



MAYORS,

We are far from the peak of the COVID-19 crisis. Each day of compliance with the order is critical in flattening the pandemic curve. Every degree of stronger compliance could save lives.

Unfortunately, there are still residents who don't take the COVID-19 crisis seriously. Some believe we will get back to normal very soon, and don't understand the impact their individual actions actually have on the greater public.

Because the federal government is sending mixed messages about the seriousness and urgency of the crisis, some residents are failing to follow Governor Pritzker's Stay at Home order diligently.

SOLUTION

Our solution to this problem is the "Stay Home. Save Lives." campaign, which Mayor Lightfoot announced during last week's press conference. This campaign will resonate with every resident in the Chicago region by connecting the idea of Staying Home to Saving Lives.

HOW YOU CAN HELP

The impact of this campaign can be multiplied if your municipality were to adopt it. With scale, comes strength.

WHERE TO START

1. Announce the campaign: on Page 2, you will see an example of the graphic you can use on Instagram and Facebook.
 - a. You can tailor it by opening up either the "SHSL-Template.ai" file or the "SHSL-Template.jpg" file and inserting your logo and website URL. If you are using a program that is not an Adobe program, please use the .jpg file.
 - b. We recommend posting this along with a caption that is similar to: "We are standing with Chicago in urging our residents to remain compliant with the Stay at Home order. Stay Home. Save Lives."
2. Reach out to local influencers in your community and ask them to help spread the word. Some guidelines you can provide them are:
 - a. What we need: a 10-60 second video of you urging your audience to stay home.
 - b. Channels: any social platform of your choosing (Instagram, Facebook, Twitter, TikTok, etc).
 - c. What to say: there's no script, so you can get creative with it. However, please be sure to hit on these points:
 - i. If you're staying home, your saving lives.
 - ii. If you have to go out for an essential reason, maintain a 6 foot distance
 - iii. Stay Home. Save Lives.
 - d. Include the hashtag: #stayhomesavelives

Thank you for joining the City of Chicago in driving compliance for the "Stay at Home" order— your support does not go unnoticed.

ASSET FOR CAMPAIGN ANNOUNCEMENT

Below is an example of the asset you can use on Facebook and Instagram. Open up the .ai or .jpg file you received in order to tailor it to your municipality.



CITY WEBSITE GOES HERE