COVID-19 LATINX COMMUNITY TOOLKIT

#UNACOMUNIDAD
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** ................................................................. 4

- Contact Tracing – What is It? ......................................................... 5
- Contact Tracing – What is It? ......................................................... 6
- Coping Strategies – Ways to Cope During the Pandemic ................. 7
- COVID in My Community ................................................................. 8
- COVID-19 Spread – Your Bubble is Bigger Than You Think ............ 9
- COVID Trace App – How It Works .................................................. 10
- COVID-19 Does Not Discriminate .................................................. 11
- Prevention – Protecting Our Essential Service Workers .................. 12
- Prevention – Safe Gathering Tips (Fall) .......................................... 13
- Prevention – Safe Gathering Tips (Winter) ...................................... 14
- Prevention – Safe Gathering Tips (Spring/Summer) ......................... 15
- Prevention – Why I Wear a Mask .................................................... 16
- Prevention Tips – Wash Your Hands, Wear a Mask, Social Distance .... 17
- Stigma – My Race is Not a Virus .................................................... 18

**Print Materials** ........................................................................ 19

- Pandemic Stops with Me Flyer ....................................................... 20
- Pandemic Stops with Me Mailer ...................................................... 21
- Let’s Get Back to Life Flyer ............................................................ 22

**Short Videos** ............................................................................. 23

- Commercial – Mask Love Song ..................................................... 24
- PSA – Public Service Announcements ........................................... 25
- COVID-19 Brief Informational Series by Dr. Ann Vuong ................. 26
- COVID-19 Health Disparities Series by Dr. Erick López .................. 27

**Educational Videos** ................................................................. 28

- Webinars - Amplify Equity .............................................................. 29
- Webinars - Amplify Equity (cont.) .................................................. 30
- Telephone Townhalls .................................................................... 31

**Radio Advertisements** ............................................................. 32
Commercial - Mask Love Song ................................................................. 33
COVID Prevention Radio ........................................................................... 33

**Share Your Story Campaign** ................................................................. 34
Share Your Story Campaign Email Sample .................................................. 35
Share Your Story Campaign—Social Media: Facebook ................................. 36
Share Your Story Campaign—Social Media: Twitter ..................................... 37
Share Your Story Campaign—Social Media: Instagram ................................. 38
Share Your Story Campaign—Social Media Videos .................................... 39
.................................................................................................................... 40
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/covid-19/onecommunity-contacttracing
#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/covid-19/onecommunity-contacttracing
#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/covid-19/onecommunity-contacttracing
#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/covid-19/onecommunity-contacttracing
#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

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 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.

To learn more, visit nmhec.org/onecommunity #OneCommunity #OneResponse
COVID in My Community

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

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

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.

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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
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

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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

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

Facebook/Instagram captions

As COVID-19 has surged throughout our country, so has social stigma. Many, including racial minorities, especially Asian Americans, those who have recovered from COVID-19, and front-line workers, have experienced COVID-19 related discrimination.

Remember ANYONE can spread COVID-19. We are stronger when we work together. Help stop COVID-19 related stigma.

Learn more at nmhec.org/stigma
#OneCommunity #OneResponse

Twitter captions


Learn more at nmhec.org/stigma
#OneCommunity #OneResponse

Download images and video
Watch video on YouTube (0:21)
Print Materials
Pandemic Stops with Me Mailer

THE PANDEMIC STOPS WITH ME
WE CAN SHAPE WHAT HAPPENS NEXT

Use these methods together to slow the spread

MAKE YOUR HOME
CHECK FOR EXPOSURE
SAFE DISTANCE
STOP PETTING ANIMALS
WASH YOUR HANDS
WASH YOUR FACE
STAY HOME IF SICK
WEAR A MASK

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

STAY HOME
CONTACT YOUR HEALTH PROVIDER ON YOUR LOCAL HEALTH LINE
AVOID THE CALL

TESTING
To learn more about free or low-cost testing call NV 2-1-1 or visit mdhealthresponse.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 CONMIGO
NOSOTROS PODEMOS DECIDIR QUÉ SUCEDERÁ DESPUÉS

Use estos métodos para detener la propagación

LAVANDO LAS MANOS
USANDO UNA MÁSCARA

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

CONTACTAR AL COBRO
CONGELAR LA OBRA

PRUEBAS
Para más información acerca de las pruebas gratuitas o a bajo costo, llame al NV 2-1-1 o visite mdhealthresponse.nv.gov
Lo que necesita saber sobre el registro de contactos:
- Si usted recientemente ha tenido un resultado positivo en su prueba o está en contacto con alguien que dio positivo, podrá ser contactado por un representante de contactos
- Los nombres de contactos no se divulgarán y no se le pedirá ninguna otra información personal incluyendo la ciudadana

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, tale como las afroamericanos, hispanos, nativos americanos, asiáticos, 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 los Miembros de Nevada

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

Para más información sobre COVID-19, contacte a su Distrito de Salud local o visite
www.nmhec.org/unaunidad

Download images
How was the vaccine made & delivered so quickly?
The COVID-19 vaccines were developed through a worldwide effort, massive funding, and a decade of mRNA vaccine research.

Is the Johnson & Johnson vaccine safe?
The chances of blood clotting from the vaccine are very rare - fewer than 7 cases in over 6.8 million. Finding this small number of cases shows the monitoring system is working. Experts agree that the benefits outweigh the risk.

What side effects should I expect?
Serious side effects are rare. Common side effects, like soreness, headache, or fever, are signs that your body is building protection against the virus and typically goes away in one to two days.

Scheduling a Vaccine Appointment
1. Visit NVCOVIDFighter.org to find a vaccine site near you
2. Visit the vaccine site website or call over the phone to make your appointment
3. Select your appointment date and time

If you'd prefer to speak with a person, you can call 1.800.401.0946 between 7AM to 8PM, 7 days a week.

Why should I receive the vaccine?
We are all eager to see our loved ones, and if you get sick, you could spread the disease to friends, family, and others around you. COVID-19 can have serious consequences. There is no way to know how it will affect you.

Learn more about the vaccine to decide if it is the right choice to keep you and your family safe.

GET MORE INFORMATION AT
NVCOVIDFIGHTER.ORG
THE COVID-19 VACCINES ARE FREE, DON'T REQUIRE MEDICAL INSURANCE, AND ARE AVAILABLE REGARDLESS OF YOUR IMMIGRATION STATUS.

Download image
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 Announcements

Joel Martinez COVID-19 Testimony
Watch video on YouTube (1:20)

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

A Message About COVID from Members of the Latinx Community
Watch video on YouTube (1:43)
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 López

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

COVID-19's Impact on Nevada's Diversity & Equity Population
Watch video on YouTube (2:13:44)

Fact vs. Fiction: Fighting COVID-19
Wednesday, March 24
6:30 p.m.
A special three-part series
Register for upcoming events:
nmhec.org/events
#ONECOMMUNITY | #ONERESPONSE

Fact vs. Fiction: Fighting COVID-19
(Part 1)
Watch video on YouTube (1:19:50)

Fact vs. Fiction: Fighting COVID-19
Wednesday, April 21
6:30 p.m.
A special three-part series
Register for upcoming events:
nmhec.org/events
#ONECOMMUNITY | #ONERESPONSE

Fact vs. Fiction: Fighting COVID-19
(Part 2)
Watch video on Facebook (1:08:49)

Fact vs. Fiction: Fighting COVID-19
Wednesday, May 19
6:30 p.m.
A special three-part series
Watch video on Facebook (1:05:49)

Fact vs. Fiction: Fighting COVID-19
(Part 3)
Webinars - Amplify Equity (cont.)

Children, COVID-19, and Resiliency
Watch video on Facebook (1:28:09)

Domestic Violence Through the Lens of the Law During the Pandemic
Watch video on YouTube (1:29:40)

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

**Immunize Nevada Virtual Town Hall**

Watch on Facebook (57:49)

**UNLV Virtual Town Hall**

Watch on Facebook (53:37)
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](http://nmhec.org/onecommunity)

2. Review the social media toolkit
   [https://drive.google.com/drive/folders/1TXETwR6sm2VdvLL5G1TupDHi9GLO1U_?usp=sharing](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](http://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

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

**Download images**

### Instagram captions

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To submit your story, visit [bit.ly/WeAreOneCommunity](http://bit.ly/WeAreOneCommunity)
#OneCommunity #OneResponse

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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

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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.