

In the fourth and final video instalment of “Ara més que mai, cuidem les nostres emocions” (Now more than ever, practise emotional self-care) out today, viewers meet Bartolo, Mari, Elma and Adel. Though the pandemic has robbed this Formentera family of many things, it has given them something extremely precious: family time! Pictured below, two associated posters will be shared today on Consell de Formentera social media accounts.

Local premiere Alejandra Ferrer applauded the stars of the campaign, insisting their participation “has helped us to offer islanders messages of hope, and to look on the bright side even as Formentera was subject to the severe limitations of enhanced tier 4 public health orders”. “Everyone on the island could have starred in one of these videos, because the pandemic has affected all of us”, asserted Ferrer, who also had this to ask of islanders: “Though ‘Now more than ever’ has concluded, we need for its spirit to live on, for public health and economic crises continue, and sacrifice will be a crucial part of guaranteeing public health safety. Emotional self-care will remain every bit as important in the days ahead.”

The first ‘Now more than ever’ instalment coincided with introduction of tier 4 public health protocol on 3 February. Today, 26 February, islanders will see the campaign’s conclusion.

Juanjo Escandell became the first star of the ‘Now more than ever’ video vignettes when the Formentera native let camera crews in on his pandemic-survival secret (jogging), urging islanders to hang in there and take advantage of Formentera’s treasure trove of hidden opportunities.

Featured in the second video was Elena Lisbona, a local nurse with her own tips for trouncing Covid-19: walks on the beach, talks with loved ones and support from friends.

The third instalment in the series introduced viewers to Pep de n’Andreu, a native islander born during the Spanish Civil War who said his pandemic-survival strategy was the product of a life’s experience. Pep sees the vaccine as offering a path to normality, and, until we get there, finds solace in fieldwork!

“May all of us find that unique trick to making it through these unusual times”, offered Ferrer. “Soon these memories will only serve to remind us to appreciate the big little things”, concluded Ferrer.

The four videos and nine posters of ‘Now more than ever, practise emotional self-care’ are available here .

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Communications Department
Consell de Formentera