



**CALIFORNIA
STATE PARKS
FOUNDATION**

COVID-19 Toolkit

As the coronavirus (COVID-19) pandemic continues, we want to remind you that California State Parks Foundation is here for you. With health as a top priority, we can't help but think how the outdoors helps us get through times of uncertainty. Just being outside reduces anger, anxiety, and stress. With that in mind, we are working to help you make it through this difficult time, by supporting your programs, parks, and outdoor spaces.

Below you will find suggested digital content and resources to help you stop the spread of COVID-19, encourage social distancing, and support the natural spaces you love. We hope this information will help you navigate this difficult phase.

SOCIAL MEDIA

Find suggested social media content to share on your channels below.

Tag California State Parks Foundation

Please tag us in your posts using the following handles:

Twitter: **@calparks**

Instagram: **@calparks**

Facebook: **California State Parks Foundation** (or facebook.com/calparks)

When we are tagged, we can amplify your post through our channels.

Hashtag

#FlattenTheCurve

Resources/Updates




Use the below content to provide resources and updates to your communities around COVID-19.

PLATFORM	CONTENT
Facebook	<p>As of now, indoor parks, campgrounds, and parking at certain parks have been closed but California state parks remain open to the public. Find up to date information on parks and COVID-19 at https://www.parks.ca.gov/?page_id=30350.</p> <p>California State Parks Foundation has created an educational and health resources page for navigating state parks and the outdoors during this time of social distancing! See the full page at calparks.org/covid.</p>
Instagram	<p>As of now, parking at certain parks have been closed but @CAStateParks remain open to the public. Find up to date information on parks and COVID-19 at https://www.parks.ca.gov/?page_id=30350.</p> <p>Learn how you can protect our state parks and stop the spread of COVID-19. @calparks has created an educational and health resources page for navigating state parks and the outdoors during this time of social distancing! See the full page at calparks.org/covid.</p>
Twitter	<p>As of now, parking at certain parks have been closed but @CAStateParks remain open to the public. Find up to date</p>

	<p>information on parks and COVID-19 at https://www.parks.ca.gov/?page_id=30350.</p> <p>Learn how you can protect our state parks and stop the spread of COVID-19. @calparks has created an educational and health resources page for navigating state parks and the outdoors during this time of social distancing! See the full page at calparks.org/covid.</p>
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Safety/Social Distancing

Use the below social distancing content to encourage safe use of state parks and open spaces.

PLATFORM	CONTENT
	<p>Help keep our parks open, safe, and healthy. Stay AT LEAST 6 feet apart from others and do not crowd at lookout points, parking lots, or any other open spaces. You can help stop the spread of COVID-19.</p>
	<p>We have to work together to stop the spread of COVID-19. Practice social distancing by maintaining 6 ft distance between yourself and others. The further away we stay away from each other, the closer we get to ending this pandemic!</p>
	<p>You can still access the health and wellness benefits of the outdoors! As long as you adhere to social distancing requirements, you can visit and enjoy our beautiful public lands. Use this handy guide to navigate outdoor activity in the midst of the #COVID19 outbreak.</p>

MEDIA TIPS

Below are resources if needed to speak with media about how state parks and open space are being used during COVID-19.

Tips:

- Stay positive
- Prep with key messages
- Remember your audience
- Stick to your agenda
- Interviews are an opportunity to deliver the message
- Reporters control the questions, you control the answers
- Never go “off-the-record”
- The interview starts before the tape is recording
- Media cannot report what you don’t say

Strategy:

- Start with the headline and work backwards to key messages
- 3 key messages depending on questions asked by media
- Deliver consistently. Repeat.

Headline:

With health as a top priority, we look to the outdoors to help us get through these times of uncertainty. Just being outside reduces anger, anxiety, and stress. But we must keep these places safe, for all.

Key Messages:

Key Message #1 -- Parks Remain Open and Safe for All Californians: First and foremost, we want to ensure that parks remain open and safe for all of California’s families and staff. This means that we need to be proactive in discussing how state parks should be used safely to maintain access.

Talking points

- Visit parks close to your home
- If driving, check to see if the parking lot at your park is open
- Wash your hands and bring hand sanitizer
- Maintain social distancing while traveling
- Make no stops while driving to and from trailheads or parks
- At all times, observe social distancing of at least **six feet** from other people
- Do not congregate in groups
- Adhere to signage and closures at parks – it is for your safety
- Step off trails to allow others to pass, keeping **six feet** distance at all times
- Signal your presence with your voice, bell, or horn

- Bring water or drinks – public fountains may be disabled and should not be used, even if operable
- For a full list of safety precautions visit [review our guide](#).

Key Message #2 – Parks are an essential health resource: We need parks now more than ever, they are an incredible health and wellness resource for all Californians.

Talking points

- Mounting research points to the fact that parks and green spaces provide innumerable mental and physical health benefits.
- Especially at a time of crisis and high anxiety, we need a safe outlet. people who have regular access to green space have been shown to have lower levels of anxiety and depression.
- Exposure to green space and spending time in nature reduce the risk of Type 2 diabetes, cardiovascular disease, premature death, preterm birth, stress and high blood pressure.
- Keeping people physically and mentally healthy during the most stressful thing many of us have endured in our lifetimes is crucial.
- You can visit the California State Parks Foundation website to find [resources to experience the health benefits of parks](#).

Key Message #3 – California state parks are foundation for learning: California state parks are a valuable history and natural history education resource.

Talking points

- While schools are closed, we hope you can turn to your amazing California state parks to learn something new and educate the next generation of park stewards!
- These parks bring our complex history and important figures from our past to life to learn from.
- They are treasures of our diverse and fascinating heritage, that have been carefully preserved of those who came before us for our benefit, and for the benefits of all those that will follow in our footsteps.
- These parks provide services from ecosystems that we need. Pollinators for our agricultural crops live in state parks, filtering of our clean water happens in state parks, habitat for salmon fisheries happen in these parks because we have protected them.
- In state parks you can learn about animals, plants, fungi, ecosystems, geology, paleontology, climatology, and more.
- You can visit the California State Parks Foundation to find [education resources about California state parks](#).

QUESTIONS?

Any additional questions around promotion of 2020 Earth Day events taking place at your park can be directed to our communications department.

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Thank you in advance for your support and we look forward to celebrating Earth Day with you!

