



Messaging Guidance

May 21, 2020

MI Safe Start Transition Update

- **As soon as the coronavirus pandemic reached our state, medical experts gave us clear guidelines that put us on a path that would ensure our lives could eventually safely return to normal, and our collective efforts to follow these guidelines are starting to pay off.** Recently, the governor, backed by scientific data, lifted restrictions in regions of the state that are showing signs of the possibility of returning to normal operations. Today, we can celebrate reaching a juncture where further restrictions can be eased.
- **Data has shown that other industries in the state can now lift certain restrictions.** This includes the return of non-essential dental, medical and veterinary services, opening of auto showrooms, opening retail businesses by appointment and to allow for gatherings of individuals in groups of 10 or less statewide.
- **This is welcome news, but not a return to “business as usual.”** The lifting of these restrictions comes with strict safe-practice protocols that will ensure that we will continue to keep on the path that has brought us to this point. We must continue to make smart choices to protect our health and the health of those around us, including wearing masks, washing hands often and practicing social distancing.

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