

## LPHA Communications Meetings

December 8, 2020

Items and resources shared in the chat during the meeting:

- Changing the COVID Conversation - <https://www.debeaumont.org/changing-the-covid-conversation/>
- Communications Cheat Sheet - <https://www.debeaumont.org/changing-the-covid-conversation/covid-communications-cheat-sheet/>
- Otter Tail County COVID-19 Calculator - <https://ottertailcountymn.us/content-page/covid-19-health-information/covid19-calculator/>
- Changing the COVID Conversation Webinar from NACCHO:  
[https://naccho.zoom.us/rec/play/qM2wPj41Qf0p9f9i0Hqq5vbO2aMbrqB5WF4\\_h4x6Vv3YMkaVjVYtffipOIF9HJXO-9JxiLuNeIM8BJ0b.bM3PveyMRZpTRee8](https://naccho.zoom.us/rec/play/qM2wPj41Qf0p9f9i0Hqq5vbO2aMbrqB5WF4_h4x6Vv3YMkaVjVYtffipOIF9HJXO-9JxiLuNeIM8BJ0b.bM3PveyMRZpTRee8)
- Another good resource: National Public Health Information Coalition (NPHIC) [www.nphic.org](http://www.nphic.org)
- Changing the COVID Conversation Presentation Slides -  
<https://images.magnetmail.net/images/clients/NACCHO//attach/PresentationSlidesdeBeaumont.pdf>
- Public Health Communications Collaborative - <https://publichealthcollaborative.org/>
- Health Communications and COVID-19: Expert Advice from the Pandemic Response -  
<https://www.debeaumont.org/news/2020/health-communications-and-covid-19-expert-advice-from-the-pandemic-response/>
- We have 27 vaccine liaisons from the community that are working on understanding vaccine perceptions especially in BIPOC communities
- Have shared some good posters/images from Public Health Communications Collaborative
- We are working on a video for gas station pumps simply encouraging residents that the vaccine is safe and they should get it to protect themselves and others. we also started a weekly newsletter for agency partners (Cities, Schools, etc.) – Contact information - Blake Raymond, Blake.Raymond@gstv.com, 417-860-2797
- Draft a new release draft-just letting the community know things are coming-very generic (draft shared on LPHA website). And have started a Facebook posting. I like the gas station pump idea.
- MDH has said they are going to do a vaccine ad campaign, but again, we don't have details on when, where or what.
- Reminder to focus efforts on populations that are hesitant (black/Latino) and use resources that speak to them. Great study to help guide your communications:  
<https://www.covidcollaborative.us/content/vaccine-treatments/coronavirus-vaccine-hesitancy-in-black-and-latinx-communities>
- Governor Tim Walz will join the Minnesota Department of Health (MDH) on live video to discuss Minnesota's COVID-19 vaccine distribution plan. He will then hold an in-person media availability with state legislative leaders at the Minnesota Department of Revenue. It will also be streamed live on the Governor's YouTube page.

- We were told that Andrea Ahneman at MDH is the lead on vaccine comms ([andrea.ahneman@state.mn.us](mailto:andrea.ahneman@state.mn.us))
- GIS folks have many tools available - and are sharing across the state. Our GIS director developed our county COVID webpage based on a shared format. We are meeting today to identify ways to use this website for vaccine/vaccination info.
- Great piece of data journalism from the NY Times. Interesting about our role in comms in managing expectations: <https://www.nytimes.com/interactive/2020/12/03/opinion/covid-19-vaccine-timeline.html?referringSource=articleShare>
- We are trying to understand people's values that drive behavior and have used the moral foundations theory
- McCleod County created resources around wellness in the spring to our CHS staff and shared this during our Health Care Partners Call - I am working on a new one for the holiday/winter months
- <https://www.networkforphl.org/wp-content/uploads/2020/04/COVID-19-Guidance-Framing-Coronavirus-Messaging-Using-the-Moral-Foundations-Theory-Framework.pdf>
- We created this mental health video for youth a few months ago: <https://www.youtube.com/watch?v=8yDsu1Lfc3s>