



Coronavirus  
**COVID-19**  
Public Health  
Advice



**Stay safe, protect each other**  
**#HoldFirm**

**Partner Pack**  
8 May 2020

[www.hse.ie](http://www.hse.ie)



**Rialtas na hÉireann**  
Government of Ireland

# Background and context

We are experiencing a pandemic like nothing we've seen in our lifetime. People in our communities are becoming ill with COVID-19 and some are dying. It is changing the way we live now and how we will live in the future. For those working in our health service and other essential services, every day brings a new challenge that has never been faced before.

For the last number of weeks and months we've all taken steps to mind ourselves and each other, to flatten the curve, to protect our health service and frontline workers and save lives. Our actions have reduced the impact of COVID-19 on the country and our health service.

The HSE and Government of Ireland information campaigns have been well-received – clear, authoritative and the trusted sources of health information.



**Stay safe.  
Protect each other.**

But COVID-19 is going to be with us for a while so we need new messages that can motivate and inspire people. We need to keep up the actions that help us to **stay safe and protect each other.**



Staying safe and staying away from the people we love and the things we enjoy is not easy. It's not *us*. But, this *is* us – taking care of each other, supporting the people on the frontline and the people most at risk in communities all across the country.

Together, we will hold firm for the people we love, things we miss, and the future we hope for.



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## 'Take Care', Michael D Higgins 1993

In the journey to the light,  
the dark moments  
should not threaten.

Belief  
requires  
that you hold steady.

Bend, if you will,  
with the wind.

The tree is your teacher,  
roots at once  
more firm  
from experience  
in the soil  
made fragile.

Your gentle dew will come  
and a stirring  
of power  
to go on  
towards the space  
of sharing.

In the misery of the I,  
in rage,  
it is easy to cry out  
against all others  
but to weaken  
is to die  
in the misery of knowing  
the journey abandoned  
towards the sharing  
of all human hope  
and cries  
is the loss  
of all we know  
of the divine  
reclaimed  
for our shared  
humanity.

**Hold firm.**

**Take care.**

**Come home  
together**

The HSE sincerely thanks the President,  
Michael D Higgins, for permission to  
reference his work in this project.



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# Campaign and Assets

Our President's words, from a poem written in 1993, sparked an idea. Using the poem as inspiration, we have created a campaign to acknowledge and encourage the enormous effort being made by everyone in Ireland to stay safe and protect each other.

## Rainbow

The rainbow has become a symbol of hope and support during the COVID-19 pandemic across the world. This will be the visual identity of the campaign and will join many handmade rainbows in windows all over the country.



# #HOLDFIRM

This is an open source asset, available to everyone in multiple formats, animated and static. No guidelines, no rules. This symbol belongs to everyone.

## TV, radio and social media

60" TV, 60" Radio, social formats and other assets [will be available here from 6pm on Saturday 9 May.](#)

## Stay Safe. Protect each other.

The HSE and Department of Health information posters, have been updated for this new phase and are available in Irish and English from HSE.ie.



If you need anything that is not available here or have an idea that you want to run by us, please contact us.



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# Key messages

These messages might be useful to you or your spokespeople to integrate into existing messaging.

- The enormous efforts of the people of Ireland are helping to protect our healthcare workers on the frontline, as well as those most at risk of serious illness in our communities – we've flattened the curve but we have a way to go. **To stay safe, and protect each other, we must hold firm.**
- Staying away from the people we love and the things we enjoy is not easy. But it's us at our best – taking care of each other, supporting the people on the frontline and the people most at risk in communities all across the country. Holding firm for each other.
- Protecting ourselves, the people we love and the people on the frontline is something we can only do together as a community.
- The rainbow has become a symbol of hope around the world – a symbol of support for frontline workers and a symbol of hope for the future. We want to paint Ireland with rainbows over the next few weeks to lift our spirits and show our support for everyone who is protecting the health service and the people in our care.
- We're facing challenges but the health service is open. If you're unwell or have a medical emergency, please use the health service; call your GP or urgent care services.
- The latest version of the COVID-19 spokesperson pack should always be your first point of reference:  
<https://3.basecamp.com/3553121/buckets/16234420/uploads/2518696095>



# How you can help

## - Organisation or Group Actions

We welcome your help, support and partnership.

### 1. Support the campaign from 9 May 2020

The TV ad will be aired for the first time on RTE and Virgin Media at 6pm on Saturday 9<sup>th</sup> May. At the same time, it will be put on the HSE social media channels:

**Facebook Page:** [facebook.com/HSElive](https://facebook.com/HSElive)

**Instagram:** [instagram.com/irishhealthservice](https://instagram.com/irishhealthservice)

**Hashtag:** #HoldFirm #StaySafe

**Twitter handle:** @HSELive

Share the video with your own message or post it to your page using #HoldFirm and tagging @HSELive. If you would prefer to post it yourself, you will be able to download the video here from 6pm on Saturday.

### 2. Adopt the rainbow and #

We want to paint Ireland with rainbows over the coming weeks and use #HoldFirm as a rallying cry. We ask people to continue their outstanding support for the restrictions that protect us and the people we love from COVID-19. After the launch of #HoldFirm, we want our partners to take the rainbow and make it their own.

- Can the rainbow and #HoldFirm be incorporated into your current campaigns, communications or printed materials?
- Do you have a window that needs a rainbow?
- Can you think of a partnership idea that suits your organisation or community?
- How can we help you share the message?





# How you can help

## - Individual Actions

### 1. Tell your #HoldFirm stories

You, your staff or networks can take to social media to share your stories of staying safe, taking care and holding firm.

**I #HoldFirm for ...** Share who inspires you – perhaps a family member at increased risk or someone on the frontline

**#StaySafe because....** Share your motivation for keeping the virus at bay

**I'll #HoldFirm by ...** Share what is helping you to keep going – perhaps a daily walk or chat on the phone with a friend

**Protect each other by....** Share your own perspective on protecting each other

**I'll #HoldFirm until ...** Share the things you are looking forward to in the future.

### 2. Take the rainbow home

Paint or put a rainbow in a front facing room where you live and share your rainbow with your community.

Share your rainbows on social media with #HoldFirm and tag @HSELive if you wish



# Information and Contacts

Hold Firm is part of the ongoing COVID-19 public health advice programme from the HSE and the Department of Health. Our communications team are here to help with information on media channels, information resources or digital content.

If you have any queries or ideas, please contact [partner.pack@hse.ie](mailto:partner.pack@hse.ie), or visit [hse.ie/communications](https://hse.ie/communications).

