COVID-19 PACIFIC ISLANDER 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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Contact Tracing - What is It?

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?

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.
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#OneCommunity #OneResponse

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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/onecommunity-contacttracing
#OneCommunity
Everyone reacts differently to stressful situations like COVID-19. You may feel anxiety, 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

Facebook/Instagram captions

Twitter captions

Everyone reacts differently to stressful situations like COVID-19. You may feel anxiety, 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

 Downloads image

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

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 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/

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

Watch video on YouTube (1:24)
COVID-19 Does Not Discriminate

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

Facebook/Instagram captions

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

Download images and video (0:22)

Watch video on YouTube (0:22)
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

Facebook/Instagram captions

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
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
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

Download images
Stigma - My Ethnicity Is Not a Virus

Download images and video (0:21)
Watch video on YouTube (0:21)

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/onecommunity-stigma

#OneCommunity #OneResponse

Twitter captions


Learn more at nmhec.org/onecommunity-stigma

#OneCommunity
Vaccine for COVID-19

Facebook/Instagram 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
#OneCommunity #OneResponse

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
#OneCommunity #OneResponse
THE PANDEMIC STOPS WITH ME
WE CAN SHAPE WHAT HAPPENS NEXT


WHY IS THE NATIVE HAWAIIAN/PACIFIC ISLANDER 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

LESS LIKELY TO
HAVE ACCESS TO AND UTILIZE HEALTHCARE WORK FROM HOME

SHARE DA ALOHA
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

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

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, Exercise
• Spend time with family
• Reach out to your church for support
• Check in with friends
• Step away from media and news for a while

FOR MORE INFORMATION, VISIT
nmhec.org/OneCommunity

#ONECOMMUNITY | #ONERESPONSE

COVID-19 PACIFIC ISLANDER COMMUNITY TOOLKIT
COVID-19 PACIFIC ISLANDER 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)
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 Native Hawaiian & Pacific Islander Community

Watch video on YouTube (1:38)

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
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)
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 Impact on the Filipino American Community

Watch video on YouTube (1:30:14)

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)
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/1R6UBaEtB1Q1XtqgBlythXngGNJhwvICp?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
#OneCommunity #OneResponse
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

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

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

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

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?

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

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#OneCommunity #OneResponse

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#OneCommunity #OneResponse

**COVID-19 PACIFIC ISLANDER COMMUNITY TOOLKIT**
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.