

COVID-19 in Simple Words

Plain language can save lives. Simple advice is easy to understand, and more likely to be followed. It inspires trust and reaches more people.

TECHNICAL	SIMPLE	TECHNICAL	SIMPLE
activate	begin	In order to	to
adequate	enough	in respect of	for
allocate	give	in the absence of	without
assist	help	in the event that	if
community transmission	spreading in the community	it is probable that	probably
congregate settings	places where people come together	outbreak	a number of cases in the same place
contact tracing	mapping the spread from one person to others	pandemic	a disease that is quickly spreading around the world
COVID-19	a new and dangerous virus	physical distancing	stay apart, stay away from, do not go near other people
dispose of	throw out	probable case	likely case
disseminate	give, issue, share, pass, send	provision of	give
during such time	while	PPE	masks, gloves and gowns; protective gear
economic recovery	get back to normal, get people back to work	quarantine	stay at home for 14 days, stay in a safe place
eliminate	cut, drop, end, remove	respiratory droplets	tiny drops of mist from a cough, breathing or speaking
endeavour	try	respiratory etiquette	cough or sneeze into your elbow or a tissue
epicentre	started here, first discovered here	self-isolate	stay home
equitable	fair	social distancing	stay six feet apart (about the length of a hockey stick), stay home and avoid other people
establish	set up, prove, show	strain	type
exhibit	show	susceptible	prone to, likely to, more easily affected / infected
expedite	speed up, faster	telework	working from home
facilitate	make easier, help, allow	transmission	spread, passing the virus to others
fail to / failed to	don't / didn't	until such notice	until, when
feeling unwell	feeling sick	utilize	use
flattening the curve	the slower the virus spreads, the easier it is to care for people	with regards to	about
formulate	work out		
for the duration of	during, throughout, in that time		
hand hygiene	wash your hands with soap for more than 20 seconds		
in light of the fact	because		

See www.redbrick.ca for more communications and social media tips.

© 2020 Redbrick Communications Inc.