

Here are some **Do's** and **Don'ts** from **UNICEF**, for educators and media on **HOW TO TALK ABOUT THE CORONAVIRUS**



DO:

Talk about the new coronavirus disease (COVID-19)

DON'T:

Attach locations or ethnicity to the disease. Remember, viruses can't target people from specific populations, ethnicities, or racial backgrounds.



DO:

Talk about "people who have COVID-19", "people who are being treated for COVID-19", "people who are recovering from COVID-19" or "people who died after contracting COVID-19"

DON'T:

refer to people with the disease as "COVID-19 cases" or "victims"



DO:

Talk about people "acquiring" or "contracting" COVID-19

DON'T:

Talk about people "transmitting COVID-19" "infecting others" or "spreading the virus" as it implies intentional transmission and assigns blame.



DO:

Speak accurately about the risk from COVID-19, based on scientific data and latest official health advice

DON'T:

Repeat or share unconfirmed rumours, and avoid using hyperbolic language designed to generate fear like "plague", "apocalypse" etc.



DO:

Talk positively and emphasise the importance of effective prevention measures, including following tips on handwashing and social distancing.