

# Cruise Health Messaging

Social Media & Digital Advocacy Toolkit

9 February 2022

Please utilize the prepared messaging – paired with the linked digital assets – on your social and digital channels to help share the cruise industry’s commitment to protecting the health of our passengers, crew, and the communities we visit.

Digital assets: <https://bit.ly/CruiseHealthAssets>

Hashtag: **#WeAreCruise**

## **Social messaging:**

### *Leading the way*

- The cruise industry will continue to put people first and remains deeply committed to promoting the health and safety of those aboard our ships and in the communities we visit.
- The cruise industry remains deeply committed to preventing the spread of COVID-19 and protecting passengers, crew, and the communities we visit against any adverse health consequences.
- CLIA and its members are deeply committed to preventing the spread of COVID-19 and protecting passengers, crew, and the communities we visit against any adverse health consequences.
- More than 100 cruise ships have returned to U.S. waters, carrying nearly more than one million people since June 2021, with a significantly lower incidence rate of COVID-19 than on land.
- The cruise industry has set the course and will continue to sail with science-backed protocols that have allowed more than 1 million passengers to sail from U.S. ports since June 2021.

### *Protocols*

- The health measures adopted by every CLIA cruise-line member remain unequalled by other industries and continue to prove effective to mitigate the spread of COVID-19 amongst cruise passengers and crewmembers.
- Cruise ships offer a highly controlled environment with science-backed measures, creating one of the highest levels of proven mitigation against the virus that virtually no other commercial setting can match.
- The health measures adopted by every CLIA cruise-line member are working to create a vacation experience with both a low rate of COVID-19 incidence and extraordinarily rare rate of hospitalization.
- The cruise industry’s protocols are unique in their approach to effectively monitor, detect, and respond to potential cases of COVID-19.

### *Vaccination & testing*

- The cruise industry's robust health measures have created an environment where almost every single person is fully vaccinated, resulting in a significant drop in COVID-positive cases and an extraordinarily low rate of hospitalization.
- The cruise industry's robust health measures and high levels of vaccination have created the safest venue for mitigating COVID-19 – serving as a model for all others.
- The cruise industry's multi-layered approach to mitigating COVID-19 includes robust testing regimens, with nearly 10 million COVID-19 tests administered by cruise lines each week.
- As part of the cruise industry's enhanced health measures, cruise lines administer nearly 10 million COVID-19 tests per week – 21x the rate of testing in the United States.