



COVID-19 Stop the Surge Toolkit

Topline Messaging

- The surge in California's COVID-19 cases is real, it's happening right now all around us and we can do something about it - stay home.
- ICU admissions could increase rapidly without further action.
- California is issuing a regional Stay at Home Order, based on a region's ICU capacity, to stop the surge in COVID-19 cases.
- Regional Stay at Home Order goes into effect 24-hours after a region falls below 15% remaining ICU capacity.
- Experts agree that we have to take this action.
- California is doing all it can to support businesses and workers during this time while planning for vaccine next year
- Together we can flatten the curve again and save lives as we work toward a safe vaccine for all

Hashtag: #StoptheSurge

Content: <https://govca.box.com/s/bc5ybjiipoisbwbjv775xrjstl6246mm>

Website: covid19.ca.gov

Sample Social Posts

- CA's early #COVID19 action delayed an initial surge, allowed time to build capacity & reduced deaths. As cases rise at record rates, we must take action again.

CA's regional Stay at Home order will protect the most vulnerable & our health care system. covid19.ca.gov

- We all must do our part to preserve CA's health care system for #COVID19 patients and those with other medical emergencies.

Wear a mask. Don't gather. Keep your distance. Wash your hands. Stay home.
covid19.ca.gov

- CA has issued a Regional Stay at Home order to stop the surge of #COVID19 cases & prevent a strain on our health care system. This action will help protect critical care for patients.

Let's all do our part. Wear a mask. Don't gather. Physically Distance. Stay home.
Covid19.ca.gov

- .@CAGovernor Newsom's bold action will help California #StopTheSurge & protect the most vulnerable. Thank you!
- Since the start, California has taken learnings and adapted plans according to science & data. @CAGovernor Newsom's regional Stay-At-Home order will help to #StopTheSurge and preserve California's ICU capacity.
- Thank you Governor @GavinNewsom for always leading with science & data! This regional Stay-At-Home Order is the right approach for California and will help #StopTheSurge while protecting precious ICU capacity.
- CA is seeing the largest surge in #COVID19 cases since the start of the pandemic.

We must do our part to protect each other by engaging in fewer activities with fewer people, keeping masks on anytime you leave the house & staying home.
Covid19.ca.gov

- If #COVID19 case rates & hospitalizations continue at their current rate in CA, we are just a few weeks away from reaching ICU capacity.

We must do our part to keep CA healthy. Wear a mask. Don't gather. Stay home. Physically distance. [Covid19.ca.gov](https://www.covid19.ca.gov)

- CA's regional Stay at Home order will be implemented 24 hours after there is less than 15% ICU capacity & remain in effect in a county if the region's ICU capacity projection is less than 15%.

Now is the time to #stopthesurge: Stay home, don't gather, wear a mask.
[Covid19.ca.gov](https://www.covid19.ca.gov)

- CA's regional Stay-at-Home Order goes into effect 24 hours after a region has less than 15% ICU capacity - this will help ensure those who need care can get it.

We flattened the curve before and, together, we can do it again.
#StoptheSurge [covid19.ca.gov](https://www.covid19.ca.gov)