SUDDEN NEW NORMAL

MARCH 1 PRIORITIES:

KING COUNTY CREATIVE ECONOMY STRATEGIST

• Work collaboratively with the creative industries, especially film and music production, to support vibrant culture and robust creative economy, including nighttime culture and economy

MARCH 2 PRIORITIES:

KING COUNTY PUBLIC HEALTH OUTREACH & COMMUNICATIONS STRATEGIST

▪ Mass Gatherings over 50 people
▪ Events, Festivals, Theaters, Museums, Music Venues, Arts, Culture & Science Organizations, Creative Sector Small Businesses

And Countywide creative economy leadership
COVID-19 BASICS

SYMPTOMS
- fever
- cough
- difficulty breathing

HOW IT SPREADS
- Droplets
  - Breath
  - Cough
  - Contact

* Droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs.

Public Health
Seattle & King County

King County CREATIVE
If you have any questions, call the Public Health Hotline:

206-477-3977

Open daily from 8am - 7pm
Washington State Department of Health Hotline
1-800-525-0127    6am-10pm Daily
NPIs – Non-pharmaceutical Intervention Strategies

1. Increase handwashing & use of alcohol-based sanitizer
2. Respiratory hygiene and cough etiquette
3. Keep distance from others (greater than 6 feet)
4. Frequently clean and disinfect surfaces
5. Remain home during a respiratory illness
6. Voluntary isolation of sick persons
7. Voluntary quarantine of contacts of sick persons
8. Involuntary isolation of sick persons
9. Involuntary quarantine of contacts of sick persons
10. Recommend or order cancellation of major public and large private gatherings
11. Recommend or order closure of schools, childcare facilities, workplaces, and public buildings
12. Prevent non-emergency travel outside of the home
13. Isolate specific geographic areas, also called “establihsing a cordon sanitaire”
Flattening the curve

- Daily number of cases
- Delay outbreak peak
- Reduction in peak of outbreak
- Health care system capacity
- Cases without protective measures
- Cases with protective measures

Time since first case

Source: CDC
GOVERNMENTAL DIRECTIVES

• 3/11 Governor Inslee restricts events over 250; Dr. Duchin (King County Public Health Director) limits events under 250 unless in compliance with guidelines

• 3/16 Governor Inslee, Executive Constantine and Dr. Duchin issued additional restrictions prohibiting events over 50

• 3/23 Governor Inslee issued ‘Stay At Home’ order and closed non-essential businesses and all events, including private family affairs; Restaurant takeout and essential services can stay open if they’re in compliance
GOOD PUBLIC HEALTH
COMMUNICATIONS PRACTICE

❑ Establish Public Health contacts early
❑ Get knowledgeable about COVID-19 risks and transmission prevention
❑ Share the updates and the current state truth
❑ Pandemic preparation begins with personal preparation
❑ Communicate in language your people understand, including translation
❑ Do not let bureaucracy and burdensome process slow you down
❑ Hustle! There is no time to waste.
RESOURCES

COVID-19 Handbook for Creative Industries
http://handbook.kingcountycreative.com

King County Creative Website & Newsfeed:
www.kingcountycreative.com

www.facebook.com/kingcountycreative
www.facebook.com/groups/KingCountyCreative
IG: Instagram/kingcountycreative

Contact: Kate Becker
creativeeconomy@kingcounty.gov