

Objective

To provide accurate timely COVID-19 information to the communities of Polk, Norman, and Mahanomen County.

Key Topics

- Isolation- Time Frame and Importance
- Quarantine- Time Frame and Importance
- What is a Close Contact
- If Sick Stay Home and While Awaiting Test Results
- Mental Health
- COVID Positive Stigma

Media Sources

- Newspapers (traditional and digital)
- Radios
- Local TV Channels
- Digital Billboard
- Social Media
- Community Partners
- Grocery Store Flyers
- Coasters for Bars and Restaurants

Campaign Slogan

Together We Can...

Time Frame

8 Weeks

Budget

\$5,000.00

Weekly Key Topic

Week 1

Symptoms- Get Tested! What to do when waiting for results

Week 2

Isolation
Notify Close Contacts
Mental Health

Week 3

Holiday/ Celebration
Gatherings
Mental Health

Week 4

Quarantine
You can't test out of Quarantine
Mental Health

Communications Plan

Each week we will highlight an COVID key topic. Key topic content and graphic will be submitted to local printed newspapers, electronic news sites, digital billboards, boosted on our social media sites, uploaded to COVID HUB and community channels, and sent in a weekly email communication to community partners/agencies. Data graphics and/or video update also sent with COVID key topic.

Social Media and Radio Ads- Revolving information around all key topics.

Social Media- Highlighted key topic will have focus throughout the week- share information from creditable sites around focus topic and boost campaign posts.

Communication • Frequency • Who will Receive • Who is Responsible

Social Media Posts	Daily	Internal Social Media Sites	All Team Members
Radio Station Ads	5 ads per day	KROX, KRIB, KRJM, KKCQ and I Heart	Aimee and Codi
Digital Billboard	Once a Week	Premier Signs and Ada	Amanda and Aimee
Key Topic Article and Graphic	Once a Week	Newspaper, Local TV Channels, Community Partners, Polk County Coronavirus Hub, Social Media	Codi and Aimee
Digital Music Service	Undecided	Spotify	Bethany

Multimedia Campaign Materials

Radio Ads

Radio Ad #1 Isolation:

With COVID-19 rapidly spreading in our community, Polk County Public Health and Norman-Mahnomen Public Health would like you to know what isolation is and who needs to isolate:

Isolation keeps someone who is infected with the virus away from others, even in their home. People in isolation should stay home until it's safe for them to be around others. You need to isolate until these three are true:

- At least 10 days since your symptoms first started; and
- Fever-free for 24 hours, without using fever reducing medicine; and
- Symptoms of COVID-19 are improving.

If you have questions, call your local public health department or find us on social media. Together we can slow the spread of COVID-19.

Radio Ads Continued...

Radio Ad #2 Quarantine:

With COVID-19 rapidly spreading in our community, Polk County Public Health and Norman-Mahnomen Public Health would like you to know what quarantine means and who needs to quarantine.

Quarantine is used to keep someone who might have been exposed to COVID-19 away from others to help stop the spread. Those that have been exposed need to quarantine for 14 days from the last exposure date, regardless of a negative test. You cannot test out of quarantine.

If you have been exposed to COVID-19 and have questions, please call your local public health department or find them on social media. Together we can slow the spread of COVID-19.

Radio Ad #3 Close Contact:

With COVID-19 rapidly spreading in our community, Polk County Public Health and Norman-Mahnomen Public Health would like you to know what a close contact means:

A close contact is someone that has been within 6 feet of a person with COVID-19, for a total of 15 minutes or more during their infectious period. The infectious period is 2 days before their symptoms onset or testing data if they did not have symptoms. If you are a close contact stay home and monitor your health for 14 days after your last day of exposure regardless if you received a negative test.

If you have questions, please call your local public health department. Together we can overcome COVID-19.

Radio Ad #4 Awaiting a COVID-19 Test:

Are you awaiting a COVID-19 test?

Individuals tested for COVID-19 should self-isolate by staying home and away from others (including those in your household as much as possible) while waiting for test results. When you are self-isolating from others make sure to:

- Contact your healthcare provider if you experience worsening or severe symptoms
- Your household and close contacts should also limit their activities in public until the test results are available.

If you have questions, please call Polk County Public or Norman-Mahnomen Public Health or find us on social media. Together we can do our part.

Radio Ad #5: Mitigation Strategies

In recent weeks our community has seen a rapid increase in COVID-19 cases; now more than ever, we need to work together to slow the spread. Please continue to practice social distancing, avoid gatherings, wear a face covering, wash your hands for 20 seconds, and be alert for symptoms. Thank you for keeping our family, friends, and neighbors healthy and safe.

If you have questions about COVID-19, Polk County Public Health or Norman-Mahnomen Public Health. Together We Can get through this as a community.

Tagline Versatility



**TOGETHER
WE CAN**

stop the spread.



**TOGETHER
WE CAN**

do our part.



**TOGETHER
WE CAN**

stop the stigma.



**TOGETHER
WE CAN**

get through this.

**TOGETHER
WE CAN**

keep kids in school.

**TOGETHER
WE CAN**

keep businesses open.

Online



Videos

Video 1

Pull Together *Seasons*



Together We Can Video Ad 1

An awesome 1080p designed in Canva by CTC Aimee.

 Canva

Video 2

Come Together *Youth*



Together We Can Video Ad 2

An awesome 1080p designed in Canva by CTC Aimee.

 Canva

Video 3

Work Together *Community*



Together We Can Video Ad 3: Working Together

An awesome 1080p designed in Canva by CTC Aimee.

Billboard (Digital)



WE WORK TOGETHER THEN

LET'S WORK TOGETHER NOW. 

STAY HOME

WHEN SICK

GET TESTED

IF YOU'RE HAVING SYMPTOMS

ISOLATE

IF YOU ARE POSITIVE FOR COVID-19

QUARANTINE

IF YOU'VE BEEN IN CLOSE CONTACT

POLK
NORMAN
MAHNOMEN
community health services

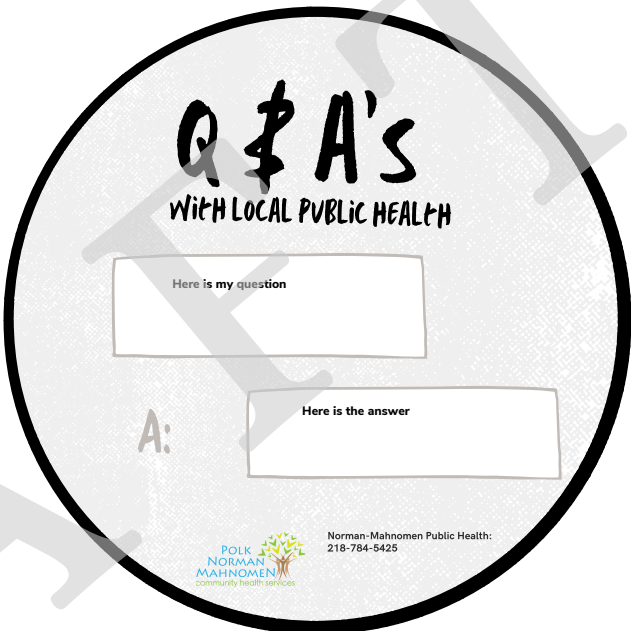
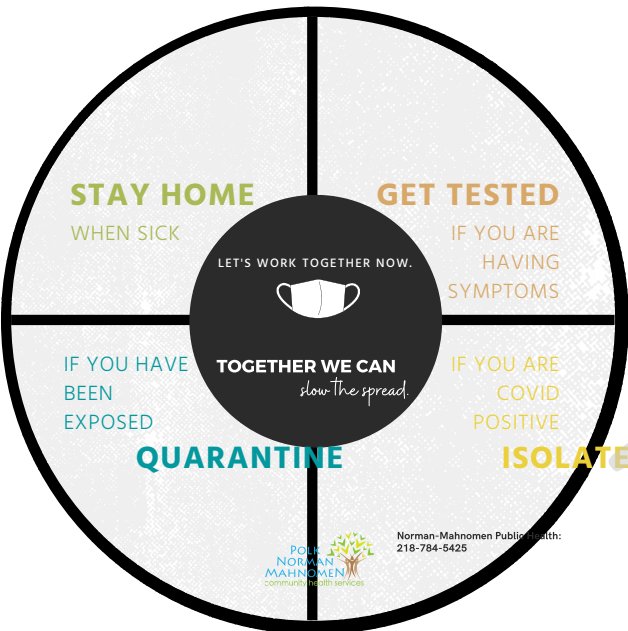
TOGETHER WE CAN *work to overcome Covid.*

Norman-Mahnomen Public Health
Polk County Public Health

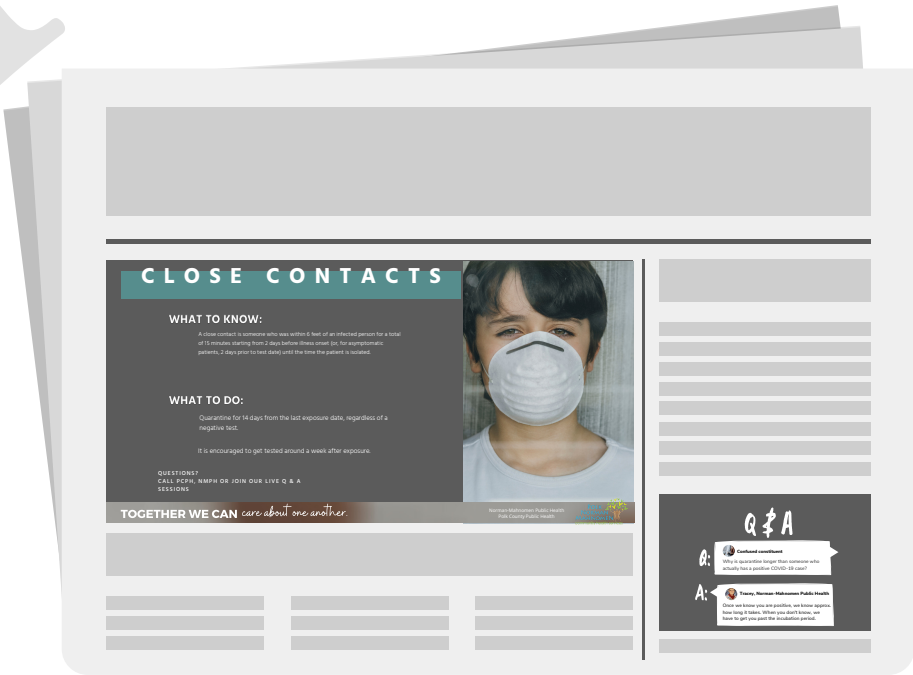
Coasters

FRONT

BACK



Newspaper



You are Being Tested for COVID & Awaiting Test Results

What To Do While You Wait

Stay Home

Individuals should self-isolate at home while awaiting test results.

Stay Away from other people in your home

Separate yourself from the people & animals you live with in your home as much as possible. Use a separate room & separate bathroom, if able.

Wear a facemask

If you need to be around other people.

Cover your mouth & nose with a tissue when you cough or sneeze

Wash hands thoroughly afterwards.

Avoid sharing personal household items

Do not share food, dishes, drinking glasses, eating utensils, towels, or bedding with others in your home. After using these items, wash them thoroughly with soap & water.

Clean & disinfect all frequently touched surfaces in your home daily

Including doorknobs, light switches, & faucets. Review the CDC site, "Disinfecting Your Home If Someone is Sick."

Wash hands often with soap & water for at least 20 seconds

If unable to wash hands, use an alcohol-based hand sanitizer containing at least 60% alcohol. Avoid touching your face with unwashed/unsanitized hands.

Monitor your symptoms

If you experience worsening or severe symptoms, it is important to seek medical care.

BEFORE SEEKING CARE, call ahead to the clinic or hospital. If you have a medical emergency, call 911 and inform dispatch that you have been tested for COVID-19 and are awaiting results, or if you have COVID-19.

FLIP!

TOGETHER WE CAN *do our part.*

Norman-Mahnomen Public Health
Polk County Public Health



Your Results are In



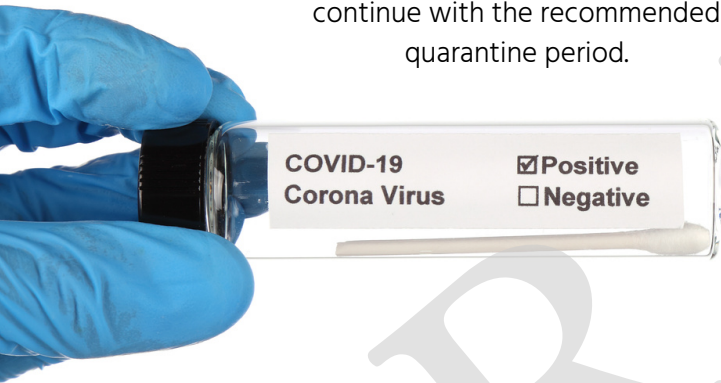
NEGATIVE

You DO NOT have COVID-19

TAKE ACTION:

Continue to Quarantine for 14 days.

Follow the healthcare provider's directions, and return guidance. If tested because you were deemed a close contact of a positive case, continue with the recommended quarantine period.



POSITIVE

You DO have COVID-19

TAKE ACTION:

1 Isolate.

Continue to separate yourself from others who are not sick to avoid spreading illness.

2 Notify close contacts.

Notify anyone you were within 6ft of for greater than 15 minutes starting from 2 days before illness onset (or, for asymptomatic patients, 2 days prior to test date).

3 Remain in home isolation until:

- You have been fever-free (<100.4 °F) for 24 hours without fever-reducing medications AND
- at least 10 days have passed since symptoms first appeared AND
- other symptoms are improving.

If you did not have COVID-19 symptoms but tested positive, you can discontinue home isolation after 10 days from the date the lab was collected IF you continue to have no COVID-19 symptoms.

Review the CDC site, "What To Do If You Are Sick."*

YOU MAY NOT BE CONTACTED BY MDH or LOCAL PUBLIC HEALTH
Calculate your end of isolation date by review the attached calendar.

Household & Intimate Contacts

Waiting for test results

Household and intimate contacts of individuals being tested for COVID-19 should limit their activities in public until the test results are available.

Results are positive

To protect yourself, your family and your community continue to separate yourself from others and monitor for symptoms of COVID-19 for at least 14 days after the last day that you were in close contact with the person who has COVID-19. MDH and CDC recommend you be tested for COVID-19, call your healthcare facility to schedule. Review the CDC site, "Caring For Someone at Home." *



*CDC links: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/index.html>

LAST REVIEWED [date]

TOGETHER WE CAN *do our part.*

Norman-Mahnomen Public Health
Polk County Public Health

