread and keep the economy open



Action Items and Resources



3 Steps You Can Take Right Now to Help Slow the Spread

- 1 **Share recommendations about how to stay safe over the holidays with your employees and community**
- 2 **Be a role model and *Get Behind the Mask* and the 3Ws.** Post flyers, amplify on social media, and share videos.
- 3 **Use SlowCOVIDNC, North Carolina's exposure notification app.** Encourage employees to download and use the SlowCOVIDNC mobile app.

Want to do more?

- 4 **Share information about the COVID-19 vaccine.** Help employees and the community make informed decisions about the COVID-19 vaccination.

1

Share recommendations about how to stay safe over the holidays.

- **Urge employees not to travel or gather over the winter holidays**
 - High-risk individuals, in particular, should avoid gatherings
 - Those that do travel or gather should get tested ahead of time, keep gatherings small and outdoors, and wear a mask
- **Share our “Celebrate the Holidays Safely” flyer, post social media graphics, and ask employees to stay healthy over the holidays**
- **Additional COVID-19 guidance for businesses**
 - Review the COVID-19 [Guidance for Businesses](#) for important information on how to protect your employees, customers and community.
 - Review the [Phase 3 FAQs](#) and [Phase 3 guidance](#) for businesses for an overview of restrictions and guidelines under Phase 3.
 - Refer to information from NCDHHS for [restaurants and bars](#). These resources provide capacity, distancing and cleaning requirements.

Resources

- Access the flyer [here](#)
- Access social media graphics [here](#)
- Additional guidance for businesses is available at [covid19.ncdhhs.gov/guidance#businesses](https://www.covid19.ncdhhs.gov/guidance#businesses)

Celebrate the Holidays Safely
Take steps to prevent the spread of COVID-19.

PRACTICE THE 3 WS

- WEAR** a mask over your nose and mouth
- WAIT** 6 feet apart
- WASH** your hands

Avoid holiday travel and limit physical contact with people who do not live with you.

If you choose to travel or gather with people who live outside of your household, follow these recommendations.

- Get tested for COVID-19** three to four days before traveling or attending gatherings.
- Do not host or attend a gathering** if you've been exposed to COVID-19 or have symptoms.
- Live together?** Sit together. If not, stay 6 feet apart.

1/2

Celebrate the Holidays Safely
Take steps to prevent the spread of COVID-19.

Avoid holiday travel and limit physical contact with people who do not live with you.

If you choose to travel or gather with people who live outside of your household, follow these recommendations.

- Guests who are high risk for complications from COVID-19** should attend events virtually.
- Use single-serve options** or have one person serve food so that multiple people are not handling items.
- Keep the guest list small.**
- Clean and disinfect commonly-touched surfaces** such as door handles and sink faucets.
- Host your gathering outdoors.** If that's not possible, make sure the room is well-ventilated by opening windows and doors.

2/2

2

Be a role model and *Get Behind the Mask and the 3Ws.*

- Encourage your employees to wear a mask whenever they're with people they don't live with – at work and at home
- Share posters and flyers with the community encouraging them to practice the 3 Ws
- Share 3 Ws graphics and *Get Behind the Mask* content on social media
- We created draft social media messages specific to your county and a draft email to employees

TO KEEP OUR ECONOMY OPEN, WE NEED TO SLOW THE SPREAD OF COVID-19.

Your actions affect whether businesses can stay open and thrive.

- Follow the 3Ws: wear a mask, wait 6 feet apart, and wash your hands.
- Download SlowCOVIDNC, North Carolina's anonymous exposure notification app.



LEARN MORE AT COVID19.NCDHHS.GOV

Resources

- Access posters and flyers reminding people to follow the 3 Ws [here](#)
- Social media
 - [Know the 3 Ws](#) ([“Recuerda las 3 Ms”](#)) graphics
 - [Get Behind the Mask](#) graphics (in English and Spanish)
 - Visit facebook.com/ncdhhs and add the "Whatever Your Reason" social frame to your business Facebook page
 - You can also reshare posts directly from NCDHHS social media accounts by going to [@NCDHHS](#) (Facebook, Twitter, or Instagram)

3

Use SlowCOVIDNC, North Carolina's exposure notification app.

- Encourage your employees and community to download and use SlowCOVIDNC, NC's anonymous exposure notification app
 - The app can alert you if you have recently come into contact with another SlowCOVIDNC user who has tested positive
- Hang flyers in your business and share graphics on social media



SlowCOVIDNC

**YOU KNOW THE 3 WS.
NOW MEET THE APP.**

SlowCOVIDNC is the official COVID-19 Exposure Notification app for NC. It is:

- completely anonymous
- operated through Bluetooth
- 100% voluntary
- a way to protect your friends, family and community from COVID-19

Download SlowCOVIDNC today and help slow the spread in NC.

Anonymous Tokens
Let's learn about how SlowCOVIDNC works as an example.

Welcome to SlowCOVIDNC
The official Exposure Notification App of the North Carolina Department of Health and Human Services (NCDHHS).

In order for SlowCOVIDNC to work, you'll need to enable Exposure Notifications and Bluetooth on your device. But before you do, we invite you to learn more about how it works.

HOW IT WORKS

ENABLE

6 FEET

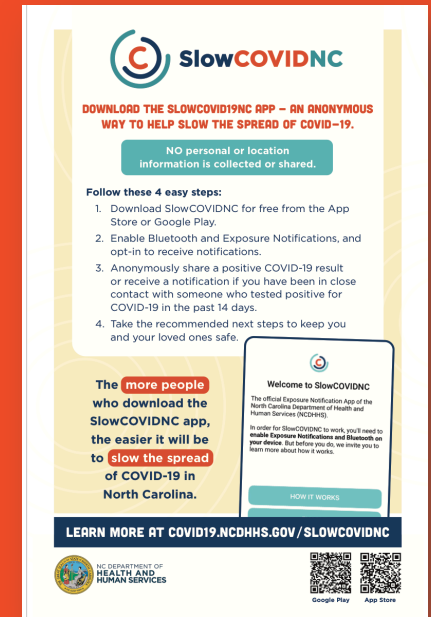
Learn More at COVID19.NCDHHS.GOV/SLOWCOVIDNC

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Google Play App Store

Resources

- Access SlowCOVIDNC flyers ([option 1](#), [option 2](#))
- Learn more about SlowCOVIDNC at covid19.ncdhhs.gov/slowcovidnc
- Watch and share the [SlowCOVIDNC Demonstration Video](#)



SlowCOVIDNC

DOWNLOAD THE SLOWCOVID19NC APP – AN ANONYMOUS WAY TO HELP SLOW THE SPREAD OF COVID-19.

NO personal or location information is collected or shared.

Follow these 4 easy steps:

1. Download SlowCOVIDNC for free from the App Store or Google Play.
2. Enable Bluetooth and Exposure Notifications, and opt-in to receive notifications.
3. Anonymously share a positive COVID-19 result or receive a notification if you have been in close contact with someone who tested positive for COVID-19 in the past 14 days.
4. Take the recommended next steps to keep you and your loved ones safe.

The more people who download the SlowCOVIDNC app, the easier it will be to slow the spread of COVID-19 in North Carolina.

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HOW IT WORKS

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Google Play App Store



Want to do more?

4

Share information about the COVID-19 vaccine

- COVID-19 vaccines are becoming available in **limited** supply
- Key points to share:
 1. **Scientists had a head start.** Although the vaccines were developed quickly, they were built upon years of work in developing vaccines for similar viruses.
 2. **Testing was thorough and successful.** 70,000+ people participated in clinical trials for two vaccines to see if they are safe and effective. To date, the vaccines are nearly 95% effective in preventing COVID-19 with no safety concerns.
 3. **There is no COVID-19 virus in the vaccine.** The vaccine imitates the infection so that our bodies think a germ like the virus is attacking. This creates the antibody defenses we need to fight off COVID-19 if and when the real germ attacks.
 4. **No major side effects.** Some people may have temporary reactions after being vaccinated, such as swelling from the injection, tiredness or feeling off for a day or two.
 5. **Those who need it most will get it first.** A tested, safe and effective vaccine will be available to all who want it, but supplies will be limited at first. The best way to fight COVID-19 is to start first with vaccinations for those most at risk, then reach more people as the vaccine supply increases throughout 2021.

Resources

- Learn more about the vaccine and vaccine distribution at covid19.ncdhhs.gov/vaccines
- Read Frequently Asked Questions about the vaccine [here](#)
- Download and share [this infographic](#) about who will get the vaccine when



Questions?