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# Effective Community Messaging for COVID-19


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 **JOHNS HOPKINS**  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

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**CENTER FOR AMERICAN  
INDIAN HEALTH**

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## Johns Hopkins Center for American Indian Health at the Bloomberg School of Public Health



**Founded in 1991** by Dr. Mathu Santosham, based on 10 years' of work with southwest tribes

**Mission:** To work in partnership with Native American and Alaska Native communities to raise health status, self-sufficiency and health leadership to the highest possible level

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## COVID-19 Health Communications

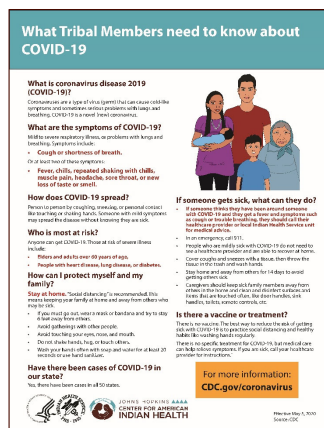
- Fact sheets
- Social Media (Facebook, Twitter, Instagram)
- Storybook
- Radio PSAs
- Town Halls

<https://caih.jhu.edu/news/covid19>

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## Fact Sheets

- More than 20 have been developed
- CDC guidance
- Easy to understand
- Topics include
  - General information and guidance
  - Caring for self or others who are sick
  - Keeping self and family safe
  - Mental health and stress management
  - Talking with Kids
- Target Audience varies
  - providers, caregivers, parents, tribal leaders, general public
- General Information about COVID-19 fact sheet can be customized with tribal name and local contact numbers



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### Tips for keeping healthcare workers and their families safe from COVID-19

- Going to Work**
  - Avoid public transit and ride-sharing.
  - Wash hands and face with soap.
- Before Leaving Work**
  - Wash hands and face with soap, gloves, and other PPE.
- Just Before Entering Home**
  - Wash hands and face with soap.
  - Change clothes.
  - Take a shower.
  - Use a dedicated bag for work clothes.
  - Use a dedicated bag for work shoes.

### How to prevent the spread of germs like coronavirus (COVID-19) in the home

- Separate the sick from those who are well.**
- Wash hands often with soap and water for at least 20 seconds.**
- Avoid sharing household items.**

### Tips for Elders and Their Caregivers about COVID-19 (Coronavirus)

Most elders are at higher risk of getting very sick from COVID-19. The older you are, the more likely you are to have a serious illness or die from COVID-19.

**How to keep Elders and others safe:**

- Do not visit or care for anyone who is sick.
- Do not visit or care for anyone who has been in contact with someone who is sick.
- Do not visit or care for anyone who has been in contact with someone who has been in contact with someone who is sick.

**What else should caregivers do?**

- Wash hands often with soap and water for at least 20 seconds.
- Use a dedicated bag for work clothes.
- Use a dedicated bag for work shoes.

### STRESS AND ANXIETY MANAGEMENT FOR PROVIDERS DURING COVID-19

The impact of COVID-19 on healthcare providers is significant. It is important to take steps to manage stress and anxiety during this time.

**KNOW THE SIGNS**

- Feeling overwhelmed.
- Feeling exhausted.
- Feeling irritable.
- Feeling sad.
- Feeling nervous.
- Feeling angry.
- Feeling guilty.
- Feeling hopeless.
- Feeling like you are not in control.
- Feeling like you are not doing your job.
- Feeling like you are not taking care of yourself.
- Feeling like you are not taking care of your family.
- Feeling like you are not taking care of your friends.
- Feeling like you are not taking care of your community.

**HOW TO COPE**

- Take breaks.
- Get enough sleep.
- Eat healthy.
- Exercise.
- Talk to someone.
- Practice self-care.
- Stay positive.
- Focus on what you can control.
- Take deep breaths.
- Count to 10.
- Take a walk.
- Listen to music.
- Watch TV.
- Read a book.
- Take a bath.
- Drink water.
- Get outside.
- Smile.
- Laugh.
- Be kind to yourself.
- Be kind to others.
- Be kind to the world.
- Be kind to everyone.

### Stop the Spread: protect yourself, family, and community

**During the coronavirus (COVID-19) outbreak it is stressful. There are ways to practice traditional moneys while keeping a social distance.**

- Practice traditional moneys and spirit practices:**
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
- Home:**
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
- Connect using the phone, video and internet:**
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
- Be more available to others:**
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.
  - Practice traditional moneys and spirit practices.

### WAYS TO SUPPORT YOURSELF

#### The New Coronavirus (COVID-19) and its Potential Effects on the Body

Most people with COVID-19 recover fully, but some may have serious complications or die. It is important to know the signs and symptoms of COVID-19 and how to support yourself during recovery.

**What you should expect:**

- Fatigue.
- Loss of taste and smell.
- Shortness of breath.
- Cough.
- Sore throat.
- Diarrhea.
- Nausea.
- Headache.
- Muscle aches.
- Joint pain.
- Loss of consciousness.
- Death.

**What you should do:**

- Rest.
- Stay hydrated.
- Eat healthy.
- Take medicine as directed.
- Get plenty of sleep.
- Stay positive.
- Focus on what you can control.
- Take deep breaths.
- Count to 10.
- Take a walk.
- Listen to music.
- Watch TV.
- Read a book.
- Take a bath.
- Drink water.
- Get outside.
- Smile.
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## Social Media

- 25 media messages have been developed in addition to sharing of the fact sheets
- Examples
  - Social Distancing
  - Staying Home
  - Not All Heroes Wear Capes
  - Women's Health Week
  - Hand Washing
- Facebook, Twitter, and Instagram

**Social distancing is beautiful.**

**Get close to what matters, and save lives. #DistanceToGetClose**

#WellnessWarriors  
#DistanceToGetClose  
caih.jhu.edu

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## Storybook- Our Smallest Warriors, Our Strongest Medicine: Overcoming COVID-19!

- Adaptation of “My Hero”
- Available as online download or in print
- Additional resources available for parents/caregivers
- Coloring pages for kids

<https://caih.jhu.edu/programs/strongmedicine>

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## Radio PSAs

- 2 sets
  - Prevention
  - Symptoms
- 30 and 60 second versions

**Radio PSA Transcripts for COVID-19 Prevention**

**60-Second Version**

Hi, I'm \_\_\_\_\_ from \_\_\_\_\_ Community in our community. It's very contagious and can infect anyone.

Your health is the most important to you. You have so much to accomplish. Please don't get sick. Always keep six feet of distance. Always wear your mask, even if they don't have symptoms. Wash your hands often with soap and water, and do not touch your eyes, nose, and mouth. Cough and sneeze into your elbow or the inside of your elbow. If you must go to a public place, wear a face mask or cloth over your mouth and nose. If you are sharing a car with friends, avoid breathing problems. Headaches, sore throat, muscle pain, or fever, stay home, do not come within six feet of anyone, and call your healthcare provider or IHS service unit.

Be community, but if we all do our part, we can all flourish.

Community is very contagious and can infect anyone.

If you get sick, stay at home. If you are sick with fever, stay home. Stay home, do not come within six feet of anyone.

**Contact Research Associate Justin Mayhew at [jmayhew2@iuhs.edu](mailto:jmayhew2@iuhs.edu).**

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**Radio PSA Transcripts for COVID-19 Symptoms**

**60-Second Version**

Hi, I'm \_\_\_\_\_ from \_\_\_\_\_ Community in our community.

If you have fever, cough, breathing problems, chills, muscle pain, headache, sore throat, or loss of taste or smell, call 911 to keep you and your family safe.

- Stay home and separate yourself from people and pets.
- Do not share your personal effects.
- Rest and drink plenty of water.
- Cough and sneeze into a tissue over your hands.
- Wash your hands with soap often.
- Do not share food or items like candy or toys.
- Do not touch shared surfaces and objects often.

Contact your healthcare provider or the medical staff at your clinic, have symptoms reported if you get over 100 or you are overweight, diabetic, or have heart or lung issues. If you have trouble breathing, chest pain, confusion, or blue face or lips, call 911 immediately.

Let's work together to keep our community safe. Visit [CDC at \[www.cdc.gov/covid-19/\]\(https://www.cdc.gov/covid-19/\)](https://www.cdc.gov/covid-19/) for more information.

**30-Second Version**

Hi, I'm \_\_\_\_\_ from \_\_\_\_\_ Community in our community.

If you have fever, cough, breathing problems, chills, muscle pain, headache, sore throat, or loss of taste or smell:

- Stay home and distance from others.
- Rest and drink plenty of water.
- Wash your hands with soap often.
- Do not share food or effects.
- And disinfect the home often.

Contact your healthcare provider or clinic if you have symptoms. If you have trouble breathing, chest pain, confusion, or blue face or lips, call 911 immediately.

Visit [CDC at \[www.cdc.gov/covid-19/\]\(https://www.cdc.gov/covid-19/\)](https://www.cdc.gov/covid-19/) for more information.

**For questions, comments, or inquiries, please contact Research Associate Justin Mayhew at [jmayhew2@iuhs.edu](mailto:jmayhew2@iuhs.edu).**

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Released April 11, 2020  
Source: CDC

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## Town Halls with Q+A

- 2 held in April
- Attendees were from across the country, many were CHWs and other IHS employees
- Recordings and FAQs from those sessions are on our website

**COVID-19 Virtual Town Hall Q + A**

April 22, 2020

Laura Hensell, MD, Director Infectious Disease Prevention Programs  
Johns Hopkins Center for American Indian Health

Jill Moses, MD, MPH, Director of Public Health  
Director, Division of Public Health  
Ottawa Service Unit

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COVID-19  
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)

See more resources on Google

COVID-19 Virtual Town Hall: Improving Health in Our Communities - April 22, 2020

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## Our Reach

- **Website pageviews May 1-June 1**
  - Visitors come from all 50 states and Canada
  - Top Content:
    - COVID Resource page - 4,811 pageviews
    - Strong Medicine page – 5,759 pageviews
    - Caring for Someone at home – 1,494 pageviews
    - Prevent the Spread at Home – 1,080 pageviews
- **Facebook**
  - Overall page reach is 110,000, up by 55.5K in past 28 days
- **Printed distribution of factsheets**
  - Wellness boxes, testing sites, posted on bulletin boards in grocery stores and health care facilities

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<https://caih.jhu.edu/news/covid19>



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