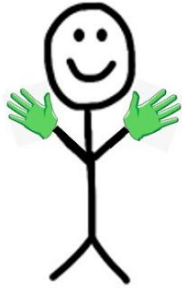


# Don't Be a Jack CoVID-19 Campaign

By: Anna Chocallo, Lindsey Day, Austin Dobbs, Madison Olds, John Parker, Tom Richey, & Cham Dallas



THIS IS JILL.  
JILL WEARS GLOVES  
WHILE WORKING AND  
AVOIDS TOUCHING  
HER FACE.



THIS IS JACK.  
JACK SCRATCHES HIS  
NOSE BEFORE GIVING  
BACK A CUSTOMER'S  
CHANGE.

**BE LIKE JILL.**

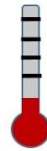


**DON'T BE A JACK!**

FIND VALUABLE RESOURCES  
AND RELIABLE INFORMATION  
ON COVID-19 AT  
[WWW.CDC.GOV](http://WWW.CDC.GOV)  
SO YOU CAN HELP  
FLATTEN THE CURVE!



THIS IS JILL.  
JILL STAYS HOME  
FROM WORK WHEN  
SHE FEELS SICK.



THIS IS JACK.  
JACK GOES TO WORK  
DESPITE HIS COUGH  
AND FEVER.

**BE LIKE JILL.**

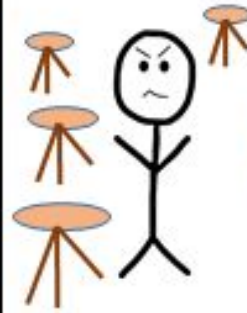


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THIS IS JILL.  
JILL IS A BARISTA.  
JILL WASHES  
SURFACES AFTER  
EACH CUSTOMER.



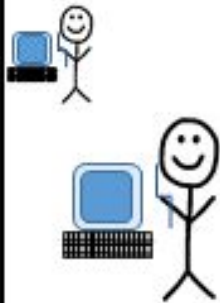
THIS IS JACK.  
JACK THINKS  
CLEANING SURFACES  
EVERY 15 MINUTES IS  
OVERKILL.

**BE LIKE JILL.**

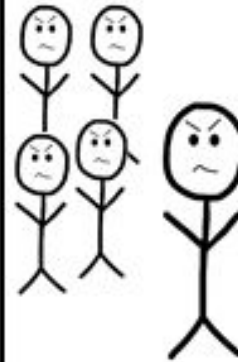


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THIS IS TIM.  
TIM IS LEARNING  
NEW WAYS TO STAY  
IN TOUCH WHILE  
STILL PRACTICING  
SOCIAL DISTANCING.



THIS IS JACK.  
JACK REFUSES TO  
ACCEPT HIS  
INCREASED  
VULNERABILITY AND  
STILL MEETS WITH  
LARGE GROUPS.

**BE LIKE TIM.**

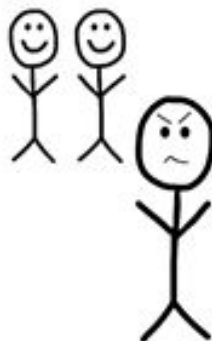


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FLATTEN THE CURVE!**



THIS IS JILL.  
JILL WAS TESTED  
FOR COVID-19.  
JILL ISOLATES  
HERSELF FROM  
OTHERS WHILE  
WAITING ON TEST  
RESULTS.



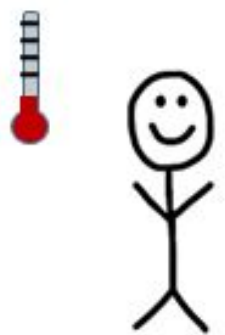
THIS IS JACK.  
AFTER GETTING  
TESTED FOR COVID-19,  
JACK POTENTIALLY  
EXPOSES OTHERS BY  
GOING INTO PUBLIC.

**BE LIKE JILL.**

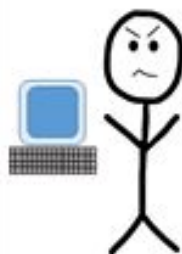


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FLATTEN THE CURVE!



THIS IS JILL.  
JILL'S FRIEND WAS  
DIAGNOSED WITH  
COVID-19. JILL  
FEELS FINE, BUT  
STILL CHECKS HER  
TEMPERATURE  
TWICE A DAY.



THIS IS JACK.  
JACK'S FRIEND HAS  
COVID-19. JACK  
ASSUMES HE HAS IT  
AND COMPLAINS ON  
SOCIAL MEDIA.

**BE LIKE JILL.**



**DON'T BE A JACK!**

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AND RELIABLE INFORMATION  
ON COVID-19 AT  
[WWW.CDC.GOV](http://WWW.CDC.GOV)  
SO YOU CAN HELP  
FLATTEN THE CURVE!





**THIS IS ED.  
ED THINKS HE MIGHT  
HAVE COVID-19.  
ED CALLS BEFORE  
ARRIVING TO THE  
DOCTOR'S OFFICE.**



**THIS IS JACK.  
JACK IS SHOWING  
POTENTIAL COVID-19  
SYMPTOMS. JACK  
JUST SHOWS UP.**

**BE LIKE ED.**

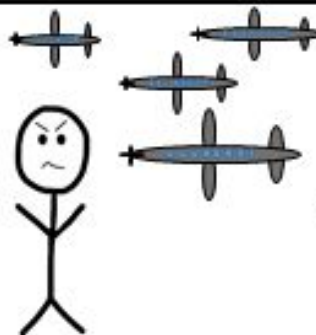


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FLATTEN THE CURVE!**



**THIS IS TED.  
TED SEES OFFERS  
FOR CHEAP  
AIRFARE, BUT  
DECIDES TO  
SHELTER IN PLACE  
AS INSTRUCTED.**



**THIS IS JACK.  
JACK INSISTS HE  
IS PROTECTED.  
JACK DECIDES TO  
TAKE MULTIPLE  
FLIGHTS FOR  
LEISURE.**

**BE LIKE TED.**

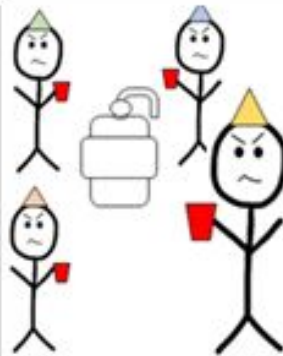


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FLATTEN THE CURVE!**



THIS IS BILL.  
BILL HANGS OUT  
WITH HIS FRIENDS  
ONLINE TO REDUCE  
THE SPREAD OF  
COVID-19.



THIS IS JACK.  
JACK HAS BLOCK  
PARTIES WITH  
ALL HIS FRIENDS.

**BE LIKE BILL.**



**DON'T BE A JACK!**

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AND RELIABLE INFORMATION  
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SO YOU CAN HELP  
FLATTEN THE CURVE!



THIS IS JILL.  
JILL CHECKS  
RELIABLE SOURCES  
FOR THE LATEST  
INFORMATION.



THIS IS JACK.  
JACK CHECKS  
RANDOM POSTS ON  
SOCIAL MEDIA FOR  
INFORMATION.

**BE LIKE JILL.**



**DON'T BE A JACK!**

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RELIABLE INFORMATION AT  
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FLATTEN THE CURVE!



THIS IS JIM.  
JIM FACT CHECKS  
DRASTIC CLAIMS  
THAT HE HEARS.



THIS IS JACK.  
JACK WILL BELIEVE  
ANY INFORMATION NO  
MATTER THE SOURCE.

**BE LIKE JIM.**



**DON'T BE A JACK!**

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RELIABLE INFORMATION AT  
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FLATTEN THE CURVE!



THIS IS JANE.  
JANE ONLY BUYS  
WHAT SUPPLIES  
SHE NEEDS FOR  
THE NEXT WEEK.



THIS IS JACK.  
JACK PANIC BUYS  
SUPPLIES AND  
HOARDS THEM.

**BE LIKE JANE.**



**DON'T BE A JACK!**

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THIS IS JOE.  
JOE KNOWS THAT A  
DISEASE SPREADING  
IS NOT THE FAULT  
OF ONE PERSON OR  
GROUP.



THIS IS JACK.  
JACK JUDGES AND  
BLAMES PEOPLE  
BASED ON THEIR  
IDENTITY.

**BE LIKE JOE.**



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