

Script and Talking Points for Phone Calls and Email Distributions

Thank you for making calls to encourage Philadelphians to stay home and practice social distancing. Please use the script and talking points below to guide your conversation.

Talking Points

- The coronavirus is highly contagious, 20 times more so than influenza.
- The virus spreads from droplets and spray from a cough. This moisture can be passed from hand to hand and to common surfaces doorknobs and counter surfaces. It can last there for several hours.
- Between 10-14% of persons who get a COVID-19 infection become seriously ill—enough to require hospitalization and/or intensive care (ICU) treatment. While it picks on older people, younger people can also get very sick and die from it.
- Our hospitals are struggling with the high number of very sick people. There are not enough hospital beds, and health care workers who get infected can't come to work. The most important thing we can do to help is staying home.

Call Script

Hi CONTACT NAME? This is YOUR NAME from ORGANIZATION. How are you today?

I'm calling you today because we need your help with limiting the spread of coronavirus in NEIGHBORHOOD. Are you staying home as much as possible right now?

- If no: This virus is highly contagious. Since people don't show symptoms for up to two weeks, anyone could be spreading it without realizing. What do you think is preventing you from staying home and limiting outside activity?
- I understand. **[Suggest a new temporary normal that meets their needs and honors social distancing]**

If yes: That's great! Staying home is the most important thing you can do to reduce the spread of germs and save lives. We've noticed that some Philadelphians are ignoring the mayor's Stay at Home order. Have you identified other neighborhood issues relating to the coronavirus crisis?

- Thank you for sharing this. [Explain how your organization will use this information.]

CONTACT NAME, can we count on you to encourage your neighbors to stay at home? You could send personalized emails, make phone calls, or post on social media.

- If no: I understand. You're already helping by staying home. Thank you for caring, and have a great day.

That's awesome! Can we contact you in about a week to get updates on how things are going and share any new information that could be helpful in stopping the spread of coronavirus?

Thank you so much for your time. Please continue to stay healthy and safe. You can reach us at CONTACT INFORMATION if you need any support.