Six Intuitive Foundational Moral Values

CORONAVIRUS WORKSHEET

Moral Foundation	Your Public Health Message
1. Care (pairs with Harm) • **Reflects the base of Maslow's Hierarchy of Needs** • **(Security, Shelter, Food, Water, Warmth)**	-Protect yourself and others -Help those most vulnerable -Public health can assist you -Stay healthy and safe
2. Liberty (pairs with Oppression) • **Physical and Mental Freedom** • **Social Intolerance of <u>Bullies</u>**	-Coronavirus can threaten our safety and freedom -We want our community to be free from fear of contagion -The quicker we beat this, the quicker we recover and return to normal
3. Fairness (pairs with Cheating) • **Equality of Opportunities** • **Social Intolerance of "<u>Free-Riders</u>"**	-Everyone has an interest in beating his outbreak -Those at home all need to have resources to stay there -Infection does not discriminate -We have an interest in everyone getting appropriate care
4. Loyalty (pairs with Betrayal) • **Personal Trust, Group Identity, Patriotism** • **Social isolation of those who <u>betray</u>**	-Do your part, wash your hands and don't be a risk to others -We need to protect our community -Limited resources should go first to responders, HCW's and those caring for us. -I'm loyal to you and want to keep you safe
5. Authority (pairs with Subversion) • **Competitive advantage of organized groups** • **Deference to "good" leaders (Alexander the Great)** • **Social intolerance of those who <u>subvert</u> the system**	-Scientific evidence and common sense show that protective measures really work -Listen to your local public health official -Quarantine and social distancing may be necessary -Be a good role model for others
6. Sanctity (pairs with Degradation) • **Not simply a religious value** • **Respect for the human spirit** • **Social aversion of personal <u>degradation</u>**	-Public health does not run, it stands by your community -Support those taking risks to care for your loved ones -Look for ways to serve others -Help nurture the spirits of those needing comfort