

SOCIAL DISTANCING

Tips from behavioral scientists to reduce the spread of COVID-19

Keep Your Social Distance Up

WHY?

- To flatten rise in transmission
- Keep hospital resources manageable
- Can help without having medical expertise
- Protect your loved ones at higher risk



WHAT?

- Transmission drops when social distance is high
- Trade-offs between safety & food
- Stay away 6' or 2 m



WHO?

- Everyone but those living in the core social unit
- Who are you doing this for? Think of who you are protecting



HOW?

- Imagine lying down and reaching towards someone: if you could touch them, you are too close
- Imagine being in a store, seeing someone and keeping your distance up

DON'T!

- Others around you are practicing social distancing
- Do your part
- Please don't cheat

