Modern Emergencies

How to incorporate digital communications into emergency plans

Anita Cheng, Bekah Otto, Linda Acosta, Persis Howe
Joint Information Center (JIC)
Everyone must wear a face covering...

...and stay 6 feet apart

Businesses are required to maintain service to anyone who does not comply.

Stay 6 feet apart

Notice
Please maintain social distancing
In a traditional JIC

Typical website postings
Mayor London Breed Announces Citywide Mask Wearing Campaign in Partnership with San Francisco’s Diverse Communities

Posted Date: 08/02/2020

San Francisco, CA — Mayor London N. Breed today announced the launch of a citywide public awareness campaign to educate residents, workers, and visitors about the importance of wearing face coverings at all times outside the home...

Mayor London Breed Announces San Francisco’s Plan for Further Reopening Businesses and Activities

Posted Date: 09/01/2020

San Francisco, CA — Mayor London N. Breed, Dr. Grant Colfax, Director of Health, and Assessor-Recorder Carmen Chu, co-Chair of the City’s Economic Recovery Task Force, today announced the next steps in San Francisco’s reopening...

Mayor London Breed Announces Delivery of Personal Protective Equipment to Small Businesses

Posted Date: 08/31/2020

San Francisco, CA — Mayor London N. Breed, in partnership with the California Governor’s Office of Emergency Services and the California Office of the Small Business Advocate, today announced the delivery of over one million...
ORDER OF THE HEALTH OFFICER No. C19-071

ORDER OF THE HEALTH OFFICER
OF THE CITY AND COUNTY OF SAN FRANCISCO
DIRECTING ALL INDIVIDUALS IN THE COUNTY TO
STAYING SAFER AT THEIR PLACES OF RESIDENCE
UNTIL FURTHER NOTICE; THE REOPENING OF
PLACES OF ENJOYMENT WITHOUT SOCIAL DISTANCING
EXTENT THEY CAN EXCEPT FOR IDENTIFIED NEEDED
ACTIVITIES, AND TO FOLLOW HEALTH RISK REDUCTION
MEASURES OUTSIDE THEIR RESIDENCES; URGING GOVERNMENT
AGENCIES TO PROVIDE SHELTER AND SANITATION FOR
INDIVIDUALS EXPERIENCING HOMELESSNESS; REQUIRING
ALL BUSINESSES AND RECREATION FACILITIES THAT ARE
ALLOWED TO OPERATE TO IMPLEMENT HEALTH RISK
REDUCTION MEASURES; AND DIRECTING ALL BUSINESSES,
FACILITY OPERATORS, AND GOVERNMENTAL AGENCIES TO
CONTINUE THE TEMPORARY CLOSURE OF ALL OPERATIONS
THAT ARE NOT YET SAFE ENOUGH TO RESUME

(STAY SAFER AT HOME)
DATE OF ORDER: September 14, 2020

Please read this Order carefully. Violation of or failure to comply with this Order is a
misdemeanor punishable by fine, imprisonment, or both. (California Health and Safety
Code § 120295, et seq.; California Penal Code §§ 69, 148(a)(1); and San Francisco
Administrative Code § 7.17(b))

Summary: On February 25, 2020 the Mayor of the City and County of San Francisco

FAQ: How we’re interpreting the Health Order

Health Order: What you have to do
Government websites are for all the things
Content Design on SF.gov

Content in a crisis
Well-meaning content designers: Nobody ever goes to a government website to get information, they go to government websites to get stuff done! 💪

Coronavirus 🍺: HOLD MY BEER. 🍺 🍺 🍺 🍺 🍺 🍺 🍺

7:20 PM · Mar 31, 2020 · Twitter for iPhone
SF.gov went from being a small, under-the-radar site to an essential public service.

Overnight.
SF.gov

Pageviews

1,000,000

500,000

Coronavirus (COVID-19)


Wear a face covering

You must wear something to cover your mouth and nose when you are within 6 feet of people who don’t live with you. Coronavirus can be spread before you feel sick, when you breathe, talk, cough, or sneeze. If we all wear face coverings, we help prevent the spread of COVID-19 and save lives.

See mask requirements

Services

What to do

Stay home. Save lives.
Help slow the spread of the coronavirus while we reopen San Francisco.

Stay 6 feet apart. Physical distancing.
When you go out, stay 6 feet apart from other people.

Wear a face covering
In general, wear something to cover your face when you leave your home.

Get help

Get housing help.
During the coronavirus pandemic,
Get food resources.

to help San Francisco get back on its feet.

Get help paying your utility bills.
Haircuts and other personal care services allowed outdoors under new health directive

Customers must wear a face covering while getting the service. Reopening businesses must have safety requirements in place.

September 1, 2020

New health directives allow for more services to operate.

These businesses must have a Social Distancing Protocol and a Health and Safety Plan. Both plans must be in place before the business can reopen. See all guidelines for operating a business during the coronavirus pandemic.

Some personal care services can operate outdoors

Services that can reopen include:
- Haircuts
- Nail salons
- Skincare
- Massage

Personal care services that involve needles are not allowed. These include tattoos, piercing, electrolysis, microblading, or permanent makeup.
Build trust

☞ with San Franciscans

☞ with colleagues
Stay home except for essential needs

On Monday March 16, San Francisco with Health Officers from the Bay Area announced a Public Health Order that requires residents to stay home except for essential needs. This starts on March 17.

What to do

The City issued a Public Health Order requiring people to stay home except for essential needs.

Vulnerable populations must stay home. People who are over 60 or have a chronic health condition are the most vulnerable to this virus.

Everyone else is required to stay home except to get food, care for a relative or friend, get necessary health care, or go to an essential job.

It is OK to go outside for walks or bike rides if you are not in a group.

Stay at least 6 feet apart when leaving your home for essential activities.

This order is in effect until April 7.

It may be extended depending on recommendations from public health officials.
Senator Scott Wiener @Scott_Wiener

Here's the city of San Francisco's FAQs: sf.gov/stay-home-exce...

8:45 AM · Mar 20, 2020 · Twitter for iPhone

Josh Barro @jbarro

This FAQ on the shelter-in-place order for San Francisco is pretty sobering (also well-written) sf.gov/stay-home-exce...

2:06 PM · Mar 16, 2020 · TweetDeck

Charles Martucci @martuccci · Mar 16

Clear guidance on shelter-in-place from @sfgov 🙌 sf.gov/stay-home-exce...

Nice to know we are in good hands locally even if our federal gov is a mess.

Chances are your "non-essential" barber/stylist, nail salon, and others sell gift cards for future visits.

What can't I do?

- You cannot engage in group activities in person with others.
- You cannot have dinner parties. You cannot invite friends over to your home to hang out.
- You cannot go to bars or nightclubs.
- You cannot go to a nail salon or get your hair cut by a stylist or barber.
- You cannot go shopping for non-essential goods.
- You cannot take unnecessary trips on public transport or in your car or motorbike.

Pedro.c @liveunionmafia · Mar 16

Repeating to @KQED

You can still go to work right?

KQED @KQED · Mar 16

The order says to stay home "except for certain essential activities and work to provide essential business and government services or perform essential public infrastructure construction."

Full statement: sf.gov/stay-home-exce...
Check if a business is essential

During the coronavirus outbreak most businesses in San Francisco must close. See what businesses can operate.

What to do

Essential businesses include:
- Healthcare Operations and Essential Infrastructure
- Grocery stores, certified farmers' markets, farm and produce stands, supermarkets, food banks, and convenience and corner stores that sell a significant amount of food, and other establishments engaged in the retail sale of canned food, dry goods, fresh fruits and vegetables, pet supply, fresh meats, fish, and poultry; and any other household consumer products (such as cleaning and personal care products). This includes stores that sell groceries and also sell other non-grocery products, and products necessary to maintaining the habitability, sanitation, and essential operation of residences
- Food cultivation, including farming, livestock, and fishing
- Businesses that provide food, shelter, and social services, and other necessities of life for economically disadvantaged or otherwise newly individuals
- Newspapers, television, radio, and other media services
- Gas stations and auto-supply, auto-repair, and related facilities
- Bicycle repair and supply shops
- Banks and related financial institutions
- Hardware stores
- Plumbers, electricians, exterminators, and other service providers who provide repairs to homes and buildings

Get help

Phone
311
If you see a business open that is not essential, call 311.

Related Services

Operate your essential business
If your business is open during coronavirus outbreak, you must follow best practices to keep your patrons and employees safe.

Stay home, Save lives.
Stop the spread of coronavirus.

Check if a business can be open

During the coronavirus pandemic, many businesses in San Francisco must close. See what businesses can operate.

What to do

Check status of business types
See what business activities are allowed to continue under the Public Health Order. The City has a plan for reopening businesses in phases.

Allowed businesses must follow certain rules to continue operating.

Accounting services
Open as an essential business. For compliance with non-elective, legally required activities or related to death or incapacitation.

After school programs
Open for all children. See more information about schools, childcare, and youth enrichment.

Appliance or cell phone repair shops
Open as an essential business.

Aquariums
Closed.

Auto dealerships
Open as an outdoor business, delivery, and indoor retail.

Auto supply and repair shops
Closed.

Get help

Phone
311
If you see a business open that should not be open, call 311.

Related

Operate your business during the coronavirus pandemic
Follow best practices and public health guidance to keep your patrons and staff safe.

Visiting businesses during the coronavirus pandemic
What to expect when you go shopping or get services.

Stay home, Save lives.
Practice safer socializing

If you’re seeing others, plan ahead to stay safe.
The Stay Home Order is still in effect.
Work with our colleagues

Prioritize with folks from:

- City Attorney
- Mayor’s Office
- 311 (who answer the calls)
- SF.gov
- Department of Public Health
The new COVID Command Center

JIC + Public Health
San Francisco Releases Health Guidance Detailing Requirements for the Additional Activities Reopening Today

San Francisco, CA - Today, San Francisco posted additional guidance and requirements for lower-risk indoor and outdoor activities reopening today. Each of the following additional activities pose a lower risk only if all published safety requirements are followed. Establishments are strongly encouraged to continue providing services outdoors where they are allowed to do so.

The gradual reopening of businesses and activities will increase travel and interaction throughout the city, which means increasing community spread of the virus and an increase in cases. Public health officials will regularly assess the Key Public Health Indicators, particularly new positive case counts and hospitalizations to ensure San Francisco has the necessary resources available for those that are infected.

The following summary is only a partial list of activities reopening today along with some key requirements to safely reopen. Businesses should review the detailed guidance to learn about specific health recommendations and requirements designed to protect personnel and customers, like face coverings, sanitation, physical distancing, and employee/customer health screenings.

Indoor Personal Services

Services include hair salons, barber shops, nail salons, massage (in a non-healthcare setting), estheticians, skin care, and cosmetology services, electrolysis, tattooing, piercing, and microblading. The additional guidance also allows indoor personal services in other situations where customers have contact with the equipment but no contact with the provider, like tanning salons, but the equipment can be cleaned between customers to also make them lower risk.

Removal of face coverings for indoor personal services is not allowed under any circumstances.

Capacity Limits

- The establishments must have all stations and other areas to be configured to ensure at least six feet of physical distancing between customers.
- The number of customers allowed in a facility at any given moment is the amount that can safely maintain at least six feet of physical distance at all times.

Detailed Requirements and Guidance for Indoor Personal Services Here.

Indoor Gyms and Fitness Centers

Gyms and fitness centers may open indoors for one-on-one personal training and self-directed exercise. Example fitness activities include weightlifting or solo basketball. Locker rooms, saunas, steam rooms, showers, indoor pools, and climbing walls must remain closed for the time being. Group cardio/aerobic fitness classes (such as spinning, kickboxing, etc.) are not permitted indoors at this time. Adequate ventilation and at least 12 feet of distance must be maintained at all times around those who are performing any physical activity that increases breathing rate or intensity.

Indoor gyms, indoor personal care, tourist hotels, more outdoor activities allowed under new health directive

Customers must wear a face covering the entire time they’re at a gym or getting a service. Common areas remain closed. Reopening businesses must limit their capacity and have safety requirements in place.

September 14, 2020

New health directives also for more services to operate. All businesses can see what to expect when reopening. Tourists must have a Social Distancing Protocol and a Health and Safety Plan. Both plans must be in place before the business can reopen. Social distancing for operating a business during the pandemic.

Gyms and fitness centers can operate indoors up to 10% capacity

Patrons can use equipment on their own, or get one-on-one personal training. Outdoor fitness classes are allowed up to 10 people.

Indoor barbeques are not allowed right now. People should limit indoor cardo exercises and often need to take off their face coverings. That increases the risk of spreading COVID-19.

See protection guidelines for gym from the Department of Public Health.

Personal care services can open indoors if customers are stationed 6 feet apart

Services that can reopen in stores include:

- Haircuts
- Nail salons
Working across silos for user centered content

Part of Business during the coronavirus pandemic

Reopening guidance for personal care services
Documents needed to reopen haircuts, skincare, nail, and massage services outdoors and indoors.

Documents

- Health and Safety Plan template for indoor personal care services
  September 14, 2020
  Action required for indoor services: Complete and post a Health and Safety Plan from this fillable PDF.

- Health and Safety Plan template for outdoor personal care services
  September 1, 2020
  Action required for outdoor services: Complete and post a Health and Safety Plan from this fillable PDF.

- Indoor personal services poster
  September 15, 2020
  Action required: The Health Order requires that businesses post certain signage for their customers during the coronavirus pandemic. This poster meets all of the requirements for indoor service operations. It is in English, Spanish, Chinese, and Filpino.

- Social Distancing Protocol for Businesses
  September 14, 2020
  Action required: Complete and post this Social Distancing Protocol.

General requirements
Operate as much as you can outdoors. Screen customers for COVID-19 symptoms when they come in.
Make sure everyone can stay 6 feet apart. Set up chairs and stations at least 6 feet apart. You can use plexiglass dividers to protect customers and workers.
If you use fans, place them so that air doesn’t blow from one customer’s space to another. Avoid services that involve lengthy blow drying.
Everyone must wear face coverings. Services where customers must take off their face coverings are still not allowed. This includes shaving beards, and body art around the nose and mouth area.
Have workers only serve one customer at a time, unless the procedure takes a long time.
Do not offer food or drink to customers.
Disinfect all items and stations between customers, including linens. You can also use disposable items.
Workers who touch customers must wear new disposable gloves between customers.

Outdoor services have other requirements
You must set up your outdoor service in a space controlled by a licensed business. You can set up tents. Make sure air can flow freely. No more than one side can be closed.
Do not block streets or sidewalks. You can apply to use the sidewalk, parking lane, or a private lot for your business.
Personal care services that involve needles are not allowed outdoors. These include tattoos, piercing, electrology, microblading, or permanent makeup.
Hair services that involve rinsing out the hair are not allowed outdoors. These include shampooing, color, and chemical treatments.

More information
Daily health screener you can use with your customers and workers.
Download signage to print yourself or get printed posters.
Find SF vendors who sell face masks, hand sanitizer, and other protective equipment for your employees.
See general information about operating a business during the pandemic.
See business guidance from Department of Public Health.

More languages
See health directives and plans in various languages.


Moving past lawyer speak

Visiting businesses during the coronavirus pandemic
What to expect when you go shopping, get services, or visit public places.

Even as we reopen San Francisco, the safest choice is to stay home. If you do go out to public places or shop at local businesses, you can reduce your risk for getting or spreading COVID-19.

Think about the risk of going out
Every time you go out, you increase your risk of getting COVID-19 and passing it on to your household. Consider how much the outing means to you.

Consider the risk to yourself and the people you live with. Older adults and people with pre-existing health conditions are most in danger if they get COVID-19.

Consider the number of COVID-19 positive cases in your area. Is it increasing, staying flat, or decreasing in your community? It is safer to go out when cases are low or decreasing. See cases in San Francisco.

Plan for your outing
Outdoor activities are safest. Avoid being indoors. If you have to be inside, try to be in rooms with open windows or good ventilation.

Minimize how long you will spend outside of your home, and how many people you interact with.
Curating pages for updates

Schools, childcare, and youth programs during the coronavirus pandemic
Information about childcare, summer camps, nannies, and schools.

Schools must close but can have distance learning
All schools must stop holding classes at physical locations within San Francisco.
Schools and other education programs can provide distance learning to their students.
Teachers can go to work to prepare distance learning.
Schools are offering all children free meals. Find out how to pick up free meals.

Youth and childcare programs available for all children
Childcare programs are enrolling all children.
Summer day camps are open for all children. Sign up at Rec and Park.
Check your child for possible COVID-19 symptoms before you take them to a program.

Related
Find free meals for children
Check your health before you go out
Masks and face coverings
Guidance on safe social interactions during the pandemic
Stay active during the coronavirus pandemic

Schools must close but can have distance learning
All schools must stop holding classes at physical locations within San Francisco.
Schools and other education programs can provide distance learning to their students.
Teachers can go to work to prepare distance learning.
SF Unified School District is starting with distance learning in the fall.
Schools are offering all children free meals. Find out how to pick up free meals.

Schools must apply for approval to reopen
Schools are not allowed to reopen until after San Francisco moves from the State’s purple tier to the red tier for 14 days. After that happens, schools must also apply for approval to reopen from the Health Officer. Elementary schools can apply for a waiver to reopen, even if SF is still in the purple tier.
See information about reopening applications and waivers for SF schools.

Related
Find free meals for children
SFUSD will provide free meals all children 18 and younger during the school closure.
Check your health before you go out
Watch for COVID-19 symptoms and wash your hands often.
Masks and face coverings for coronavirus pandemic
In general, wear something to cover your face when you leave your home.
<table>
<thead>
<tr>
<th>Type of Page</th>
<th>Count 16</th>
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</thead>
<tbody>
<tr>
<td>1. Check if a business can be open</td>
<td><a href="https://sf.gov/check-if-business-open">https://sf.gov/check-if-business-open</a></td>
</tr>
<tr>
<td>2. Check if your business qualifies for the eviction moratorium</td>
<td><a href="https://sf.gov/check-if-your-business-qualifies-for-the-eviction-moratorium">https://sf.gov/check-if-your-business-qualifies-for-the-eviction-moratorium</a></td>
</tr>
<tr>
<td>3. Check your health before you go out</td>
<td><a href="https://sf.gov/covid19-how-to-stay-safe">https://sf.gov/covid19-how-to-stay-safe</a></td>
</tr>
<tr>
<td>5. Get around safely during the pandemic</td>
<td><a href="https://sf.gov/essential-travel">https://sf.gov/essential-travel</a></td>
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<tr>
<td>7. Have safer outdoor gatherings during the coronavirus pandemic</td>
<td><a href="https://sf.gov/have-safer-outdoor-gatherings">https://sf.gov/have-safer-outdoor-gatherings</a></td>
</tr>
<tr>
<td>8. Information on construction projects</td>
<td><a href="https://sf.gov/information-on-construction-projects">https://sf.gov/information-on-construction-projects</a></td>
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<tr>
<td>9. Isolating at home when you have COVID-19</td>
<td><a href="https://sf.gov/isolating-at-home-when-you-have-covid-19">https://sf.gov/isolating-at-home-when-you-have-covid-19</a></td>
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<tr>
<td>13. Stay 6 feet apart: Physical distancing</td>
<td><a href="https://sf.gov/stay-6-feet-apart">https://sf.gov/stay-6-feet-apart</a></td>
</tr>
</tbody>
</table>

- ~65 pages related to Stay Home Order
- ~200 pages related to COVID-19
If anyone is still confused by the details of the face covering order that goes into effect today, San Francisco has the same guidelines and they summed up the order for the public in a very clear way. 😊

If you’re in the Bay Area & missed it, all 6 counties tightened the shelter-in-place rules today. SF has the best summary: sf.gov/stay-home-exce...

8:55 PM · 3/31/20 · Twitter for iPhone

1 Retweet  6 Likes

Rebecca Woodbury @WhatUpSanRafael · 11h
Thank you @sfgov digital service for creating clear, concise #COVID19 content. We overhauled our webpages tonight and borrowed HEAVILY. Merci

Coronavirus (COVID-19) - San Rafael
Everyone is required to stay home except to get food, care for a relative or friend, get necessary health care, ...

cityofsanrafael.org

Christine M Peterson @... · 7m
Replying to @kimgoodwin
This is really helpful. I greatly appreciate the plain-language clarity from sf.gov in this matter. I live in Oakland but the SF website is my go-to resource.
Thank you!

**Moderator**: Bekah Otto
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