

# VIBRANT AND SUSTAINABLE NEW BRUNSWICK

Save Lives

Minimize Impact on  
New Brunswicker's  
Culture, Lives, Jobs  
and Businesses

Keep People Safe

Reduce

Care

Adapt

Recover

The Government of New Brunswick adopted the following mission statement:

Save lives, keep people safe, and minimize impact to New Brunswickers' culture, jobs, lives and business

And will follow the following principles to do so:

**Reduce** social, cultural, financial and health impacts with a balanced approach;

**Care** for the physical, mental health and social needs;

**Adapt** government, business and social behavior to excel despite impacts and measures;

**Recover** by prioritizing needs and support business, communities and individuals who need it the most.