



PR#047

PRESS RELEASE

Ministry of Health and Wellness Launches COVID-19 Christmas Campaign

Belmopan. December 17, 2020. 5:00 p.m.

The Ministry of Health and Wellness officially launched its COVID-19 Christmas Campaign today. The campaign is centered on the theme, “It is better to have a safe Christmas season than to attend a funeral during the holidays,” and aims to sensitize the public on specific behavior changes necessary to reduce the spread of COVID-19, especially during the Christmas season.

This Christmas season, the Ministry of Health and Wellness advises the public, and specifically families, to stay at home and avoid socializing with extended family, friends or visitors at home. The Ministry strongly discourages family gatherings and parties, customary during this time, with persons outside your households. Such practices only increase the chances of spreading the virus from carriers who may be unaware of their status. The campaign especially targets young adults aged 20 to 29, who according to the Ministry’s data, account for more than 26% of all confirmed cases.

The campaign commenced on Monday, December 14, 2020, and will run for four weeks. The Ministry has produced ads in both English and Spanish which will be aired on national and local media outlets. Additionally, standing banners, posters, and brochures with similar messaging will be placed in public spaces over the holidays.

The Ministry encourages the public to continue to wear masks properly at all times in public, stay at least six feet apart from others, and wash and sanitize hands whenever possible.

The public is encouraged to heed the advice of the Ministry of Health and Wellness and to take personal responsibility to avoid unknowingly infecting

someone with COVID-19, which may lead to their death. Please call the Ministry's toll-free number 0-800-664-2273 for guidance on COVID-19.

Let's join forces to stop the spread of COVID-19.

Ends



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