

## COVID-19 | Style Guide

**coronavirus** – the name of the new virus; use should be to refer to the virus itself, not the illness

**new, novel** – the **ONLY** adjectives that may accompany the term “coronavirus”; no other descriptors may be attached (i.e., **never** “the Chinese virus,” etc.)

**NOTE:** you do not have to include “new” or “novel” on every reference; the context is clear

**COVID-19** – the name of the illness caused by the novel coronavirus

**Stay-at-Home Order** – the directives issued by the county and/or state for residents to remain at home except to obtain or provide essential services, including food and healthcare, or for outdoor exercise, provided appropriate physical distance is maintained

**NOTE:** These are not to be referred to as “shelter-in-place” orders, even though many people and agencies are currently using the terms interchangeably

**physical distancing, social distancing** – the practice of limiting physical contact with others through actions such as maintaining 6 feet of separation, canceling in-person gatherings, staying home when feeling ill, etc.

**NOTE:** Whenever possible, the preferred term is **physical distancing**, in order to convey the importance of maintaining social, emotional and relational connections. However, it is fine to also use “social distancing,” as that is the term people have become familiar with.

**Uses:** practice physical distancing, maintain physical distance, encourage appropriate physical distancing while maintaining social connection, be mindful of physical/social distancing, etc.

**remote work** – refers to employees who are working off-site

**NOTE:** this term is preferred over “virtual” work, as “virtual” implies a particular technology (i.e., virtual reality, virtual assistants)

**Alternatives:** telework, off-site, working from home

Resources/Authorities/Experts:

**World Health Organization**

**Centers for Disease Control and Prevention or CDC** (note that “Centers” is plural in the agency name)

**Colorado Department of Public Health and Environment**

**Larimer County Department of Health and Environment**

**Larimer County Public Health Director**



## COVID-19 | Public Messaging

Below are a few high-level public messages. For more specific information, please confirm with your department's communications staff, manager, or CPIO. This information is subject to change at any time.

### General

The City of Fort Collins is closely monitoring the recommendations from Larimer County, the State of Colorado, and the Centers for Disease Control regarding next steps. In response to recommendations from these partners, we have made many adjustments to City operations and will continue to do so as needed. We are all working to keep our communities, residents, businesses, and employees safe, while balancing the need to continue to provide essential services.

We will continue to provide updates on social media and on our website at [www.fcgov.com/coronavirus](http://www.fcgov.com/coronavirus).

Despite the challenges of our current situation, the City of Fort Collins is committed to continue providing service to our community. We are working diligently to provide timely updates on any changes to City facilities, protocols or services. We appreciate your questions and your patience. We are proud to serve our community during this difficult time.

### Stay-at-Home Order

The Stay-at-Home Order for Larimer County remains in effect through April 17. While under the Order, you should stay at home, except to obtain food/necessities or to seek/provide essential services. If you leave your home, and when using any shared or outdoor space, please be vigilant to maintain 6 feet of physical distance from others whenever possible.

We encourage everyone in our community to take each restriction and recommendation seriously so that we all do our part to keep our community safe and healthy.

Larimer County is the best point of contact for specific questions and clarifications on how the Order applies to residents and businesses. More information, as well as a link to submit questions to the County, is available at [www.larimer.org/health/stay-at-home-order](http://www.larimer.org/health/stay-at-home-order).

### City Facilities Closed

As of Wednesday, March 18, the City has closed public access to all City facilities. This is not a decision we have made lightly; however, considering the City's ability to conduct most business transactions online or by phone, we believe it is prudent to take this step to protect the health of our community members and our customer service staff.

We will continue to support our community by conducting business online and over the phone. Visit [fcgov.com/CityServices](http://fcgov.com/CityServices) to search for the department or program you need, where you will also find email and telephone contacts if you need further assistance. If you cannot find the information you need, please call 970-221-6500 to speak with a customer service representative.

City employees are working remotely wherever possible. Those providing essential services, including field crews, are practicing physical distancing and using protective equipment to protect employee and community health.