

COVID-19

lex·i·con

key terms for use

coronavirus terms

coronaviruses (CoV)

A large family of RNA-containing viruses that can be passed from animal to human, human to human, or animal to animal. The transmission route depends on the specific coronavirus. The “corona” is based on the “crown-like” spikes that appear on the surface of the virus. Coronaviruses were responsible for severe illness in humans during the severe acute respiratory syndrome (SARS) and Middle East respiratory syndrome (MERS) outbreaks. Some forms of coronaviruses cause mild respiratory infections like the common cold.^{i,ii,iii}

COVID-19

coronavirus disease 2019

Name of the disease caused by SARS-CoV-2. COVID-19 is a respiratory illness that is spread from person to person.^{iv}

novel coronavirus

The novel coronavirus SARS-CoV-2 is called novel because it had not previously been identified in humans. It is different from previous coronaviruses, such as SARS-CoV, the beta coronavirus that causes severe acute respiratory syndrome (SARS), or MERS-CoV, the beta coronavirus that causes Middle East respiratory syndrome (MERS).^{v,vi}

SARS-CoV-2

The name for a novel coronavirus discovered in 2019 in Wuhan, China.^{vii,viii}

disease related terms

asymptomatic

Showing no signs or symptoms of a disease. **Symptomatic** is when signs and symptoms of a disease are visible.^{ix,x}

case fatality rate (%)

The number of deaths from a disease divided by the number of individuals diagnosed with a disease over a certain period of time. A case fatality rate can change over the course of an outbreak as testing practices evolve. As of this writing (March 19, 2020), the case fatality rate for COVID-19 being calculated by epidemiologists is believed to be higher than the true rate. This is because many people who are infected with COVID-19, including individuals with mild or no symptoms, do not receive a diagnosis.^{xi}

comorbidity

The presence of more than one distinct medical condition within an individual. The Centers for Disease Control and Prevention states people are at a higher risk of getting sick from COVID-19 if they are older and have an underlying condition like heart disease, diabetes, lung disease or another serious medical condition.^{xii}

epidemiology

The study of how diseases occur in different groups of people and why. **Epidemiologists** study the patterns and causes of disease through data collection and analysis.^{xiii,xiv}

incubation period

The time between initial exposure to a virus and when symptoms first appear in an individual. An individual can be infectious before COVID-19 symptoms appear. The incubation period that has been observed so far for COVID-19 is 2-14 days. In most people, symptoms appear at the 5 day mark, according to the World Health Organization.^{xv}

public health related terms

<i>community mitigation</i>	Strategies and actions individuals within a community can take in order to reduce or slow the spread and transmission of disease to protect high-risk individuals and healthcare and essential workforce employees. Common measures include forced closure of non-essential businesses. ^{xvi}
<i>essential businesses</i>	Essential businesses are determined by a municipality and typically include businesses such as supermarkets, pharmacies, healthcare facilities, hardware stores, banks, post offices and pet stores/vets. Bars, theatres, museums, salons and gyms, for example, are considered non-essential. ^{xvii}
<i>flattening the curve</i>	The “curve” (also known as an epidemic curve) refers to the estimated number of people who may contract a disease over a specific period of time. The “flattened curve” assumes the same or fewer numbers of people will become infected but over a longer period of time, which would allow for healthcare systems to have the capacity to treat infected individuals. ^{xviii}
<i>isolation</i>	Keeping someone (in this case someone who is infected with the SARS-CoV-2 virus) from other people to prevent the spread of germs. This takes place within a medical facility, hospital or at home. ^{xix}
<i>lockdown</i>	An emergency action that temporarily limits people from entering or leaving a specific area during a threat. Can also be referred to as a “mass quarantine.” Because “lockdown” isn’t a technical term used by public-health officials, it is sometimes being used to refer to other containment measures, including sheltering in place and/or closing non-essential businesses. ^{xx,xxi}
<i>quarantine</i>	The practice of isolating people or animals due to their exposure to infectious diseases. The federal government can issue a quarantine order to limit the movements and congregating of people to reduce viral spread. ^{xxii}
<i>self-monitoring</i>	Keeping tabs on your temperature and any signs of sickness, e.g., fever, cough. ^{xxiii}
<i>self-quarantining</i>	An individual’s decision to isolate themselves from others following potential or high risk of exposure to someone who may have the virus. During this time, the individual should have limited to no contact with others. ^{xxiv}
<i>shelter-in-place</i>	A shelter-in-place order typically means to stay in a safe, indoor location until an order is issued saying it is safe to leave. The current COVID-19 shelter-in-place orders are intended to limit the movement of people by prohibiting individuals from going outside except for activities that are defined as “essential,” which include things like grocery shopping, banking, picking up medicines and going outside for exercise. When going outside, the orders typically state that people must maintain a safe (in this case six feet) distance from others to avoid the spread of the disease. ^{xxv}
<i>social distancing</i>	Increasing the amount of physical space between people to avoid contact and limit the possibility for spreading the virus. For COVID-19, the Centers for Disease Control and Prevention recommends people stand at least six feet apart. Social distancing also includes taking actions like working remotely, staying home and not participating in social activities with large groups of people. ^{xxvi}

about this document

This lexicon was included in “[Navigating COVID-19: a Briefing for Leaders](#)” developed by Orangefiery in March 2020. For leaders, staying informed and communicating clearly is important during times of crisis and uncertainty. This lexicon is intended to be a resource for organizational leaders to help guide their communications and messaging during the coronavirus 2019 pandemic and to facilitate strong communications with stakeholders.

about orangefiery

Orangefiery is a consulting and communications firm focused on helping leaders and brands navigate challenges and growth opportunities. We aspire to provide our clients in healthcare, technology and other sectors with intellectually rigorous work that inspires their stakeholders and advances their business goals. With diverse backgrounds in management consulting, corporate communications, brand strategy and journalism, we design and implement real-world, actionable tools and frameworks to help leaders navigate inflection points with positive outcomes.

More information can be found at www.orangefiery.com or by contacting info@orangefiery.com.

sources

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