

Be a #SocialDistanceHero. Stay home to slow the spread of COVID-19.

#socialdistancehero #NDSmart #SocialDistance4CancerPatients #COVID19nCancer



ABOUT THE CAMPAIGN:

Cancer patients are among those at high risk of serious illness from infection because their immune systems are often weakened by cancer and its treatments. **Be a #SocialDistanceHero** is a social media campaign which encourages all people – including healthy people – to stay home and slow the spread of COVID-19.

HOW TO PARTICIPATE:

It's simple!

- Take a photo of **yourself and/or family at home**.
- Post it to social media with the hashtag **#SocialDistanceHero**, and include one of the sample messages below or your own message about the importance of slowing the spread to protect cancer patients.
- **Cancer Centers & Health Systems:** Have staff pose for a photo with one of the easy printable message pages (see below) and post to social media with the hashtag **#SocialDistanceHero**.

SAMPLE MESSAGING TO USE IN SOCIAL MEDIA POSTS:

MESSAGE 1	Cancer patients are among those at high risk of serious illness from infection because their immune systems are often weakened by cancer and its treatments. Be a #SocialDistanceHero. Stay home, slow the spread, and help protect those already battling cancer from COVID-19.
MESSAGE 2	Health officials are recommending that all people stay at home as much as possible to slow the spread of COVID-19. When healthy people choose to stay home, we help protect the most vulnerable from COVID-19, including cancer patients. Be a #socialdistancehero.
MESSAGE 3	Possible risk factors for developing severe COVID-19 illness may include, but are not limited to, older age and underlying chronic medical conditions such as cancer, lung disease, heart disease, kidney disease, liver disease, diabetes, and pregnancy. Be a #SocialDistanceHero, and stay home to slow the spread.

**YOU can help protect
cancer patients from
COVID-19.**

Be a #SocialDistanceHero

Be a #SocialDistanceHero.

- ✓ **Stay home**
- ✓ **Slow the spread**
- ✓ **Help protect cancer patients from COVID-19.**

**Be a #SocialDistanceHero,
and
STAY HOME to slow the
spread.**

**How would it feel to save
a cancer patient's life?**

**YOU can be a
#SocialDistanceHero**