



GLOBAL CALL TO CREATIVES

An Open Brief from the United Nations

Version: 20 March 2020



"We are in an unprecedented situation and the normal rules no longer apply. We cannot resort to the usual tools in such unusual times.

The creativity of the response must match the unique nature of the crisis – and the magnitude of the response must match its scale."

UN Secretary-General, António Guterres



WHY?

We are living in unprecedented times.

The World Health Organization (WHO) is leading and coordinating the global health response to COVID-19, helping ensure all countries are ready to prevent, detect, and respond to the pandemic. To be effective, we need people everywhere to adopt public health precautions, act in solidarity and prevent the spread of misinformation.

With COVID-19 spreading to every corner of the world, we also need to preemptively communicate with those communities who can still avoid or minimize an outbreak.

We need your help.

You have the power to change the world. We need help translating critical public health messages - not just into different languages - but into different cultures, communities and platforms - reaching everyone, everywhere.

We need to meet people where they are, with a stream of fresh, innovative content which drives home the personal behaviours and societal support needed today. We are equipping you with WHO-provided knowledge and messages to spread.



WHAT?

For the first time, the UN is launching an **Open Brief to creatives everywhere** to help spread public health messages in ways which will be effective, accessible and shareable. Together we can flatten the curve.

This isn't a single campaign. We are looking for a multitude of creative solutions to reach audiences across different cultures, age groups, affiliations, geographies and languages. We are asking you to extend your imagination, raise your ambition and lend your support and ingenuity.

By reaching out to creatives around the world, we hope to **inspire creators, influencers, talent, networks, media owners +** who can take these key messages and bring their own magic to them - a creative twist, a cultural quirk, an interpretation which helps amplify them to audiences we are not yet reaching.

Working with media partners, and clients with media inventory, across social, digital, streaming, broadcast, print and radio we will amplify the best of the creative community.



HOW?

The UN has identified six key areas of public activation most essential right now. Together these make up six “mini-briefs” or episodes:

1. Personal hygiene
2. Social distancing
3. Know the symptoms
4. Kindness contagion
5. Myth busting
6. Do more, donate

The way we all communicate and *how* we do so, is as important as *what* we communicate.

Below, you will find resources to help create campaigns and content including key messages, existing assets, and inspiration fodder. We hope this serves as a tinder box of inspiration for adapted, localised creative in and for your community.



WHO?

I am a...CREATOR. *Can you help create content for particular audiences, interpret messages in a fun or engaging way? Package them to be effective, accessible and shareable?*

I am an...INFLUENCER. *Can you help share these messages in a way that will captivate and compel your followers? An online challenge, new content?*

I am a...MEDIA OWNER. *Can you leverage your talent to interpret these messages? Can you help distribute on your platform/s?*

I am a...BRAND. *Can you piggy-back these messages into your existing comms? Can you donate media space? Can you share with your employees to keep them safe?*

I am a...COMMUNITY GROUP. *Can you help adapt and distribute these messages so that they resonate with your community?*

I am a...HUMAN BEING. *Can you help model these behaviours, connect with your community and be a positive agent for change?*



Brief: PERSONAL HYGIENE

We can all help prevent the spread of COVID-19 through simple personal hygiene measures. The UN has identified four areas of focus.

1. Hand washing
2. Reduce face touching
3. Respiratory hygiene
4. Staying home

See more on each [here](#).

Inspiration:

- [#SafeHands_Challenge](#)
- [Sing along](#) hand wash
- [Wash your lyrics](#) infographic
- [Dab](#) to beat Coronavirus
- [#NoHandshake alternatives](#) - [Footshake](#)
- [How to stop touching our faces](#)

Existing UN Assets [here](#)

Tone: Fact based, educational, upbeat, jovial, personal and public hygiene



Brief: PHYSICAL DISTANCING

Maintain physical distancing

Maintain at least 2 metres (6 feet) distance between yourself and anyone who is coughing or sneezing.

Why? When someone coughs or sneezes they spray small liquid droplets from their nose or mouth which may contain the virus. If you are too close, you can breathe in the droplets, including the COVID-19 virus if the person coughing has the disease. Also danger of surface contamination - hence importance of personal hygiene.

Where advised, stay home and avoid gathering in groups or with people who may be more vulnerable such as the elderly and those with underlying health conditions.

Inspiration:

- [Balcony concerts](#) while social distancing
- [African artists are creating catchy songs](#) to promote awareness about coronavirus
- Social Distancing - [matches](#)
- [Coronavirus: Indian greeting namaste goes global](#)
- [HOMEcoming](#) Rewatch Party
- [Together, At Home](#) concert series - [toolkit](#)
- WHO [explainer](#)

Tone: Fact based, educational, common humanity, shared experience, collective wellbeing, mental and physical health



Brief: KNOW THE SYMPTOMS

If you have fever, cough and difficulty breathing, seek medical care early. Stay home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance. Follow the directions of your local health authority.

Why? National and local authorities will have the most up to date information on the situation in your area. Calling in advance will allow your health care provider to quickly direct you to the right health facility and protocols in place. This will also protect you and help prevent spread of viruses and other infections.

NB: This advice is current as of 18 March

Inspiration

- [Why Covid-19 is worse than the flu, in one chart](#)
- [WHO explainer](#)
- [CDC explainer](#)

Tone: Fact based, educational, professional, rational not alarmist, calm, reassuring



Brief: KINDNESS CONTAGION

Against a backdrop of the worst global crisis the world has faced since WWII, threatening everyone, but especially the poor and vulnerable; at a time when nativist instincts are becoming policy and scaremongering is rife, we will work together to **propagate global solidarity and build a kindness contagion.**

Objectives:

- Reset the narrative - highlighting the need for global and collective cooperation to face the pandemic
- Inspire and spotlight acts of humanity, big and small, in communities and across borders;
- Promote solutions for resilience and recovery (connecting to the Global Goals).

Inspiration:

- Kind Canadians start “Care-mongering” - BBC
- Stock up on [Love] - Priyanka Chopra
- Postcard bid to help self-isolating neighbours - BBC
- Examples of Human Awesomeness in a Global Crisis - Upworthy
- Message to Myself - 10 Days Ago (Italy) - The Atlantic
- PM Solberg of Norway holds Press Conference for Children
- Solidarity & Resilience in Times of #Coronavirus - UN

Tone: Common humanity, mental health, caring, solidarity, empowerment, destigmatisation, inclusive, joy



Brief: MYTH BUSTING

Fear and misinformation are two of the biggest challenges we must overcome. We cannot allow them to go viral.

Misinformation continues to spread, including incorrect advice, conspiracy theories and inflammatory claims which discriminate against certain groups of people.

"Our greatest enemy right now is not the virus itself, it's fear, rumours and stigma," - Dr Tedros, WHO Chief.

Inspiration:

- [WHO Myth Busters](#)

Tone: Fact based, reassuring, informative, rational, relevant, compassionate



Brief: DO MORE, DONATE

The **COVID-19 Solidarity Response Fund** has been launched in partnership with the UN Foundation and the Swiss Philanthropy Foundation. This fund allows individuals, organizations, and companies globally to donate to the WHO's COVID-19 efforts. This new fund is the first and only way for individual donors and businesses to donate to WHO's global response to this outbreak.

The fund is supporting WHO's efforts to:

- Track and understand the spread of the virus
- Ensure patients get the care they need
- Equip frontline workers with essential supplies and information
- Accelerate efforts to develop vaccines, tests, and treatments

Inspiration:

- Donate your commute (cost of a train/bus ticket, gas/parking)
- Donate your daily coffee/lunch expense
- Employer matching
- Faith community activations

Resources:

- #StopTheSpread
- #AloneTogether (VIACOM/CBS)
- Together, At Home (Global Citizen)
- Existing messages, resources can be found [here](#).
- Sample PSA script [here](#)

Tone: Empowerment, compassion, solidarity, small actions = big impact adds up



FORMATS

Through partnerships we have the opportunity to place content across platforms including:

- SOCIAL MEDIA
- DIGITAL PUBLISHERS
- STREAMING PLATFORMS
- BROADCAST
- RADIO

This means we need:

- Video (:06, :15, :30, :60 and longer)
- Graphics (formatted for social)
- Audio (music, PSAs, comedy)
- Activation + solidarity ideas (home concerts, Hero character PSAs, sing along handwashing, contagious acts of kindness)



LANGUAGES

This pandemic is affecting or will affect people everywhere. We must reach them in the languages which resonate most. For this first phase, we are prioritising the following languages:

- English
- Spanish
- French
- Italian
- Arabic
- Portuguese
- German
- Hindi
- Bengali
- Malay
- Thai
- Japanese
- Indonesian
- Urdu
- Swahili
- Nigerian Pidgin
- Yoruba
- Turkish



ADDITIONAL RESOURCES

WHO Resources

- [Coronavirus - seven steps to prevent the spread of the virus](#)
- [How to protect yourself against COVID-19](#)
- [How to Wash Your Hands](#)
- [Why is it recommended to avoid close contact with anyone who has fever and cough?](#)
- [Q&A on Covid-19 on Mental Health](#)
- [What WHO has done to date \(18 March\)](#)
- [FAQs on COVID-19](#)
- [WHO Facebook](#)
- [WHO Twitter](#)
- [WHO Instagram](#)
- [WHO Daily Situation Reports](#)

Additional Resources

- [UN COVID-19 Page \(UN\)](#)
- [Resources for Children and Parents \(UNICEF\)](#)
- [Five things you should know now about the COVID-19 pandemic \(UN\)](#)
- [New Poll Shows Americans Trust The World Health Organization To Manage Health Crises Like Coronavirus \(Better World Campaign\)](#)
- [Anti-Stigma Terminology Guidelines \(for HIV, adapt for COVID-19\)](#)

Existing Campaigns

- [Global Solidarity Fund \(WHO, UNF, Swiss Philanthropy\)](#)
- [Together, At Home \(Global Citizen\)](#)
- [Safe Hands \(WHO\)](#)
- [Be Ready \(WHO\)](#)
- [Flatten The Curve \(organic\) #FlattenTheCurve](#)



BE MINDFUL

Mandatories

- Please do not deviate from the key messages provided in the mini briefs
- Messages should be derived from WHO guidance and are true to the spirit of the public health needs
- Language is not inflammatory, discriminatory or stigmatizing
- Do not use UN or WHO logos
- Content shared back with us will be considered for co-branding and distribution through UN and partner platforms.

Considerations

- Use “*Source: World Health Organization*” where applicable
- Amplify existing hashtags: #FlattenTheCurve #SafeHands #AloneTogether #ViralKindness #StopTheSpread #Coronavirus #Covid19
- Tag official accounts: @WHO @UN @UnitedNations
- Creating evergreen assets which can be re-appropriated for different markets
- Sharing assets in open format for ease of translations



WHAT NOW?

Go Forth

- If you are a creator or in the industry, we invite you to respond to the brief and come up with your own response to communicate one (or more!) of the six mini briefs.
- Get your best and most beautiful minds together to think up how we can communicate these messages to the audiences you know best, using the techniques you know best.

Come Back

- We plan to amplify and share the best responses to this brief as widely as possible. To do so, we need to know what you're doing. Fill out the **FORM HERE** to share.
- We're moving fast and we hope you can too. By following the WHO key messages and sharing them truthfully and effectively, you can help Flatten The Curve yourself



CONTACT

All resources can be found **at this link**. Please share widely among your networks.

If you have questions or need support, please email: **StrategyHub@un.org**

Creative content which is ready for dissemination or has already gained traction should be submitted for considered use by the UN via **THIS FORM**

If you are responding to this brief, please sign up through the **FORM HERE** so that we know how you're helping and can stay connected.

If needed, webinars will be hosted for the creative community working on this brief.

NB: This is Phase 1 of a globally coordinated effort to flatten the curve, stop the curve where possible and foster solidarity. We will be regularly updating this community as and when the situation evolves.



It is not too late.

No one can do everything, but
everyone can do something.

Together, we can save lives,
protect resources and care for
each other.



Thank You.