



CITY OF **THESSALONIKI**

During the COVID-19 lockdown in Greece, the City of Thessaloniki has instantly taken a number of initiatives to prevent the spread of the virus and to protect public health, including disinfections, public information campaign and social actions.

### PUBLIC INFORMATION CAMPAIGN

The public information campaign undertaken by the City of Thessaloniki raises locals' awareness pertaining to municipal proactive and reactive measures against COVID-19, while is focused on shaping people's behaviour using the slogan "stay at home" in traditional and social media.

The campaign includes:

- distribution of printed rules of personal hygiene and bus stop shelter advertising of them.
- Mayor's message on COVID-19 (addressed also in sign language) shown on the local TV channel (TV100).
- Short videos regarding household waste management and protection of cleaning workers on the front lines of the corona virus pandemic shown on TV100.
- Distributing 5000 flower pots to locals, taken from the municipal seedbed, with a sticker on them saying "we stay at home, being creative and brightening our place".

### SOCIAL ACTIONS

Social actions can be named as:

- "Home Assistants" who help vulnerable groups in Thessaloniki with their daily needs like shopping food or medicines. The municipality provides daily meals for people in need, supported by local restaurants. And the city's tv channel broadcasts lessons for students as well as messages from children to their grandparents.
- Psychological support line, staffed with psychologists as volunteers.
- Measures softening the economic blow for local SMEs.

- Engaging entrepreneurs in raising funds for medical needs and donating to hospitals.
- Feeding homeless pets.
- Lockdown of all municipal kindergartens.
- The accommodation of homeless people in a new refurbished place and in certain hotels of the city.
- Tutor lessons specially designed for students staying home shown in the municipality's broadcasting station (television) enriched with broadcast video messages, recorded by children to their beloved ones in distance, such as grandchildren sending messages to their grandparents.
- Restriction of the provided municipal services (civil protection, financial department and registry office), for the protection of the Municipality's venues and employees. Most of the services are now digital and a lot of the employees work remotely. The city provides all the information needed on the municipality's site.
- Provision of ready meals on a daily basis for underprivileged people. Raw material is provided by closed restaurants and the meal preparation is undertaken by the municipality.
- Digital Cultural activities undertaken by the directorate of Culture and Tourism of the City of Thessaloniki.
- Call for blood donation in the City Hall, reinforcing local hospital blood banks

## DISINFECTIONS

The municipality works 24/7 for the intensive and continuous disinfection of all public spaces including:

- Main hospital venues
- Schools and all municipal buildings
- Streets and neighbourhoods
- Bus stations
- Central parks
- Rubbish bins

At national level, Greece went into a total lockdown to limit the spread of the corona virus. People are only allowed to go out for work, to buy food or medicine, visit a doctor, walk a pet, exercise by themselves or in groups of two.

