

Swiss Cheese is the New Normal

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This article is aimed at you, the ISG Member. But, it should be practiced by all of us who are in the general public and doing business as a vital cog in your part of America.

I am asking everyone to not touch your face, wear a mask, disinfect surfaces and wash your hands frequently. If everyone voluntarily wore a mask, any mask, any face covering, then even as we open up, COVID-19 would dissipate much quicker. The State of Ohio's, Department of Health's, Dr. Amy Acton often talks about the "Swiss Cheese Approach" to living in what is referred to as the "New Normal".

What is the New Normal?

The New Normal is a time when the public at large is hyper-aware of the highly contagious COVID-19 virus. It won't be forever, but it could be for at least the next 12-18 months. In fact, that timeline could be shortened dramatically if everyone took part in the "Swiss Cheese" approach to the highly contagious virus.

What is the "Swiss Cheese Approach"?

Most everyone knows that a slice of Swiss cheese has holes in it. It's a unique feature of Swiss cheese, but if you were to lay slices on top of each other, then you could effectively cover up all the holes and the bottom of one's plate wouldn't be seen through the slices of Swiss cheese. How can this be done in terms of a highly contagious virus? The spread of COVID-19 could be reduced quickly if everyone in the general public:

- 1) not touch your face
- 2) wore a face mask (any type)
- 3) socially distanced themselves
- 4) washed their hands frequently
- 5) use hand sanitizer when hand washing isn't possible
- 6) disinfected touch points often
- 7) limited travel (especially long distance)
- 8) don't congregate in large crowds
- 9) used additional safeguards (like Plexiglas dividers, reducing heavy traffic locations in buildings)
- 10) self-isolate for 14 days when known exposure to COVID-19

Now, let's be clear, no one can force you to do these things, and no one can protect you, but you. Many of you are blessed to have the immunity to ward off getting sick from this highly contagious new virus. But the Swiss Cheese Approach has very little to do with you!

Now if you follow most of these 10 steps, are you likely to reduce your chances of getting sick? **Yes.**

Is the Swiss Cheese Approach about only keeping myself and my immediate family safe? **No!**

Will the Swiss Cheese Approach reduce outbreaks and shorten the New Normal? **Absolutely.**

So, I encourage you to implement the Swiss Cheese Approach in your life and share it with your family. Ask others who enter your business to do it. Do it because it's a common sense and an immediate approach to a novel (new) virus. Do it because it keeps your employees and co-workers safe. Do it because it makes great business sense, just not now, but to get us all back to *THE OLD ECONOMIC NORMAL* quicker.