

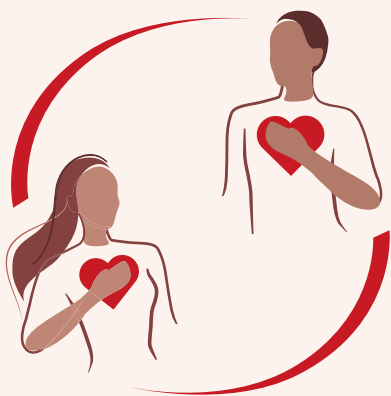
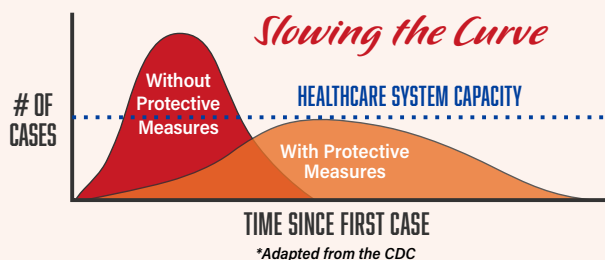


# WHAT IS THE HEARTSHAKE / SALUDO DE CORAZÓN?

*The Heartshake, Saludo de Corazón* is to help people feel connected to each other while many stay home and practice social distancing to protect the ones we love, our friends and neighbors, and those most at risk to be severely affected by COVID-19. The campaign is led by the **San Antonio Hispanic Chamber of Commerce (SAHCC)** to slow the spread of COVID-19 and decrease mortality risk by reinforcing social distancing practices. Traditionally, Hispanic cultures embrace each other with *abrazos y besos*, and this campaign will encourage new cultural norms with a "heartshake" greeting in place to reduce contact and still show affection.

## Why This Matters

By slowing the spread, we prevent overwhelming hospitals so they can continue providing critical care to all patients, including those affected by COVID-19. We must ensure that residents take this seriously, if not for themselves, for the people and businesses they care about. Instead of handshakes, fist bumps and elbow touches, introduce a greeting with no person-to-person contact to control the spread. *By acting now, we can help mitigate the risks and potentially save thousands of lives.*



## How to Use the Heartshake

*The Heartshake, or Saludo de Corazón, is the new handshake, hug or kiss in social distancing.*

**SAY "HELLO" OR "I LOVE YOU" BY PLACING ONE HAND OVER YOUR HEART AND TAPPING TWICE.**

This tells the person you're greeting that while we may be maintaining our distance to protect each other, we're in this together. **Our community will be stronger for it and we're all healing together.**

USE THE  
HEARTSHAKE  
TO:

- say "I love you" to a family member
- say "I appreciate you" to the postal worker delivering your mail or to the person bagging your groceries
- say "hello" to the stranger on your morning walk, or to your coworkers on video conference

WE MAY BE APART FOR NOW, BUT WE'LL GET THROUGH THIS TOGETHER,  
**CON CORAZÓN.**

