

Emphasized Primary and Secondary Messaging Captions and Resources Memorial Day Weekend 5.22.2020

[1] STAY LOCAL

TCOT PILLAR	Priority Message	Secondary Message
PREPARE	Stay local with day trips near home and no groups of more than 10 people. Do not travel if you are sick.	Only visit with members of your household and have no more than 10 people in a group. Choose a destination within 50 miles of home, avoiding popular areas and peak hours. Stay home if you feel sick or have any flu-like symptoms.

CAPTION:

Why should you stay local? Visiting a distant park can put a community's limited resources at risk and make you less prepared for unexpected closures. Help contain the spread of COVID-19 by limiting travel and contact with non-household members — and use this time to enjoy your local parks.

[1] CHECK STATUS

TCOT PILLAR	Priority Message	Secondary Message
PREPARE	Check the park's status before you go, understanding closures can happen without notice.	Go online to find current information about state regulations and a park's status; or call ahead. Have a backup plan in case your destination closes unexpectedly. Restrooms and visitor centers may be closed.

CAPTION:

Ready to head outdoors but don't know where to go? Find reopened parks near you on the websites of land management agencies like Oregon State Parks, BLM Oregon and the Forest Service - Pacific Northwest Region.

Not all recreation sites will open at the same time and hours, operations and facilities may be limited. If health or safety concerns arise, parks may close unexpectedly, so be sure to stay local and have a backup plan. (You'll be glad you did.)

[3] PREVENT CROWDING

TCOT PILLAR	Priority Message	Secondary Message
CARE	Prevent crowding by not congregating in parking lots, trail access or boat ramps.	Always keep pets leashed with a 6-foot distance from other people and animals. Park your car in designated areas only, and don't linger at parking lots, trailheads or boat ramps to avoid crowding.

CAPTION:

Excited to explore the outdoors again? We know the feeling. Make it a safe experience for everyone by not lingering in popular areas like parking lots, trailheads or boat ramps — crowding can obstruct emergency and residential access.

That goes for your pup too. Since your dog probably doesn't understand social distancing, be sure to keep pets leashed with a 6-foot distance from others.

The following links are available for you to direct your audience to the most up to date information regarding the reopening of outdoor recreation in Oregon.

Federal:

National Parks Service: <https://www.nps.gov/state/or/index.htm>

US Forest Service: <https://www.fs.usda.gov/detail/r6/home/?cid=fseprd716206>

US Bureau of Land Management: <https://www.blm.gov/oregon-washington/covid-access-restrictions>

US Army Corps of Engineers: <https://www.nwp.usace.army.mil/>

US Fish and Wildlife Service: <https://www.fws.gov/home/state-by-state-closures.html>

State:

Oregon State Parks: https://oregonstateparks.org/index.cfm?do=v.dsp_parkStatus

Travel Oregon- Outdoor Recreation: <https://travaloregon.com/things-to-do/trip-ideas/know-oregons-outdoors-right-now/>

Travel Oregon- County Reopening: <https://travaloregon.com/things-to-do/what-reopening-oregon-means-for-you/>

Boat Oregon (boat ramp info): www.boatoregon.com/map

Oregon Department of Fish and Wildlife (hunting and fishing info): <https://myodfw.com/COVID-19>

Oregon Department of Forestry (state forests): <https://www.oregon.gov/odf/Pages/COVID-19.aspx>

Local:

Oregon Recreation and Park Association: <https://www.orpa.org/page/covid19>

(general information about local, county and district parks – there are more than 100 agencies)

Private:

Idaho Power parks: <https://www.idahopower.com/community-recreation/recreation/>

Portland General Electric parks: www.portlandgeneral.com/parks