COVID-19 BLACK AFRICAN AMERICAN COMMUNITY TOOLKIT
#ONECOMMUNITY
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.
# Table of Contents

## Social Media Content

- Contact Tracing – What is It? ................................................................. 4
- Contact Tracing – What is It? ................................................................. 5
- Coping Strategies – Ways to Cope During the Pandemic ............................ 6
- COVID in My Community .................................................................... 7
- COVID-19 Spread – Your Bubble is Bigger Than You Think .................... 8
- COVID Trace App – How It Works ......................................................... 9
- COVID-19 Does Not Discriminate ......................................................... 10
- Prevention – Protecting Our Essential Service Workers .................... 11
- Prevention – Safe Gathering Tips (Fall) ............................................... 12
- Prevention – Safe Gathering Tips (Winter) .......................................... 13
- Prevention – Safe Gathering Tips (Spring/Summer) ............................... 14
- Prevention – Why I Wear a Mask ......................................................... 15
- Prevention Tips—Wash Your Hands, Wear a Mask, Social Distance .... 16

## Print Materials

- Pandemic Stops with Me Flyer ............................................................ 17
- Pandemic Stops with Me Mailer ......................................................... 18

## Short Videos

- Commercial – Mask Love Song .......................................................... 19
- OneCommunity Campaign Videos ..................................................... 20
- PSA – Public Service Announcement ................................................ 21
- COVID-19 Brief Informational Series by Dr. Ann Vuong .................... 22
- COVID-19 Brief Informational Series by Dr. Ann Vuong ........................ 23
- COVID-19 Health Disparities Series by Dr. Erick Lopez ..................... 24

## Educational Videos

- Webinars - Amplify Equity ................................................................. 25
- Telephone Townhalls ........................................................................ 26

## Radio Advertisements

- Commercial - Mask Love Song .......................................................... 27
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

Watch video on YouTube (1:16)
Contact Tracing – What is It?

Twitter 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 learn more, visit 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

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 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 citizenship status. Learn more at nmhec.org/contact-tracing
#OneCommunity
Coping Strategies – Ways to Cope During the Pandemic

Facebook/Instagram captions
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

Twitter caption
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.

To learn more, visit nmhec.org/onecommunity

#OneCommunity #OneResponse
COVID in My Community

In the US, 30% of hospitalized COVID-19 patients are Black but only 13% of the population is Black.

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

Watch video on YouTube (1:26)
COVID Trace App – How It Works

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

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

Twitter 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 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 get exposed to COVID-19.

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

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

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 (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.

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, 30% OF HOSPITALIZED PATIENTS ARE BLACK BUT ONLY 13% OF THE POPULATION IS BLACK.

WHY IS THE BLACK 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

NOT TODAY RONA!
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
- Exercise
- Pray or Meditate
- Check in with friends and family
- Be easy on yourself

FOR MORE INFORMATION, VISIT
nmhec.org/OneCommunity

UNLV SCHOOL OF PUBLIC HEALTH
#ONECOMMUNITY | #ONERESPONSE
Pandemic Stops with Me Mailer

THE PANDEMIC STOPS WITH ME
WE CAN SHAPE WHAT HAPPENS NEXT

Use these methods together to slow the spread

- Cover and sanitize surfaces often
- Wear your mask
- Keep 6 feet away
- Wash hands

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

- Stay home
- Contact your healthcare provider or your local urgent care
- Answer the call

TESTINGS
To learn more about free or low-cost testing call NV 2-1-1 or visit nvhealthresponse.nv.gov

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 CON MÍ
NOSOTROS PODEMOS DECIDIR QUE SUCEDERÁ DESPUÉS

Use estos métodos para detener la propagación

- Limpie y desinfecte superficies con frecuencia
- Use una mascarilla
- manténgase a 6 pies de distancia
- Lave sus manos

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

- Quedarse en casa
- Contacte a su proveedor de atención médica o su servicio de atención urgente local
- Atienda la llamada

PRUEBAS
Para más información acerca de las pruebas gratuitas o a bajo costo, llame al NV 2-1-1 o visite nvhealthresponse.nv.gov

Lo que necesita saber acerca del rastreo de contactos:
• Si usted recientemente tuvo un resultado positivo en su prueba o estuvo en contacto con alguien que dio positivo, podría ser contactado por un rastreador de contactos.
• Los rastreadores de contactos le informarán si usted ha estado expuesto y le ayudarán a mantener su salud.
• Su nombre no será divulgado y no se le preguntará 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 FIN 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, indígenas, isleños del pacífico, LGBTQ+ y aquellos que son sordos o tienen dificultades de audición. Nosotros estamos comprometidos a abordar las desigualdades y disparidades en la salud.

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

COVID-19 AFRICAN AMERICAN COMMUNITY TOOLKIT
RISK MITIGATION STRATEGIES
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

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
PSA – Public Service Announcement

A message about COVID-19 from members of the Black/African American Community

Watch video on YouTube (1:32)

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 about 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)
Telephone Townhalls


Watch video on Facebook (58:24)
Radio Advertisements
Commercial - Mask Love Song

60 Second #OneCommunity Mask Love (RADIO)

You Can’t Give Up

Download audio (0:30)

Commercial - Mask Love Song LGBTQ+ English

Download audio (1:00)

COVID Prevention Radio

You Are Not Alone

Download audio (0:30)

Download audio (1:00)
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/1TXETwR6sm2VdvLL5G1TupDHi9GLO1u?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

**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

**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](http://nmhec.org/onecommunity)

To submit your story, visit [bit.ly/WeAreOneCommunity](http://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](http://nmhec.org/onecommunity)

To submit your story, visit [bit.ly/WeAreOneCommunity](http://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](http://nmhec.org/onecommunity)

To submit your story, visit [bit.ly/WeAreOneCommunity](http://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
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-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.