

LPHA Communications Meetings

November 17, 2020

Items and resources shared in the chat during the meeting:

- There was some discussion about sharing the graphics from Washington County's Face this Together campaign (<https://facethistogetherwc.com/>) Please reach out to Shannon.Eisentrager@co.washington.mn.us if you are interested and I will get you a link to the materials.
- Not an app but I found this <https://publichealthcollaborative.org/resources/thanksgiving-graphics/>
- We are using #ProtectGoodhueCounty as our new campaign tagline.
- Kanabec County is working on some messaging that has more of positive flare with some fun graphics. We are using #communityunity as a tag line. There is some CDC guidance that has put out and be able to be used.
- I liked Otter Tail County's recent message- We Can Do It. Signed by some healthcare agencies and I assume regional hospitals. Posted on their website – starts out as “Dear Community Members” from their health care agencies and regional hospitals – it is something Washington County is potentially looking at replicating. (<https://ottertailcountymn.us/covid-19-cases-surge-the-time-to-act-is-now/>)
- Kanabec County has also been working with our local schools. We have a large poster with students wearing masks with the message "Keep us in school, follow the rules"
- Wabasha County did a community letter with cities and townships
- Goodhue County did a joint message from all of our County Commissioners, as well as our County Attorney, Sherriff, and Administrator
- Isanti County Schools and school districts did a joint letter to the editor last week asking the community to stay home and wear a mask. We are currently working on a joint messaging with public health, schools, healthcare, cities, and townships so thank you all for the links to examples!
- <https://www.facebook.com/553897911355480/videos/285963069391541/>
- Olmsted County is working with Mayo and OMC and working on twice weekly media briefings to show alignment across leaders/sectors. Looking at including real stories from frontline staff as well as leadership.
- <https://www.facebook.com/gchhs/photos/a.1560859214148774/2896889303879085/?type=3&theater>
- Speaking of timing, this is a great time to talk about vaccines because it's a hot topic, and have the call to action be wear a mask until we get the vaccine
- Isanti - We did do a joint Flu vs. COVID presentation with Allina with an emphasis on why the flu vaccine is important this year.
<https://isanticountypublichealth.my.webex.com/recording/service/sites/isanticountypublichealth.my/recording/playback/36f1273642134a0982eb6eb4e646bfcfbclid=IwAR26FFelw9DgMFVB8LjKxBuwaD9MRdIXTECgw9pyNaiQHgiKyCIVFG9bk3o> Recording password: zV62VhJm