

NEWS RELEASE BRIEF:

**WHO CALLS FOR THE PUBLIC TO REMAIN VIGILANT
AGAINST COVID-19 AMID PRESIDENT JOE BIDEN'S
REMARKS THAT "THE PANDEMIC IS OVER."**



**World Health
Organization**

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SITUATIONAL ANALYSIS



- During an interview on CBS News' 60 Minutes, President Joe Biden stated, "The pandemic is over".
- For the pandemic to be declared over, an official statement must be made by the agency and Dr. Tedros Adhanom Ghebreyesus.
- The agency is aware that COVID-19 is still a public health emergency. No official declaration has been made.

CURRENT STATE OF COVID-19 IN U.S.



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- Two million cases of COVID-19 were reported within the last 28 days.
- 400-500 people dying every day from COVID-19 in the United States.
- The virus remains the 4th leading cause of death in the U.S.
- Older adults (65+) and those with underlying health conditions are still impacted by the virus.

OBJECTIVES

1

Inform the public that COVID-19 is still declared a public health emergency.

2

Raise awareness on the current state of COVID-19 in the U.S.

3

Inform public on best practices to protect themselves against COVID-19.

TARGET AUDIENCE

Primary

- Residents of the U.S.
- Eligible ages for primary COVID-19 vaccination series and booster shots
- Vaccinated and unvaccinated

Secondary

- Those living with underlying health conditions
- Older adults 65 & up



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MEDIA STRATEGY

1. Write a press release to inform target audiences of stated objectives.
2. Design an advertisement to alert target audiences that the pandemic is not over.

PROPOSED ADVERTISEMENT



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**400-500 Americans are
dying everyday from
COVID-19.**

The Pandemic is Not Over.



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WHO Calls for the Public to Remain Vigilant Against COVID-19 Amid President Joe Biden’s Remarks that “The Pandemic is Over.”

Friday, September 23, 2022

Dateline:

GENEVA, SWITZERLAND -

GENEVA, SWITZERLAND – During an recent interview on [CBS News’ 60 Minutes](#), President Joe Biden stated, “The pandemic is over.” For the pandemic to be declared over, an official statement must be made by [The World Health Organization \(WHO\)](#) and the Director General, Dr. Tedros Adhanom Ghebreyesus. WHO has not declared that COVID-19 is no longer a public health emergency.

Within the last 28 days, two million cases of COVID-19 have been reported. The number of COVID-19 hospitalizations and deaths are declining; however, 400-500 people are dying from the virus every day. Two years into the pandemic, COVID-19 remains the fourth leading cause of death in the United States. Older adults over the age of 65 and those with underlying health conditions such as heart related illnesses, diabetes, HIV/AIDS, cancer, asthma, and other conditions are still impacted by the virus. “We are not there yet, but the end is in sight.” said Dr. Tedros Adhanom Ghebreyesus.

WHO will continue to monitor COVID-19 infection, hospitalization, and death rates to determine when COVID-19 is no longer a threat to public safety. COVID-19 vaccines and booster shots are still recommended to protect against severe illness, hospitalization, and death. Mask wearing is still encouraged in low-ventilated areas and crowded public settings. Older adults and immunocompromised individuals are highly recommended to stay up to date on booster shots for the best protection against new variants.

To learn more information on COVID-19, visit www.who.int/emergencies/diseases/novel-coronavirus-2019.

About The World Health Organization:

Founded in 1948, The World Health Organization (WHO) is the United Nations agency that connects nations, partners, and people to promote health, keep the world safe and serve the vulnerable – so everyone, everywhere can attain the highest level of health. WHO directs and coordinates the world’s response to health emergencies and promote healthier lives – from

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pregnancy care through old age. The agency Triple Billion targets outline an ambitious plan for The world to achieve good health for all using science-based policies and programs. For more information, visit who.int.

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**400-500 Americans are
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The Pandemic is Not Over.



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World Health Organization

Current State of COVID-19 in the U.S.*

*As of 09/23/22

2 Million

cases of COVID-19 reported in the last **28 days**

400-500

people are **dying** from COVID-19 **everyday**

#4 leading **cause of death** in the U.S.



COVID-19 **hospitalizations and deaths are declining; however**, adults over the age of 65 and those living with underlying health conditions are still impacted by the virus

Health conditions include, but not limited to:

- Heart related illness
- Diabetes
- HIV/AIDS
- Cancer
- Asthma

786,089 Americans

over the age of 65 have **died** from COVID-19

How to Stay Protected from COVID-19



Wear a mask

- in low ventilated areas
- in crowded public areas
- if you have an underlying health condition



Wash Your Hands

- With soap or
- Use an alcohol based hand sanitizer



COVID-19 Vaccines & Boosters Shots

- Receive primary dose series
- Stay up-to-date on booster shots

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