

**> HELP US STOP THE SPREAD**

NSW Government COVID-19 Campaign

Updated 21 August 2020

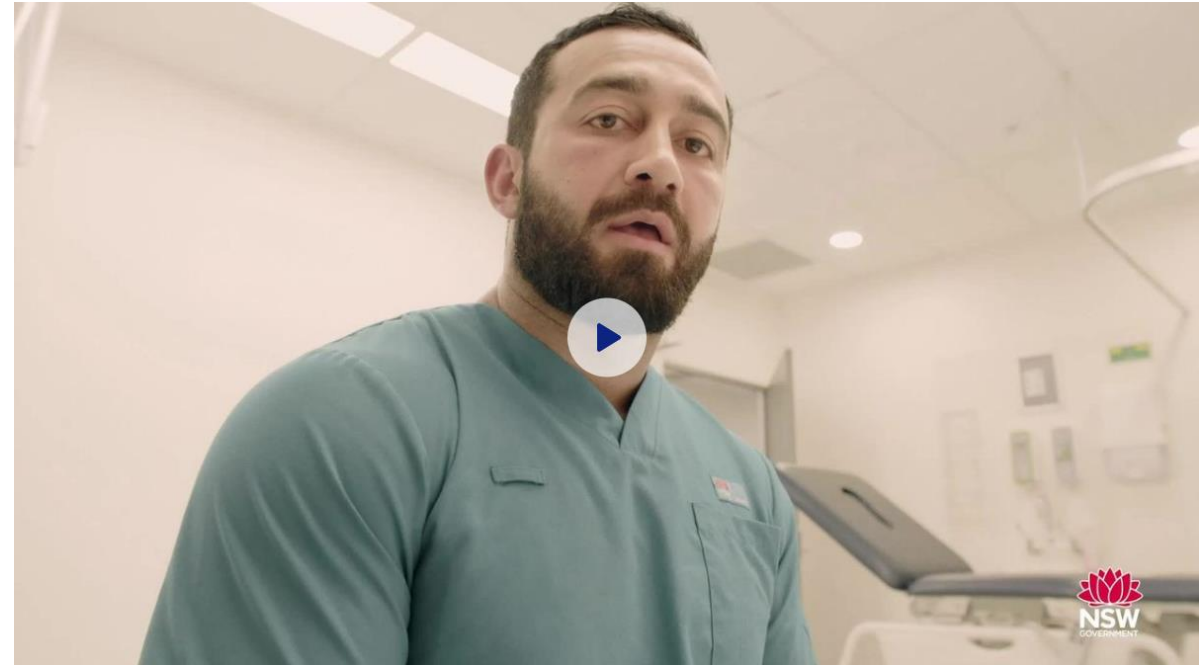


# COVID-19 campaign: TVC / OLV & radio examples



Distancing – High Alert

TVC/OLV: 15”



Testing – High Alert

TVC/OLV: 15”



Testing – High Alert

Radio 15”



Masks - Where to wear

Radio 15”

# COVID-19 campaign metro and regional press examples

>>>> COVID ALERT >>>> COVID ALERT >>>> COVID ALERT >>>> COVID ALERT >>>>

COVID-19



**More cases in NSW. Stay alert.**

It's up to everyone to stay alert and help stop the spread of COVID-19.

- > Get tested at the first sign of a symptom, and self-isolate.
- > Stay 1.5m apart from others when outside your home.
- > Wash hands often.
- > Wear a mask when you can't keep your distance.

Find out if you have visited a location associated with a confirmed COVID-19 case at [nsw.gov.au](https://nsw.gov.au). You may have to get tested and self-isolate immediately for 14 days, or monitor for symptoms.

**> HELP US STOP THE SPREAD**

For testing clinics and the latest information visit [nsw.gov.au](https://nsw.gov.au)



Dr Madeleine Fitzpatrick

COVID-19



**Catching up with friends and family? Stay safe.**

You might feel safe amongst friends and family but COVID-19 has spread through social gatherings.

In NSW, we recommended you avoid gatherings of 10 or more people in a home, especially if unwell.

And remember, it's small actions that will help keep everyone safe.

- > Don't entertain if unwell or anyone in your family is unwell.
- > Stay 1.5m apart, even from family and friends.
- > Wear a mask if you can't physically distance.
- > Say 'no' to hugs. A wave is safer.
- > Wash your hands regularly.
- > Get tested and self-isolate however mild your symptoms.

It's up to all of us to make COVID safe choices and help stop the spread.

**> HELP US STOP THE SPREAD**

For the latest information visit [nsw.gov.au](https://nsw.gov.au)



>>>> COVID ALERT >>>> COVID ALERT >>>> COVID ALERT >>>> COVID ALERT >>>>

COVID-19



**If you can't distance, wear a mask.**

NSW is on high COVID-19 alert.

The use of face masks is now strongly recommended in any location where you can't stay 1.5 metres apart, such as supermarkets, places of worship and when using public transport. Mask use helps provide a fourth physical line of defence. Always remember:

- > Keep 1.5m apart.
- > Practise good hand hygiene.
- > Stay home and get tested immediately if unwell.
- > Wear a mask if unable to physically distance.

By doing this together, we can help prevent further outbreaks.

**> HELP US STOP THE SPREAD**

For the latest information about COVID-19 visit [nsw.gov.au](https://nsw.gov.au)



COVID-19

**NSW-Victoria border remains closed.**



Border zone residents can apply for a border entry permit online. However, you are strongly encouraged to access local services and only travel across the border when necessary.

You do not need a permit to cross the border for emergency medical treatment.

All border entry permits expire after 14 days. Please check the expiry date at the top of your permit. If it has expired, you can apply for a new permit online.

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For more information the latest information on the border closure and permits call **13 77 88** or visit [nsw.gov.au](https://nsw.gov.au)



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COVID-19



**Get tested for any symptom, every time.**

Help stop the spread of COVID-19. If you have just one symptom, no matter how mild, get tested immediately - even if you've been tested before. Testing is safe, easy and free at public clinics.

So, if you have any of the following, get tested today.

- > Fever
- > Coughing
- > Loss of smell
- > Sore throat
- > Shortness of breath
- > Loss of taste

**> HELP US STOP THE SPREAD**

To find your nearest testing clinic visit [nsw.gov.au](https://nsw.gov.au) or contact your GP




Juli, Registered Nurse

# COVID-19 campaign: Social media examples

NSW Government  
4d · 🌐

Don't drop the ball now. Keep 1.5 metres apart at all times.



COVID-19

Staying 1.5 metres apart means we can all keep exercising.


NSW GOVERNMENT

NSW.GOV.AU  
**Keep staying 1.5m apart**  
For more visit [nsw.gov.au](https://nsw.gov.au)

Learn More

NSW Government  
16 August at 18:16 · 🌐

Don't take the bait. There is no reason to hug your mate. By keeping up physical distancing we can all keep seeing each other.



COVID-19

Remember to keep distancing

NSW GOVERNMENT

NSW.GOV.AU  
**Keep staying 1.5m apart**  
For more visit [nsw.gov.au](https://nsw.gov.au)

Learn More

NSW Government  
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New COVID-19 cases in this area. Find out now if you need to get tested and self-isolate.



COVID-19

New cases in NSW

Dr Zarza Rashidi

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**> HELP US STAY COVID SAFE**

NSW.GOV.AU  
**COVID Alert for NSW**  
See the latest updates: [nsw.gov.au](https://nsw.gov.au)

Learn More