

# KEEP YOUR DISTANCE

#ArtOfSocialDistancing



Artwork by HVASS&HANNIBAL

## Nudge people to maintain social distancing

COVID-19 is highly contagious, but YOU can help stop the virus spreading by nudging people around you to maintain a safe social distance – at least two metres away from each other\*\*.

We're asking you and your children to be creative, and design your own artwork to encourage social distancing using our simple, downloadable footprint template. Then, this intuitive visual floor marker can be printed and positioned to remind others to stay at least two metres apart, whether that's outside your front door, in your workplace or elsewhere\*.

If we all do our bit to encourage others to follow recommended guidelines, we can help prevent the spread of COVID-19. **Now, get creative!**

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\*\* or at the current WHO recommendation for safe social distancing

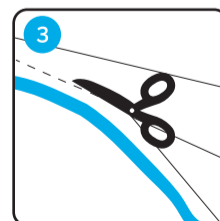
## Follow these simple steps and get creative:



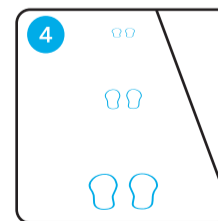
Print on A4 paper



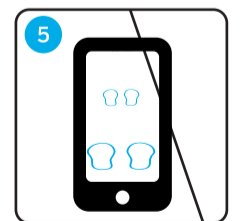
Decorate the footprints. Think carefully about the colours you choose in your design: studies show that 'cool tones' such as blue and green help promote a sense of calm and cleanliness.



Cut out the finished footprint artwork. If you have access to a laminator (but don't worry if you don't), use that to make your design more hard-wearing.



Position the footprints in areas where social distance is needed e.g. outside your front door, in your workplace next to the coffee maker, in the canteen etc. Place a minimum of two metres apart\*\*.



Take a picture of your design in situ, and share on social media channels such as Instagram and Twitter. Tag it with #ArtOfSocialDistancing so we can inspire others through your effort.

**K** KRUKOW  
BEHAVIORAL  
DESIGN

For more nudge solutions go to: [www.krukow.net](http://www.krukow.net)