The Formentera office of tourism unveiled today the revamped version of a campaign to educate tourists and remind islanders about the pillars of the local plan to stem the spread of covid-19. President and tourism consellera Alejandra Ferrer explained that “new rules requiring masks to be worn in the vast majority of public spaces meant we had to tweak our educational approach”.

“Protect Formentera, for you and for everyone!” is the slogan of the campaign highlighting the ground rules to stopping the spread of covid-19 on the island:

1. Mask must be worn
2. Members of different households must maintain a safe 1.5-metre distance
3. Frequent hand washing/sanitising.

A general infographic outlines the primary exceptions to the face covering rule while a second poster is geared toward minutia. Exceptions include beaches, pools, outside towns, during exercise and while eating or drinking, and the rule is not applicable for children under 6.

Educational posters can be found at display cases around the island, as well as restaurants, hotels and other establishments. Additional information is available on the tourism office website at formentera.es/covid. Text is in Catalan, Spanish and English in a bid to ensure the message reaches islanders and tourists alike. Commending the implication of both residents and business owners since the start of the public health crisis, President Ferrer called on the island’s visitors for similar assistance in the effort to keep Formentera safe: “The pandemic hasn’t gone anywhere, and a spike on our island could mean us starting all over again.”

As it did during the easing of lockdown restrictions, the Consell de Formentera has printed posters highlighting new guidelines in the wake of publication in the regional gazette, yesterday, of recently adopted measures on mobility, trade, restaurants and more.

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Department of Communications
Consell de Formentera