COVID-19 Community Toolkit

We recognize that it can be challenging to keep up with the amount of information about COVID-19 or identify simple, reliable messages that will resonate with your communities.

In this toolkit, you will find shareable posts and graphics for social media, public service announcements, flyers, and other materials related to COVID-19.

Sharing reliable and accurate public health messages during the COVID-19 pandemic is essential and we are counting on you to help us spread this messaging. Please help us by sharing this Community Toolkit with your stakeholders through your social media channels.
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Social Media Content
Contact Tracing – What is It?

Facebook/Instagram captions

Do you know what contact tracing is? If you have been exposed to COVID-19, the health department may call you to check on your health. To help slow the spread, they will discuss who you have been around and ask where you have spent time.

Learn more about contact tracing at nmhec.org/contact-tracing
#OneCommunity #OneResponse

Have you tested positive for COVID-19? Help limit the risk of exposing others by working with contact tracers. Answer the call from your health department. One call can slow the spread.

Learn more about contact tracing at nmhec.org/contact-tracing
#OneCommunity #OneResponse

Have you been exposed to COVID-19? Help protect your community and slow the spread by working with contact tracers. Answer the call from your health department.

Learn about why your response matters at nmhec.org/contact-tracing
#OneCommunity #OneResponse

Did you know? Your privacy will be protected and respected in the contact tracing process, so protect yourself and family by answering the call from the health department. You will not be asked about your legal or citizenship status.

Learn more about the contact tracing process at nmhec.org/contact-tracing
#OneCommunity #OneResponse
Contact Tracing – What is It?

Twitter captions
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Learn more about the contact tracing process at nmhec.org/contact-tracing
#OneCommunity #OneResponse
Coping Strategies – Ways to Cope During the Pandemic

Everyone reacts differently to stressful situations like COVID-19. You may feel anxiousness, anger, sadness, or overwhelmed. Find ways to reduce stress to help yourself and the people you care about. We shape what happens next.

To learn more, visit nmhec.org/onecommunity
#OneCommunity #OneResponse

Facebook/Instagram captions

Twitter captions
COVID in My Community

In the US, Native American people are 4x more likely to be hospitalized for COVID-19.

Protect our community
Wear a mask. Stay 6 ft. apart. Wash your hands.

We shape what happens next.
Visit nmhec.org/OneCommunity

#ONECOMMUNITY #ONERESPONSE

Facebook/Instagram captions

Communities of color and other underrepresented groups are at higher risk for severe illness from COVID-19. Protect our community by wearing a mask, staying 6ft apart, and washing your hands often. We shape what happens next.

To learn more, visit: nmhec.org/onecommunity
#OneCommunity #OneResponse

Twitter captions

Communities of color and other underrepresented groups are at higher risk for severe illness from COVID-19. We must protect our community. We shape what happens next.

To learn more, visit: nmhec.org/onecommunity
#OneCommunity #OneResponse
COVID-19 Spread – Your Bubble is Bigger Than You Think

Facebook/Instagram captions

COVID-19 can spread anywhere, even in places where you feel safe or with people you feel safe with. Truth is, your COVID-19 bubble is bigger than you think. It only takes one person with COVID-19 to further the spread. Keep gatherings to those in your household.

To learn more about our efforts visit nmhec.org/onecommunity
#OneCommunity #OneResponse

Twitter captions

COVID-19 can spread anywhere, even in places where you feel safe or with people you feel safe with. It only takes one person infected to further the spread. Keep gatherings to those in your household. Learn more at nmhec.org/onecommunity
#OneCommunity #OneResponse
COVID Trace App – How It Works

[Image of COVID Trace app]

Watch video on YouTube (1:24)

Facebook/Instagram captions

Do you want to know if you have been exposed to COVID-19 but are concerned that apps don't keep your information private? COVID Trace Nevada is a free app that prioritizes your privacy.

To learn more, please visit: nvhealthresponse.nv.gov/covidtrace

COVID Trace is a contact tracing mobile app developed by the Nevada Department of Health and Human Services. The app exchanges anonymous information with other phones in your vicinity and can notify you if you've come in contact with someone who has tested positive for COVID-19.

To learn more, please visit: nvhealthresponse.nv.gov/covidtrace

Twitter captions

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Learn more at nvhealthresponse.nv.gov/covidtrace
COVID-19 Does Not Discriminate

Facebook/Instagram captions

COVID-19 has impacted us all. Do your part to slow the spread. Wear a mask, wash your hands, and social distance.

Learn more about how to protect yourself and your loved ones: nmhec.org/onecommunity
#OneCommunity #OneResponse

Twitter captions

COVID-19 has impacted us all. Do your part to slow the spread. Wear a mask, wash your hands, and social distance.

Learn more about how to protect yourself and your loved ones: nmhec.org/onecommunity
#OneCommunity #OneResponse
Prevention – Protecting Our Essential Service Workers

We want to take a moment to thank all of the dedicated essential workers that are keeping our community safe and functioning. We see you. We appreciate you.

To learn more about our efforts visit nmhec.org/onecommunity
#OneCommunity #OneResponse

Facebook/Instagram captions

We want to take a moment to thank all of the dedicated essential workers that are keeping our community safe and functioning. We see you. We appreciate you.

To learn more about our efforts visit nmhec.org/onecommunity
#OneCommunity #OneResponse

Twitter captions

We want to take a moment to thank all of the dedicated essential workers that are keeping our community safe and functioning. We see you. We appreciate you.

To learn more about our efforts visit nmhec.org/onecommunity
#OneCommunity #OneResponse
Prevention – Safe Gathering Tips (Fall)

**Facebook/Instagram captions**

Do you know the risks of social gatherings this holiday season? Keep safety at the top of your holiday plans and let’s work together as #OneCommunity with #OneResponse to fight COVID-19.

Learn more about how to protect yourself and your loved ones: [nmhec.org/onecommunity](http://nmhec.org/onecommunity)

**Twitter captions**

Do you know the risks of social gatherings this holiday season? Keep safety at the top of your holiday plans and let’s work together as #OneCommunity with #OneResponse to fight COVID-19.

Learn more about how to protect yourself and your loved ones: [nmhec.org/onecommunity](http://nmhec.org/onecommunity)
Prevention – Safe Gathering Tips (Winter)

Facebook/Instagram captions

Do you know the risks of social gatherings this holiday season? Keep safety at the top of your holiday plans and let’s work together as #OneCommunity with #OneResponse to fight COVID-19.

Learn more about how to protect yourself and your loved ones: nmhec.org/onecommunity

Twitter captions

Do you know the risks of social gatherings this holiday season? Keep safety at the top of your holiday plans and let’s work together as #OneCommunity with #OneResponse to fight COVID-19.

Learn more about how to protect yourself and your loved ones: nmhec.org/onecommunity
Prevention – Safe Gathering Tips (Spring/Summer)

Facebook/Instagram captions

Do you know there are still risks of social gatherings this season? Keep safety at the top of your plans and let’s work together as #OneCommunity with #OneResponse to fight COVID-19.

Learn more about how to protect yourself and your loved ones: nmhec.org/onecommunity

Twitter captions

Do you know there are still risks of social gatherings this season? Keep safety at the top of your plans and let’s work together as #OneCommunity with #OneResponse to fight COVID-19.

Learn more about how to protect yourself and your loved ones: nmhec.org/onecommunity
Prevention – Why I Wear a Mask

Facebook/Instagram captions

Wearing a mask keeps us safe, keeps our elders safe, and keeps our store cashiers, teachers, healthcare providers, and other essential workers safe. When we show up wearing a mask, we show up for each other.

To learn more about our efforts visit nmhec.org/onecommunity

#OneCommunity #OneResponse

Twitter captions

Wearing a mask keeps us, our elders, and our store cashiers, teachers, healthcare providers, and other essential workers safe. When we show up wearing a mask, we show up for each other.

To learn more about our efforts visit nmhec.org/onecommunity

#OneCommunity #OneResponse
Prevention Tips—Wash Your Hands, Wear a Mask, Social Distance

Facebook/Instagram captions

We all play a vital role in taking care of one another. The OneCommunity Campaign aims to reduce the spread of COVID-19 in underrepresented communities.

For information about this campaign, resources, and community partners visit nmhec.org/onecommunity
#OneCommunity #OneResponse

Twitter captions

We all play a vital role in taking care of one another. The OneCommunity Campaign aims to reduce the spread of COVID-19 in underrepresented communities.

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#OneCommunity #OneResponse
Stigma – My Race is Not a Virus

Facebook/Instagram captions

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#OneCommunity #OneResponse

Twitter captions

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For information about this campaign, resources, and community partners visit

nmhec.org/onecommunity

#OneCommunity #OneResponse
Print Materials
The Pandemic Stops with Me

We can shape what happens next.

In the US, Native American people are 4x more likely to be hospitalized for COVID-19.

Why is the Native American community more at risk for COVID-19?

More likely to have pre-existing conditions
- Fear & distrust of the healthcare system
- Discrimination
- Low paying jobs and less wealth
- Multi-generational households
- Crowded households

Less likely to have access to and utilize healthcare
- Work from home

Protect Our Elders

5 ways to stop the spread

- Wash or sanitize your hands often
- Clean and disinfect frequently touched objects and surfaces
- Stay home if you don’t feel well, even if you have mild symptoms
- Social distance by
  - Greeting verbally
  - Gathering outside
  - If inside, wear masks and stay apart

When not with people from your household, Mask Up!

If you feel sick or think you were exposed

Get tested immediately.
To learn more about free or low-cost testing call NV 2-1-1 or visit nvhealthresponse.nv.gov
If infected: Isolate and Self-Quarantine.

Ways to cope during the pandemic

- Dance, move, have safe walks
- Reach out to your tribe for support
- Enjoy some beadwork
- Check in with friends and family
- Step away from media and news for a while

For more information, visit nmhec.org/OneCommunity

#ONECOMMUNITY | #ONERESPONSE

COVID-19 NATIVE AMERICAN COMMUNITY TOOLKIT
RISK MITIGATION STRATEGIES
Pandemic Stops with Me Flyer

**THE PANDEMIC STOPS WITH ME**
WE CAN SHAPE WHAT HAPPENS NEXT

**Use these methods together to slow the spread**

- CLEAN AND DECONTAMINATE SURFACES OFTEN
- WASH YOUR HANDS
- STAY AT HOME AND SAFELY GATHER
- WEAR A MASK

**If you feel sick, have been exposed, or tested positive you should**

- SEEK CARE
- CONTACT YOUR VACCINE PROVIDER OR MEDICAL HEALTHCARE PROFESSIONAL
- DOCUMENT YOUR CARE

**TESTING**
To learn more about free or low-cost testing, call NV 2-1-1 or visit nvmhc.org/healthresponse-nmg

**What you need to know about Contact Tracing:**
- If you recently tested positive or were in contact with someone who has, you may be contacted by a contact tracer.
- Contact tracers let you know if you have been exposed and help monitor your symptoms.
- Your name will not be disclosed and you will not be asked any other personal information including citizenship.

**LA PANDEMIA TERMINA CONMIGO**
NOSOTROS PODEMOS DECIDIR QUÉ SUCEDERÁ DESPUÉS

**Use estos métodos para detener la propagación**

- LAVANDO Y DESINFECTANDO SUPERFICIES FRECUENTES
- LAVAR LAS MANOS
- HACER DISTANCIA FÍSICA Y CUMPLIR CON LAS MEASURES DE PROTECCIÓN
- USAR MÁscarAS

**Si se siente enfermo, ha sido expuesto, o ha tenido un resultado positivo, debería hacerlo:**

- BUSCAR ATENCIÓN MÉDICA
- CONTACTAR A SU PROVEEDOR DE VACUNAS O A SU PROFISSIONAL DE SALUD MÉDICA
- DOCUMENTAR SU CUIDADO

**PRUEBAS**
Para más información acerca de las pruebas gratuitas o de bajo costo, llame al NV 2-1-1 o visite nvmhc.org/healthresponse-nmg

**Le que necesita saber sobre el rastreo de contactos:**
- Si usted recientemente tuvo un resultado positivo o se prueba y es negativo, el teléfono de contacto se le pondrá en contacto con alguien que dio positivo, puede ser contactado por un ratro de contactos.
- Las bases de datos de contactos le informarán si usted ha estado expuesto y le ayudará a mantener su salud.
- Su nombre no será divulgado y no se le pedirá ninguna otra información personal incluyendo la ciudadanía.

**ONE COMMUNITY ONE RESPONSE**
WE CAN STOP COVID-19

The COVID-19 crisis has resulted in physical, mental, and economic impacts across the state. However, some communities have been disproportionately impacted such as African American/black, Hispanic, Native American, Asian, Pacific Islander, LGBTQ+, and those who are deaf or hard of hearing. We are committed to addressing health inequities and disparities.

-The Nevada Minority Health and Equity Coalition

**UNA COMUNIDAD UNA RESPUESTA**
PODEMOS PONERLE UN ALTO AL COVID-19

La crisis de COVID-19 ha resultado en impactos físicos, mentales y económicos para todo el estado. Sin embargo, algunas comunidades han sido afectadas de manera desproporcionada, tales como los afroamericanos, hispanos, nativos americanos, asiantes, isleños del pacífico, LGBTQ+ y aquellos que son sordos o tienen dificultades de audición. Nosotros estamos comprometidos a abordar los desafíos de salud y desigualdades en la salud.

-La Coalición de Equidad y Salud de los Minorías de Nevada

For more information on COVID-19 contact your local health district or visit www.nvmhec.org/onecommunity

Para más información sobre COVID-19, contacte a su Distrito de Salud local o visite: www.nvmhec.org/unarespuesta
Protect All Our Relations

Frequently Asked Questions

**FAQs about COVID-19**

How were the vaccines developed so quickly?

Yes, the vaccines were developed quickly. The COVID-19 virus is a new strain of coronavirus, and the world was in urgent need of a vaccine to prevent its spread. Many countries and organizations worked together to develop and test vaccines. This effort was made possible by advances in science and technology, as well as international cooperation.

Are there vaccine side effects in Native American communities?

Yes, like any vaccine, there can be side effects. However, the vaccines have been tested extensively and have been found to be safe and effective for Native American communities. Side effects may include soreness at the injection site, fever, and fatigue. These are common side effects of many vaccines and are generally mild.

What is the Delta variant?

The Delta variant is a mutated form of COVID-19 that is spreading more quickly than the original strain. It is more contagious and can spread to more people in a shorter amount of time. The Delta variant is now the most common strain of COVID-19 in the United States and has been identified in many countries around the world. It is important to continue practicing COVID-19 prevention measures, such as wearing masks and getting vaccinated, to help prevent the spread of the Delta variant.

Why are you getting vaccinated?

COVID-19 can cause serious illness and death. Vaccines are available that can help prevent or reduce the severity of COVID-19. Getting vaccinated is the best way to protect yourself and others from COVID-19. It is important to get vaccinated to help protect yourself and your community from COVID-19.

SCHEDULING A VACCINE APPOINTMENT

Contact your local tribe’s health center or a contractor for your tribe.

- Call thedine@tribalhealthcenter.com
- 1-800-330-2460
- Visit your tribe’s website

**Risks and Mitigation Strategies**

- **STOP THE SPREAD**
  - Wear masks in public
  - Wash your hands often
  - Avoid close contact
  - Stay home if you’re sick

- **WAYS TO COPE**
  - Learn about your culture
  - Enjoy traditional foods and medicine

**Download image**

**PDFS**

- 5 x 7 Postcards
- 8.5 x 11 Flyer
- 13 x 19 Poster
- 18 x 24 Poster
- 24 x 36 Poster

**Download image**
Mask Up, Vax Up, Sage Up

Download art by Sara Paschall
4.25 x 5.5 Sticker
13 x 19 Poster
Short Videos
Commercial – Mask Love Song

60 Second #OneCommunity Mask Love (Video)

Watch video on YouTube (1:00)

OneCommunity Campaign Videos

Watch video on YouTube (0:49)

Facebook/Instagram captions

We all play a vital role in taking care of one another. The OneCommunity Campaign aims to reduce the spread of COVID-19 in underrepresented communities.

For information about this campaign, resources, and community partners visit

nmhec.org/onecommunity

#OneCommunity #OneResponse

Twitter captions

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#OneCommunity #OneResponse
PSA – Public Service Announcement

A Message about COVID-19 from Members of the Native
Watch video on YouTube (1:24)

COVID-19 Community Testimonies
Watch video on YouTube (2:58)

Joel Martinez COVID-19 Testimony
Watch video on YouTube (1:20)
COVID-19 Brief Informational Series
by Dr. Ann Vuong

Contact Tracing and COVID-19
Watch video on YouTube (1:37)

Immunity and COVID-19
Watch video on YouTube (2:17)

Impact of COVID-19
Watch video on YouTube (2:04)

COVID-19 is Not the Flu
Watch video on YouTube (1:48)

Stigma and COVID-19
Watch video on YouTube (1:54)
COVID-19 Health Disparities Series by Dr. Erick Lopez

Efficacy of COVID-19 Prevention Methods
Watch video on YouTube (2:18)

Health Inequities and COVID-19
Watch video on YouTube (2:12)

Vaccine Hesitancy and COVID-19
Watch video on YouTube (2:01)
Educational Videos
Webinars - Amplify Equity

Ready, PrEP, Go! Let’s Talk HIV Prevention
Watch video on Facebook (1:31:12)

Research Matters: Healthy Living for All of Us
Watch video on Facebook (33:32)

Camino Hacia la Repueración de la Pandemia
Watch video on Facebook (1:14:46)

Como Afrontar Los Problemas de la Salud Mental
Watch video on Facebook (1:38:16)
Webinars - Amplify Equity

Como Enfrentar la Moratoria de Desalojo
Watch video on Facebook (1:12:17)

Todo Sobre Los Impuestos
Watch video on Facebook (1:43:45)
Telephone Townhalls

Tribal Communities COVID-19 Vaccine Tele Townhall
Watch video on Facebook (1:01:27)
Radio Advertisements
Commercial - Mask Love Song

60 Second #OneCommunity Mask Love (RADIO)
Download audio (1:00)

COVID Prevention Radio

You Are Not Alone
Download audio (0:30)

You Can’t Give Up
Download audio (0:30)
Share Your Story Campaign
Share Your Story Campaign Email Sample

Join us in supporting the Nevada Minority Health and Equity Coalition (NMHEC), part of UNLV’s School of Public Health. UNLV’s School of Public Health received CARES funding to conduct COVID-19 education and outreach into some of our hardest-hit areas.

At a time in which COVID-19 cases continue to increase, we need to stay vigilant. At listening sessions conducted across the state, our community members shared their experiences with COVID-19 fatigue, how they have been impacted, the complications of not knowing who and what to trust, and how they are building resilience.

In collaboration with NMHEC, we are committed to sharing your stories. We want to hear from all of you - our colleagues, parents, students, caretakers, business owners, work-from-homers, and essential workers. We believe that your stories will help connect us while we are apart. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next.

Here’s how to get involved.

1. Visit How to get involved? for more information on the campaign nmhec.org/onecommunity

2. Review the social media toolkit
   https://drive.google.com/drive/folders/1TXETwR6sm2VdvL5G1TupDHi9GLO1U_?usp=sharing

3. Share the campaign via email, newsletters, and social media platforms
   - Use the hashtags #OneCommunity #OneResponse and #NMHEC
   - Tag the Nevada Minority Health and Equity Coalition in your post @NMHEC

4. Share your story at bit.ly/WeAreOneCommunity
   - Share a quote with a picture or a short video.
   - Don’t know what to share? Here are some prompts to help get you started:
     i. How have you been impacted and what are you doing to build resilience?
     ii. What would you like people to know about COVID-19, and how are you doing your part to protect others?
     iii. How do you stay safe when staying safe is hard?
     iv. What message would you like to share with people who are struggling during this time?
     v. What do you miss most about life before the pandemic?

We look forward to sharing your stories on our platforms in the coming days and weeks. Thank you for all you do!
Share Your Story Campaign—Social Media: Facebook

Download images

Facebook captions

COVID-19 has impacted us all and this pandemic isn’t quite over. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

How has COVID impacted you? How are you building resilience? How are you protecting others? For more information about the campaign, visit nmhec.org/onecommunity To submit your story, visit bit.ly/WeAreOneCommunity
Share Your Story Campaign—Social Media: Twitter

Twitter captions

COVID-19 has impacted us all and this pandemic isn’t quite over. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. Visit nmhec.org/onecommunity to share your story. #OneCommunity #OneResponse

COVID-19 has impacted us all. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. Visit nmhec.org/onecommunity to share your story. #OneCommunity #OneResponse

How has COVID impacted you? How are you building resilience? How are you protecting others? When you tell your story, you’re giving others the strength to stay with it. Visit nmhec.org/onecommunity to share your story. #OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity

To submit your story, visit bit.ly/WeAreOneCommunity #OneCommunity #OneResponse
Share Your Story Campaign—Social Media: Instagram

Download images

Instagram captions

COVID-19 has impacted us all and this pandemic isn’t quite over. Chances are you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next.

For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity. Chances are you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next.

For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

How has COVID impacted you? How are you building resilience? How are you protecting others?

For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse
Share Your Story Campaign—Social Media Videos

**Share Your Story—Ukulele**
Download video (0:39)

**Share Your Story—Acoustic**
Download video (0:45)

**Suggested posts**

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To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity Chances are, you and the people you love have been through a lot together. When you tell your story, you're giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity

To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

How has COVID-19 impacted you? How are you building resilience? How are you protecting others? For more information about the campaign, visit nmhec.org/onecommunity/ To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse
We thank all our partners for contributing to the development of this toolkit and working tirelessly to protect the health and well-being of our communities.

The OneCommunity campaign acknowledges that we cannot do this work alone. To reduce the spread of COVID-19 to those at greatest risk in Nevada and protect all our relations, we must act as #OneCommunity in our response.