

COUNTY OF SAN MATEO



COVID-19 Outreach Plan: **Targeting Our Hard-to Reach Communities**

San Mateo County

May 5, 2020

COUNTY OF SAN MATEO



Goal

Keep residents in vulnerable communities within San Mateo County healthy and aware of all medical, food and financial resources available to help them during the COVID-19 crisis.

Objectives

- Residents have access to current health information
- Access to an array of County services
- Connect businesses with access to available programs

Strategies

- Send messages in primary languages
- Keep messages direct, short and consistent
- Use multiple communication channels: social media, digital and print/mailers
- Deliver information via trusted messengers
- Utilize communication channels used by partners
- Provide messages of hope, encouragement, and reassurance

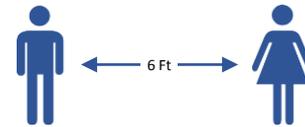
What We Want People to Know

- How to stay safe
- How to get financial and health assistance
- Where to get the latest information about health orders
- Where to learn about new programs to help the community



Critical Messages

- Stay home and save lives.
- Cover your face.
- Keep 6 feet apart.
- Do not go to work if you have any signs of illness.
- Stopping the spread COVID-19 protects your loved ones.
- Get financial and health assistance: Learn more at smcgov.org



Already in progress/complete

- COVID-19 Resource page on the County website: smcgov.org
- Pre-recorded tutorial of how to use the Resource Page (English/Spanish/Chinese)
- Letter and resource flyer sent to small businesses (English/Spanish)
- Training to the Community Collaboration for Children's Success Partners for North Fair Oaks (CCCS) and Race and COVID-19 Town Hall attendees
- 1-page flyer and social media infographic of the COVID-19 Resource Page (English/Spanish)
- Promote Face Mask Covering with targeting distribution among vulnerable populations

High Priority Activities

- Series of social media campaigns in English and Spanish about prevention, resources and community responsibility
- Series of social media infographics in English + Spanish
- Design door hangers targeting vulnerable communities (prioritize by census tracts)
- Partner with school district to send recorded phone calls/texts in English and Spanish to residents
- Partner with school districts, libraries and cities to leverage their communications channels
- Produce a direct mail postcard targeting residents

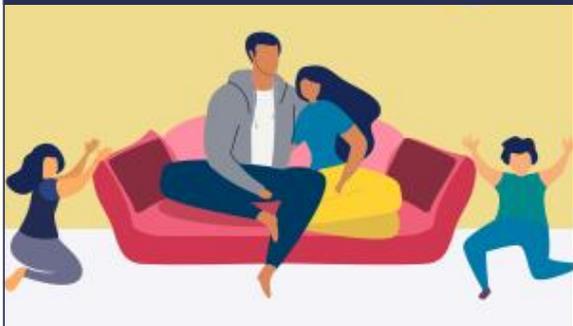


CÚBRASE LA CARA. MANTENGA 6 PIES DE DISTANCIA.

QUÉDESE EN CASA Y SALVE VIDAS

Proteja a sus seres queridos al detener
la propagación del COVID-19.

[OBTENGA MAS INFORMACION](#)



PROTÉJASE A SÍ MISMO Y A LOS QUE LO RODEAN.

Quedarse en casa salva vidas.
Detenga la propagación del COVID-19.

[OBTENGA MAS INFORMACION](#)



**SAMPLE of
Digital Ad
(in Market)**

Additional Activities

- Create a series of short digital videos to include elected officials, Council members, and community influencers
- Develop phone banking trees within our community-based organizations



Ongoing Activities

- Continue to collaborate with local organizations on outreach efforts and resource sharing (i.e. Children's Collaborative Children's Success)
- Provide elected officials and their staff with talking points, an FAQ and flyers
- Provide periodic messages to the City School District to forward to families enrolled in the District.
- Create a list serve subscription of community members (or in larger unincorporated areas)
- Develop an e-Newsletter with new information and updates
- Design a poster with a chart of resources

Evaluation Metrics

- Behavior change
- Feedback from community partners
- Number of subscriptions to COVID eNewsletter
- Number of visits to smcgov.org website
- Number of hits to COVID Resource Page:
<https://cmo.smcgov.org/covid-19-resources>



Questions?

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