Note: Your wording and message delivery methods may vary by audience, but these are the most important points to focus on right now in our public communications.

DON’T LET YOUR GUARD DOWN
We’re all getting tired of dealing with COVID-19, but we can’t let our guard down yet. As of the middle of September, we are still averaging hundreds of new cases per day in the Kansas City region.¹ Your actions are more important than ever as we work together to stop the spread.

WEAR A MASK
Masks are the most effective tool we have right now to stop the spread of COVID-19, and there is strong evidence that they make a difference.² Always wear a mask in public places, and make sure the cloth completely covers your nose and mouth.

KEEP YOUR DISTANCE
Staying six feet apart makes it harder for virus droplets to move from one person to another. Even people who don’t have symptoms might be carrying the virus, so keep your distance.

AVOID CROWDS
More people means more risk. Large gatherings can easily become “super-spreader” events and they are not worth risking your life — or someone else’s.

GET TESTED
If you have symptoms or if you have been exposed to someone who has COVID-19, you need to get tested. After the test, follow your health provider’s instructions to isolate or quarantine to help stop the spread.

GET A FLU SHOT
It is possible to get both the flu and COVID-19 at the same time, which means flu vaccinations are more important than ever this year. Get a flu shot before the end of October, and don’t neglect other vaccines.

FOLLOW LOCAL GUIDELINES
Local governments, health departments and school districts are tracking COVID-19 data carefully and sometimes have to make tough decisions to close businesses or cancel activities. Do your part to protect your health, your family and your community by following established guidelines.

¹ Kansas City Region COVID-19 Data Hub, https://marc2.org/covdhub/
² In Kansas, counties that adopted a mask mandate saw a 34% decrease in new cases between July 3 and Aug. 5, while counties without a mask mandate saw an 0.7% increase in new cases. (Source: KDHE) In Missouri, health officials reported no COVID cases among 139 clients exposed to two symptomatic hair stylists with confirmed COVID-19 while both the stylists and the clients wore face masks. (Source: CDC)