



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: Tibau do Sul x Coronavirus

Destination Name:

Tibau do Sul city, Rio Grande do Norte State

Country: Brazil

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Position: Tourism Secretary

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)

DESCRIBE YOUR GOOD PRACTICE STORY



Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice?

With the increase in the number of coronavirus cases in Brazil, the first being on January 23, 2020, the virus arrives in Rio Grande do Norte on March 12 this year. With this situation, the state of Rio Grande do Norte decrees social isolation and with that, the municipal management of Tibau do Sul meets with the productive sector, in order to define its actions and guidelines to be taken against Covid-19. That said, it was decided for social isolation and the closure of all establishments: hotels, inns, shops, restaurants, among others. In common agreement, the community and the productive sector decide, together with municipal management, for health, supporting the decision, staying at home (Decree 15), thus becoming the first municipality in the state to make such decision. The STAY AT HOME campaign and all its care begins.

Methods, steps and tools applied

How was the good practice implemented?

Concomitantly, the Crisis Management Committee (Decree 16) is composed of the Secretariat of Health, Tourism, Environment, Social Assistance, Planning, Urban Services, Mixed Health Unit, Epidemiological Surveillance Coordination, Attorney and Communication with the Mayor as its president to follow Covid's daily life in the city.

The initiative resulted in the creation of an educational and preventive health barrier at the entrance to the city, where pamphlets are delivered with explanations of the care to be taken; temperature check and, if necessary, return the vehicle to its hometown;

The social segment was not forgotten: donation of 3 thousand basic food baskets to the most needy, stopped without being able to work; and distribution of 3 thousand double layer fabric masks to the needy population; exclusive use of an ambulance for symptomatic respiratory patients and a trained and prepared team with appropriate individual equipment, following the guidelines of the WHO - World Health Organization; Creation of the Clean & Safe seal that must be delivered to each establishment, after the visit of the Municipal Health Surveillance, upon reopening.

The municipality also provides psychological support for health workers and social workers;

Another important point was the activation of the Technical Health Chamber, belonging to the DEL Project - Local Economic Development, which has been operating in the municipality for over a year, by the Municipal Tourism Secretariat to prepare booklets for each sector of the segment.

Key success factors



What helped you tackle the issues? Click to add your text

- 1) Immediate action of the local government;
- 2) A joint decision between government, private initiative and community was fundamental;
- 3) The municipality have provided psychological support for health workers and social workers;
- 4) Creation of preventive, educational and effective measures

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

Public management takes as a lesson from the pandemic the need to be faster in decision making, focus on investing in intelligence in order to gather resources and aggregate social segments to increase the productivity of the public sector; Focus on prevention, anticipate actions; working together with the community and the productive sector increases the certainty of a better result; have public policies aimed at prevention with a structured planning, whether for a budgetary, political, social or health crisis

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

Has it received any rewards?

The first case of Covid 19 arrives in the municipality almost two months after arriving in the state of Rio Grande do Norte, a success, if we take into account that of Praia de Pipa, Tibau do Sul, for being an internationally known destination and frequented by many foreigners were expected to be the first district to be hit. This success is due to the immediate action of the local government that, with the support of the productive sector, created preventive, educational and effective measures to achieve this result.

To be clear we post below a table of Covid cases in neighboring municipalities: COVID 19 CASES in August 31 2020

CITY	CONFIRMED	DEATHS	LETHALITY	DEATHS PER 100 K INHABITANTS	DISTANCE FROM US
Goianinha	436	7	1,61%	28,59%	19,4
Baia Formosa	87	5	5,75%	53,93%	57,2
Canguaretama	298	17	5,70%	49,60%	37,1
Natal (capital)	22477	967	4,30%	109,37%	81,8
Tibau do Sul	292	2	0,68%	14,60%	-

* source : <https://brasil.io/covid19/RN/>

At this moment the city is preparing for a gradual and conscious reopening, with the defined protocols to be complied with and inspected.

One of the greatest results achieved by our health protocols was having been recognized by the WTTC - The World Travel & Tourism Council, as a Safe Travel destination, and being able to use this seal in the promotion of the destination



Additional references

Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

https://www.instagram.com/tv/B_GK3HtBsea/?igshid=1uvqbkrqd4a09 (stay home)

https://www.instagram.com/tv/B_TCu5B7pC/?igshid=kl4jpx550c49 (stay home)

https://www.instagram.com/tv/B_ihBpipATM/?igshid=12d97kuv8gz8b (health barrier)

https://www.instagram.com/tv/B_ihBpipATM/?igshid=12d97kuv8gz8b (inspection)

https://www.instagram.com/tv/B_ihBpipATM/?igshid=12d97kuv8gz8b (no cases)

Decree 15

http://www.diariomunicipal.com.br/femurn/materia/CB662F22/03AGdBq24IlgJvLM4Y9nuvCkz52EcnFGML-7qligg8iAkM8_H8RwnFuqItGVjordU1TS3yQiAy_XxsB4Jq08H5YnUWB2oBYbN3JONUuBGU2hFxlCqdC6jeQn24KvdJqt6mqazfTRVyoO1o7uhpa8poswD0H3v_hVL3nhE8Uxl-jEHu0wu7alpOOpCZ04Vgonv2-jMhwyfYDUSNEmzG_0AqLDk0TPm3bUv0ye9-wX_nAbi21pWLumR9n8Qz2w9udybKox7dNZcdCNh543cYNBL0Xo0WPxV7Ncg7Ay0spdgfkX4_Yl4N3-ZDF3xiAN7mOsC3EFRU9c15GmgYRVA1ZUjcE8SDFTHSJ- Wf7wnBsmP6wBRr1sAK - Qyni8U9IXV82D1Mfzsm1iwPQxQymUwUtGnTpVtxRPwoBjIHA

Decree 16

http://www.diariomunicipal.com.br/femurn/materia/CB662F22/03AGdBq24IlgJvLM4Y9nuvCkz52EcnFGML-7qligg8iAkM8_H8RwnFuqItGVjordU1TS3yQiAy_XxsB4Jq08H5YnUWB2oBYbN3JONUuBGU2hFxlCqdC6jeQn24KvdJqt6mqazfTRVyoO1o7uhpa8poswD0H3v_hVL3nhE8Uxl-jEHu0wu7alpOOpCZ04Vgonv2-jMhwyfYDUSNEmzG_0AqLDk0TPm3bUv0ye9-wX_nAbi21pWLumR9n8Qz2w9udybKox7dNZcdCNh543cYNBL0Xo0WPxV7Ncg7Ay0spdgfkX4_Yl4N3-ZDF3xiAN7mOsC3EFRU9c15GmgYRVA1ZUjcE8SDFTHSJ- Wf7wnBsmP6wBRr1sAK - Qyni8U9IXV82D1Mfzsm1iwPQxQymUwUtGnTpVtxRPwoBjIHA

<https://www.blogdobg.com.br/pipa-prefeito-modesto-macedo-e-setor-produtivo-decidem-permanecer-com-o-municipio-de-tibau-do-sul-fechado/> (decision)

<https://tibaudosul.rn.gov.br/>

<https://tibaudosul.rn.gov.br/2020/03/20/prefeito-de-tibau-do-sul-reune-se-com-o-setor-produtivo-que-pede-decreto-emergencial-no-municipio-para-combater-o-covid19/> (first meeting with productive sector)





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