COVID-19 LGBTQ+ 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.
COVID-19 Community Toolkit

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Watch video on YouTube (1:16)

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?**

![Contact Tracing Logo](Image)

**Watch video on YouTube (1:16)**

**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/covid-19/onecommunity-contacttracing](http://nmhec.org/covid-19/onecommunity-contacttracing)

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#OneCommunity

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#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/covid-19/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/covid-19/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/covid-19/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/covid-19/onecommunity
#OneCommunity #OneResponse
COVID-19 Spread - Your Bubble Is Bigger Than You Think

Watch video on YouTube (1:26)

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/covid-19/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/covid-19/onecommunity
#OneCommunity #OneResponse
COVID Trace App - How It Works

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](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: [https://nvhealthresponse.nv.gov/covidtrace](https://nvhealthresponse.nv.gov/covidtrace)

**Twitter captions**

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Learn more at [nvhealthresponse.nv.gov/covidtrace](nvhealthresponse.nv.gov/covidtrace)
COVID-19 Does Not Discriminate

Download images and video (0:22)
Watch video on YouTube (0:22)

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/covid-19/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/covid-19/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/covid-19/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 One Community 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 Ethnicity is Not a Virus

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. Help stop COVID-19 related stigma.

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

Facebook/Instagram captions

Twitter captions


Learn more at nmhec.org/onecommunity-stigma
#OneCommunity

Download images and video (0:21)
Watch video on YouTube (0:21)
Vaccine for COVID-19

When the COVID-19 vaccine comes to your community, will you be ready? There is no better time to learn more in order to make an informed decision.

Visit [nmhec.org/covid-19/onecommunity](http://nmhec.org/covid-19/onecommunity)

#OneCommunity #OneResponse

**Facebook/Instagram captions**

Download image

**Twitter captions**

When the COVID-19 vaccine comes to your community, will you be ready? There is no better time to learn more in order to make an informed decision.

Visit [nmhec.org/covid-19/onecommunity](http://nmhec.org/covid-19/onecommunity)

#OneCommunity #OneResponse
Community Outreach Flyer

THE PANDEMIC STOPS WITH ME
WE CAN SHAPE WHAT HAPPENS NEXT

IN THE US, 17% OF LGBTQ+ ADULTS DO NOT HAVE ANY HEALTH INSURANCE COVERAGE COMPARED TO 12% OF NON-LGBTQ+ ADULTS.

WHY IS THE LGBTQ+ COMMUNITY MORE AT RISK FOR COVID-19?

MORE LIKELY TO HAVE
PRE-EXISTING CONDITIONS
FEAR & DISTURB OF THE HEALTHCARE SYSTEM
DISCRIMINATION
LOW PAYING JOBS AND LESS WEALTH
SOCIAL ISOLATION

LESS LIKELY TO
HAVE ACCESS TO PAID SICK LEAVE AND MEDICAL CARE

PROTECT OUR COMMUNITY
5 WAYS TO STOP THE SPREAD

When not with people from your household, Mask Up!
Social distance by
• Greeting verbally
• Gathering outside
• If inside, wear masks and stay apart

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

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, Dance, Move
- Check in with friends and family
- Talk to someone you trust, if you feel overwhelmed
- Step away from media and news for a while

FOR MORE INFORMATION, VISIT nmhec.org/OneCommunity

UNLV SCHOOL OF PUBLIC HEALTH
NEVADA MINORITY HEALTH AND EQUITY COALITION
#ONECOMMUNITY | #ONERESPONSE

COVID-19 LGBTQ+ COMMUNITY TOOLKIT
Community Outreach Mailer

THE PANDEMIC STOPS WITH ME
WE CAN SHAPE WHAT HAPPENS NEXT

Use these methods together to slow the spread

CLEAN AND DRY SURFACES OFTEN
WASH YOUR HANDS
STAY 6 FEET AWAY WHEN SAFE
WEAR A MASK

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

TESTING
To learn more about free or low-cost testing call 2-1-1 or visit nhlhealthresponse.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

LUCHAR Y LAVAR LAS MANOS
GUARDAR LA DISTANCIA
USAR MASCARILLA

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

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

Lo que necesita saber acerca del rastreo de contactos:
• Si usted recientemente fue un resultado positivo en su prueba o estuvo en contacto con alguien que dio positivo, podrá ser contactado por un ratrador de contactos.
• Las instrucciones de contactos le informan si usted ha estado expuesto y le ayudan a monitorear sus síntomas.
• 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 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, asiáticos, isleños del pacífico, LGBTQ+ y aquellas que son sordas 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

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/unaicomunidad

COVID-19 LGBTQ+ COMMUNITY TOOLKIT
Commercial - Mask Love Song

60 Second #OneCommunity Mask Love (VIDEO)

Watch video on YouTube (1:00)

60 Second #OneCommunity Mask Love (RADIO)

Download audio (1:00)

60 Second #OneCommunity Mask Love - LGBTQ+ ENG (RADIO)

Download audio (1:00)

60 Second #OneCommunity Mask Love - LGBTQ+ SPA (RADIO)

Download audio (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

A Message about COVID-19 from Members of the LGBTQ+ 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 Brief Informational Series by Dr. Ann Vuong

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

Health Inequities and COVID-19

Vaccine Hesitancy and COVID-19

Watch video on YouTube (2:18)

Watch video on YouTube (2:12)

Watch video on YouTube (2:01)
COVID-19 Vaccine Series by Dr. Cucalon Calderon

What are Vaccines?

Watch video on YouTube (0:33)

How do Vaccines Work?

Watch video on YouTube (0:22)

How is a Vaccine Approved?

Watch video on YouTube (0:58)
**COVID-19 Vaccine Series by Dr. Cucalon Calderon**

**What does it Mean to “Fast Track” a Vaccine?**

Watch video on YouTube (0:26)
Webinars - Amplify Equity Videos

COVID-19's Impact on Nevada's Diversity & Equity Population

Watch video on YouTube (2:13:44)

Myths vs. Facts about the COVID-19 Vaccine

Watch video on YouTube (1:59:10)

COVID-19 Impact on the LGBTQI+ Community

Watch video on YouTube (1:50:31)
Webinars - Amplify Equity Videos

LGBTQI• and Mental Health

Watch video on YouTube (1:31:09)
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 https://nmhec.org/onecommunity/
2. Review the social media toolkit https://drive.google.com/drive/folders/1iv3K0oqH3n3KY3gxTXieOMSvPmpCkpsED?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

**HELP FIGHT COVID FATIGUE**

**SHARE YOUR STORY, NOT THE VIRUS.**

**WE SHAPE WHAT HAPPENED NEXT.**

**HELP FIGHT COVID FATIGUE**

**SHARE YOUR STORY, NOT THE VIRUS.**

**WE SHAPE WHAT HAPPENED NEXT.**

**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](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—Twitter

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

Twitter captions

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

It’s been an extraordinary time and it’s not over yet, so let’s make sure we’re still staying connected while we’re apart. When you tell your story, you’re giving others the strength to stay with it.
Upload your story in text, pics, or video at bit.ly/WeAreOneCommunity
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.

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

#OneCommunity #OneResponse

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#OneCommunity #OneResponse

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

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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
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#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, we must act as #OneCommunity in our response.