



Tennessee Elected Official Toolkit “Safer at Home”

As an elected official, the residents of our state need your help to stay safe and healthy during the COVID-19 crisis.

Governor Bill Lee issued a “Safer at Home” executive order closing non-essential businesses and urging Tennesseans to stay home as much as possible to stop the spread of the Coronavirus.

This document is to give you guidance regarding what to communicate to your constituents and how you and your staff can help Tennessee defeat COVID-19. We have also included answers to frequently asked questions about Executive Order 22.

Thank you for your service to our state and your leadership. You are vitally important to this fight against COVID-19.



How Elected Officials Can Help

Spread the Word on Social Media

Help your constituents by disseminating accurate and timely information on social media.

We will be sending a toolkit with draft posts, graphics, and scripts by Monday 4/6.

- Encourage Tennesseans to stay at home whenever possible on Facebook, Twitter, and any other social media account you have.
- Post a 30 second video to social media encouraging individuals to stay at home using the #TNStayApart hashtag.
- Share the governor's social media content on [Facebook](#) and [Twitter](#).
- Share the governor's daily briefings which can be viewed [here](#).
- Highlight local businesses and individuals that are finding creative ways give back during this time

It is very important to share accurate information with the public about the virus. Here are links to reputable resources online that you can read and share.

- www.cdc.gov
- www.tn.gov/health
- www.tn.gov/covid19
- www.tn.gov/smallbusiness

Support Local Business

It's essential that we establish new habits to responsibly support local businesses during this difficult economic time.

- Encourage folks to order take-out, buy restaurant gift cards for later use, and shop locally online.
- Post a picture of your take-out from a small local business on social media.

Use and Encourage Creative Interaction

Social distancing doesn't have to mean total isolation. We have technological resources that can enable us to connect with friends, family and neighbors in a responsible manner.

- Use platforms like Zoom and WebEx to communicate with your voters, local business owners, and other leaders.
- Encourage your faith communities to host Zoom or WebEx meetings to maintain a sense of community and faith.



- Engage local civic groups and ask them to start phone trees to check in on elderly neighbors.

Participate in and Encourage Creative Service Projects

- Encourage individuals to grocery shop for the elderly in your community.
- Identify someone within your circle who may be adversely affected by isolation and serve them through this season, whether it is a regular phone call, food delivery or financial support.
- Encourage responsible and healthy adults to donate to their local [blood bank](#).



Frequently Asked Questions

What is the safer at home guidance?

- On March 30, 2020, Gov. Lee issued [Executive Order 22](#), implementing safer at home guidelines in every Tennessee county to further mitigate the spread of COVID-19. The order went into effect Tuesday, March 31 at 11:59 p.m. CDT and will extend to April 14, 2020 at 11:59 p.m. CDT.
- EO21 closes certain close-contact businesses and entertainment and recreational venues that cannot safely operate during COVID-19 including businesses like barber shops, salons, recreational and entertainment outfits. A full list of these businesses can be found [here](#).
- EO22 permits the continuation of essential businesses identified in the Attachment to EO22, while temporarily closing businesses that are not essential.
- EO22 is not a mandated shelter in place, but instead urges Tennesseans who are not engaging in essential activity and/or working in businesses performing essential services to remain at home.
- EO22 further requires businesses and persons performing essential services to follow CDC health guidelines and practices to the greatest extent possible, and to utilize telework and work from home where possible.

Why did the governor implement 'safer at home' guidance?

- COVID-19 is an unprecedented crisis. The Governor's goal is to keep the public, and especially vulnerable populations, safe while maintaining access to essential services and activities.
- These measures will implement safer at home guidelines in every county in our state to better our approach to social distancing while also protecting the livelihood of Tennesseans.

How do I know if a business is "essential"?

- You can find a list of essential businesses [here](#).