

Guidance for communicating with...

Key Public Health Roles: Education, Collaboration, Planning & Problem Solving

General/all audiences

- Provide information on COVID-19 and non-pharmaceutical interventions
- Reassure that fears are valid, and panic should be avoided
- Offer flu vaccine
- Validate feelings, uncertainty is uncomfortable and normal
- Efforts to reduce stigma
- Reinforce community; we are all in this together
- Everyone should stay home when not feeling well
- Educate on Prevention Efforts:
 - Social distancing
 - Increased hand hygiene
 - Increased environmental cleaning of high-touch surfaces
 - Cover coughs and sneezes with elbow
- Review and revise policies that may encourage people to come to work/school while sick

Community Partners

- Support local organizations in reviewing, updating, and practicing Emergency and Continuity Plans
- Mobilize and Empower local government to review and improve Emergency Operations Plans: Tabletop Exercise
- Engage key stakeholders (city officials, faith-based organizations, Red Cross) to help support COVID-19 preparation efforts
- Review CDC guidance
- Explore how to support needs of employees and high-risk populations in your community

Schools

- Decrease fear and stigma “Over 80% of people with COVID-19 have mild or moderate illness”
- Include school nurses, principals and other key staff in education on COVID-19 and non-pharmaceutical interventions
- Establish and/or strengthen systems and structures that support effective and coordinated communication with key partners and stakeholders
- Collaborate with school district officials to consider:
 - Social distancing (spacing students further apart, cancelling group classes)
 - Increased hand hygiene, environmental cleaning of high-touch surfaces
 - Efforts to reduce stigma
 - Messages that need to go out to families on how to keep family healthy
 - Assure school has plan and understanding of when school would close
 - Would there be a way for students on lunch support be able to get food?
 - Are online/correspondence classes a possibility so students can continue to learn?

Homeless Services

- Provide education on COVID-19 and non-pharmaceutical interventions
- Collaboration and develop of plans for how to shelter sick homeless individuals being discharged from the hospital
- Assist in assessing shelter sleeping spaces. Consider: physical separation; bed spacing; PPE; cleaning processes; access to bathrooms; airflow (access to window)
- Offer flu vaccine
- Engage other key stakeholders (city officials, faith-based organizations, Red Cross, local community health improvement coalitions) to help support this highly vulnerable population
- Help increase access to a medical home and Medicaid

Media

- Use the most recent, updated information from SOPHN, SOA, CDC, and WHO
- Stay on subject
- Speak to PHN expertise and authority only
- Use information provided through reliable resources
- This is a developing situation – recap that conditions are changing day by day and that you may not know all the answers
- Emphasize strengths in the health system and community in dealing with COVID-19

