The New Normal: Changes to Everyday Life

Colonists faced threats to their health and safety, but also a threat to their economic well-being. Faced with potential severe illness and death, colonists responded by making adjustments to their daily lives as a way to reduce their exposure to the disease and to make life during this time more manageable. Communities rallied to boost morale as best they could during uncertain times.

Closing Businesses
Smallpox and yellow fever outbreaks paralyzed businesses. Threat of contagion and lack of healthy employees forced stores and even the wharves to shut down for weeks at a time. The 1699 yellow fever epidemic closed businesses for five weeks, causing devastating economic hardships to both owners and employees.

Doctor’s Note:
The 1738 smallpox epidemic closed so many Charles Town businesses that grass grew in the streets.

Closing Government
Legislative activities shut down as well, with city and state governments unable to gather during outbreak periods. During the 1738 smallpox epidemic, the General Assembly met at Ashley Ferry because they deemed downtown as too dangerous.

Doctor’s Note:
The Act of 1738 posted armed guards outside quarantined homes and required a white rag or sign hung on every home of the infected.

Changing Traditions
Typically, church ministers rang the bells during funerals to mourn the dead. However, during the 1732 yellow fever outbreak, they ceased the ringing because the frequency of the bells reminded everyone of the high death toll. Ministers also encouraged citizens to practice a day of fasting and prayer to combat the yellow fever outbreak.

Doctor’s Note:
The Act of 1738 required ministers to post the number of sick and recovered from their congregation.

“A great cloud seems at present to hang over this province. We are continually insulted by the Indians on our back settlements and a violent kind of smallpox rages in Charles Town that almost puts a stop to all business.”
-Eliza Lucas Pinckney

Which change would have been the hardest for you?