NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

SURGE TOOLKIT OVERVIEW

NCDHHS COVID-19 Communications

Last Updated: October 23, 2020

ABOUT THE SURGE TOOLKIT

Surge Toolkit Purpose

This toolkit provides you with communications and templates to help get the word out about COVID-19 resources.

The toolkit includes important information about prevention best practices, local testing sites and events, contact tracing efforts, and quarantine and isolation support.

Surge Toolkit Audiences

The Toolkit

- Provides communications assets and templates you can use to get out important messages in your communities.

Toolkit Resources

- Focus on testing, contact tracing, and supports available to safely isolate or quarantine.

- Can be used countywide.

- Have an intentional focus on reaching historically marginalized populations most impacted by the pandemic.

- Are provided in English and Spanish.

Surge Toolkit Audiences

Recommended Audiences to Engage:

- Food banks

- K-12 Schools

- Universities

- Places of Worship

- Testing events and sites

- Local Businesses

- Employers

- Community colleges

- Pharmacies

- Local Departments of Social Services

- Local Health Departments

- Farmworker Sites

- Homeless and Domestic Violence Shelters

- Grocery stores

- Local Health Departments

- Urgent Care

- Health Care Provider Offices

- Federally Qualified Health Clinics

How to Access Materials

- **Click on the resource links throughout this presentation.**

- **Follow the steps in this presentation on how to access, download, personalize, print, and share each resource.**

- **You can also access additional communications resources including:**
  - **"Whatever Your Reason"** campaign materials that urge every North Carolinian to "Get Behind the Mask"
    - English (ncdhhs.gov/WhateverYourReason)
    - Spanish (ncdhhs.gov/CualEsTuRazon)
  - **Prevent & Protect Toolkit** materials that were designed to inform and educate North Carolinians about testing, contact tracing, and preventative measures they can take to protect themselves and their loved ones and help slow the spread of COVID-19.
    - covid19.ncdhhs.gov/PreventAndProtect

SURGE TOOLKIT COMPONENTS

Flyers & Posters

Topics Addressed:

- **Prevention**
    - Urge residents to "Know the 3 Ws" and "Recuerda las 3 Ms".
    - Encourage local businesses to post these flyers reminding customers to wear a mask before entering.

- **SlowCOVIDNC**
    - Encourage community members to download and use SlowCOVIDNC with this flyer option 1 and flyer option 2. The anonymous exposure notification application for your smart phone can alert you if you have recently come into contact with another SlowCOVIDNC user who has tested positive.

How to Use:

- **Access** the files at the link under the "Topics Addressed"

- **Download** the files

- **Print** the flyer/poster either in-house or by sending to your local print shop (We recommend printing the flyers/posters in color)

- **Share and hang** the posters around your community, partnering with local businesses and other organizations. You can also **share** the flyers as graphics on your organization's social media account(s).
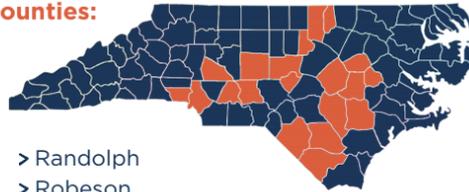
Flyers & Posters

Topics Addressed:

- **Quarantine and isolation supports**
    - Help is available. If people are asked to quarantine due to COVID-19, there is support. Let your community know that they can get the support they need with this poster and brochure.

Currently, this support is available in 20 counties:

Este apoyo está disponible actualmente en 20 condados:

- Bladen
- Chatham
- Columbus
- Duplin
- Durham
- Gaston

- Granville
- Greene
- Johnston
- Lee
- Mecklenburg
- Montgomery

- Randolph
- Robeson
- Rowan
- Sampson
- Stanly

- Vance
- Wayne
- Wilson

How to Use:

- **If your community is in one of the 20 counties where support is currently available, access** the files at the link under the "Topics Addressed"

- **Download** the files

- **Print** the flyer/poster either in-house or by sending to your local print shop (We recommend printing the flyers/ posters in color)

- **Share and hang** the posters around your community, partnering with local businesses and other organizations. You can also **share** the flyers as graphics on your organization's social media account(s).

Flyers & Posters

Topics Addressed:

- **Testing**
  - **Testing Sites Flyer Templates:** Post flyers around your community to help people know where they can get tested with customizable site posters.
  - **Testing Events Flyer Templates**: Host your own testing event and promote to your community with customizable event posters.
  - Both are available in English & Spanish.

How to Use:

- **Access** the files at this link under the "Topics Addressed"

- **Download** the files

- **Personalize** the flyers and posters by filling in your event details and include your organization's name and logo

- **Print** the flyer/poster either in-house or by sending to your local print shop (We recommend printing the flyers/posters in color)

- **Share and hang** the posters around your community, partnering with local businesses and other organizations. You can also **share** the flyers as graphics on your organization's social media account(s)

Social Media Resources

Topics Addressed:

- **Prevention Graphics**
  - **3 Ws and 3 Ms.** Share graphics on your social media channels to encourage people to "Know the 3Ws" and "Recuerda las 3 Ms".
  - **Get Behind The Mask.** Share the "Whatever Your Reason, Get Behind the Mask" campaign widely, including videos, flyers, and social media graphics available in English and Spanish.

- **Testing Graphics**
  - **Find My Testing Place.** Help community members find a local testing place near them by sharing the NCDHHS Find My Testing Place tool with these social media graphics.
  - **Check My Symptoms.** Help your community understand if they should get tested for COVID-19 by sharing the NCDHHS Check My Symptoms tool with these social media graphics.

How to Use:

- **Download** the graphics and sample posts to your computer by clicking on the links on this slide

- **Personalize** the posts to make them relevant for your community

- **Share** the post on your organization's social media platforms and include the provided graphics in your post

- You can also **reshare** posts directly from NCDHHS social media accounts by going to @NCDHHS (Facebook, Twitter, or Instagram)

Social Media Resources

- **Contact Tracing Graphics**
  - **SlowCOVIDNC.** Help promote the SlowCOVIDNC app among your community members by sharing on your social channels. Use the SlowCOVIDNC Communications Toolkit to share information.
  - **Answer the Call.** Encourage your community to answer the phone if a member of the COVD-19 Community Team or Local Health Department reaches out by promoting these social media graphics.

How to Use:

- **Download** the graphics and sample posts to your computer by clicking on the links on this slide

- **Personalize** the posts to make them relevant for your community

- **Share** the social media post copy on your organization's social media platforms and include the provided graphics in your post

- You can also **reshare** posts directly from NCDHHS social media accounts by going to @NCDHHS (Facebook, Twitter, or Instagram)
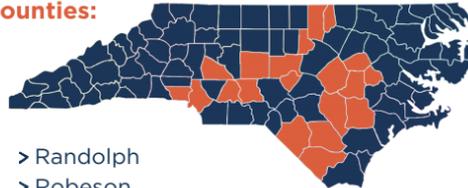
Social Media Resources

- **Quarantine and Isolation Supports Graphics**
  - **Help is available.** Help your community know that no-cost supports may be available for eligible people who test positive or are exposed to COVID-19 by sharing these graphics and posts on your social accounts.

Currently, this support is available in 20 counties:

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> Bladen
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How to Use:

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Testing Radio Ads

Topics Addressed:

- Urge your local community to get tested if they are experiencing symptoms of COVID-19 or may have been near someone with COVID-19.

- Inform your local community about using Find My Testing Place to locate a nearby testing site.

- Download the 30-second testing ads at the link below.
  - They are available in English and Spanish.

How to Use:

- Access the ads at the links provided.

- The files will download when you click on the link.

- Share the ad with community members via your newsletter, website, or social media

Sample Newsletter Copy

Topics Addressed:

- Inform your local community about prevention, testing, contact tracing, and quarantine and isolation supports.

- See the newsletter copy here.

Sample Talking Points

Topics Addressed:

- Inform your local community about prevention, testing, contact tracing, and quarantine and isolation supports.

- See the talking points here.

Sample Media Alert

Topics Addressed:

- Inform your local community about using [Find My Testing Place](#) to locate a nearby testing site.

- See the media alert [here.](#)