

Audience	Key Message	Supporting Facts
General public	Negative test result for the UC Davis student who was tested and under quarantined	<ul style="list-style-type: none"> <li>▪ The CDC notified Yolo County Public Health officials that the UC Davis student who was quarantined and tested for COVID-19 had negative results.</li> <li>▪ The two other UC Davis students who were relocated from the dorms have been notified and released.</li> <li>▪ We still recommend residents to practice precautionary actions to prevent the further spread of respiratory diseases.</li> <li>▪ Yolo County continues to implement strategies to educate residents, protect public health and collaborate with partners and healthcare systems.</li> </ul>
General public	IF there is a positive case, a procedure will be started	<ul style="list-style-type: none"> <li>▪ In the instance that a case is confirmed in Yolo County:               <ul style="list-style-type: none"> <li>▪ The patient will be isolated and treated by their Primary Care Physician (PCP)</li> <li>▪ The PCP will then communicate with Yolo County Health and Human Services Agency (HHSA) staff and the California Department of Public Health.</li> <li>▪ Yolo County HHSA staff will then follow set protocols to ensure that the affected person and their close personal contacts are treated as necessary</li> </ul> </li> <li>▪ HHSA staff will implement programs to prevent future disease outbreaks, provide public and professional education, and collaborate with other organizations at the State and local level to control the spread of disease.</li> </ul>
General Public	There are preventative tips that individuals and families can take.	<ul style="list-style-type: none"> <li>▪ CDC recommends individuals and families follow everyday preventive measures:               <ul style="list-style-type: none"> <li>▪ Stay home when you are sick with respiratory disease symptoms. At the present time, these symptoms are more likely due to flu or other respiratory viruses than to COVID-19-related virus.</li> <li>▪ Cover coughs and sneezes with a tissue, then throw it in the trash can.</li> <li>▪ Wash hands often with soap and water for at least 20 seconds; especially after going to the bathroom; before eating; and after blowing your nose, coughing, or sneezing.</li> <li>▪ If soap and water are not readily available, use an alcohol-based hand sanitizer with 60%-95% alcohol.</li> <li>▪ Routinely clean frequently touched surfaces and objects</li> <li>▪ Routine use of these measures will increase community resilience and readiness for responding to an outbreak.</li> </ul> </li> </ul>

<p>General Public</p>	<p>Stigma hurts everyone by creating more fear or anger towards ordinary people instead of the disease that is causing the problem.</p>	<ul style="list-style-type: none"> <li>▪ People—including those of Asian descent—who have not recently traveled to China or been in contact with a confirmed or suspected case of COVID-19 are not at greater risk of acquiring and spreading COVID-19 than other Americans.</li> <li>▪ People who have returned from China +4 days ago and do not have symptoms are not infected with the virus. Contact with them will not give you the virus.</li> <li>▪ Raise awareness about COVID-19 without increasing fear.</li> <li>▪ Maintain privacy and confidentiality of those seeking health care and those who may be part of any contact investigation.</li> <li>▪ Share accurate information about how the virus spreads.</li> </ul>
<p>General public</p>	<p>Novel Coronavirus 2019 is present in the United States, in 6 states, including CA, but NOT in Yolo County.</p>	<ul style="list-style-type: none"> <li>▪ Yolo County <b>DOES NOT</b> have any confirmed cases.</li> <li>▪ California is carefully assessing the situation as it evolves.</li> </ul>
<p>General public</p>	<p>Influenza is still the highest risk respiratory virus in CA and Yolo County.</p>	<ul style="list-style-type: none"> <li>▪ Flu is widespread in Yolo County and CA.</li> <li>▪ Across the U.S., there have been over 3,400 flu deaths since October 2019.</li> <li>▪ In CA, approximately 445 influenza-related deaths have been reported.</li> </ul>
<p>General public</p>	<p>There are some basic strategies that can be implemented to prevent flu and other respiratory viruses.</p>	<ul style="list-style-type: none"> <li>▪ For flu, one of the best strategies is to go and get vaccinated, if you haven't gotten your flu shot.</li> <li>▪ To prevent ANY respiratory virus: <ul style="list-style-type: none"> <li>• Avoid close contact with sick people</li> <li>• Wash your hands frequently with soap.</li> <li>• Avoid touching your eyes, nose and mouth</li> <li>• Stay at home if you are experiencing flu-like symptoms</li> </ul> </li> </ul>
<p>General public</p>	<p>There are no confirmed cases in Yolo County, at this time</p>	<ul style="list-style-type: none"> <li>▪ To date, there has been limited spread of COVID-19 in the United States.</li> <li>▪ <b>The health risk from COVID-19 to the general public remains low at this time.</b></li> <li>▪ Yolo County is working closely with the CDC and the CA Department of Public Health</li> <li>▪ Visit our website for more info: <a href="http://www.yolocounty.org/coronavirus">www.yolocounty.org/coronavirus</a>. It is updated every Friday.</li> </ul>
<p>General public</p>	<p>It's still okay to go to school, work, etc.</p>	<ul style="list-style-type: none"> <li>▪ Instead of xenophobia (showing dislike or prejudice against people from other countries), show kindness and compassion; others may be experiencing high stress or trauma from this</li> <li>▪ If there are any school closures, the announcement will come from the Yolo County Public Health Department and will be shared widely</li> </ul>

General public	Get reliable information from trusted sources	<ul style="list-style-type: none"> <li>▪ Misinformation is rampant, do not add to it</li> <li>▪ Rely on experts like the CDC or the California Department of Public Health</li> <li>▪ Promote good health techniques</li> </ul>
General public	If you know of someone who is traveling <b>INTO</b> the country from China, Iran, Italy, Japan, or South Korea, they need to be prepared to have alternative housing for 2 weeks (in case symptoms develop after U.S. arrival)	<ul style="list-style-type: none"> <li>▪ To slow the spread of coronavirus disease 2019 (COVID-19) into the United States, CDC is working with public health partners to implement new travel procedures:</li> </ul>
General public	For people traveling <b>OUT OF</b> the country, check in with the CDC website and be prepared as quarantine rules in each country may differ	<ul style="list-style-type: none"> <li>▪ Visit the CDC website for travel: <a href="https://wwwnc.cdc.gov/travel">https://wwwnc.cdc.gov/travel</a></li> <li>▪ Each country is different and may have different rules and protocol in place regarding the coronavirus</li> </ul>
General public	Yolo County is prepared with an emergency response and communications plan in place if we detect a case of novel Coronavirus 2019.	<ul style="list-style-type: none"> <li>▪ We have stepped up disease-tracking capabilities and are working with our healthcare providers to quickly identify potential cases.</li> <li>▪ Our healthcare partners have been provided with the most current clinical guidelines for evaluating potential cases.</li> <li>▪ We are in regular communication with both the Centers for Disease Control (CDC) and Prevention and the California Department of Public Health (CDPH) to keep up to date on the current situation and guidelines on handling potential cases</li> </ul>
General public	The best sources of information will be your healthcare provider and the Centers for Disease Control and Prevention.	<ul style="list-style-type: none"> <li>• If you are concerned about your current health, you should contact your Primary Care Provider directly for additional guidance.</li> <li>• Those who want to know more about travel advisories, signs and symptoms etc. are encouraged to utilize the resources and documents found at the following: <ul style="list-style-type: none"> <li>○ Centers for Disease Control and Prevention 219 Novel Coronavirus: <a href="https://www.cdc.gov/coronavirus/2019-ncov/index.html">https://www.cdc.gov/coronavirus/2019-ncov/index.html</a></li> <li>○ California Department of Public Health Immunization Branch Novel Coronavirus 2019: <a href="https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx">https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx</a></li> </ul> </li> </ul>

### Tips for Dealing with the Media

Media	Make sure your organization knows who is approved to speak with the media
Media	Keep to the talking points
Media	Refer media to the CA Department of Public Health (CDPH) page for additional, up to date info: <a href="https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx">https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx</a> or the CDC page: <a href="https://www.cdc.gov/coronavirus/2019-ncov/">https://www.cdc.gov/coronavirus/2019-ncov/</a> .
Media	If the media want a quote or ask anything beyond your knowledge or comfort level, refer to: 1. Ron Chapman (Health Officer) <a href="mailto:ron.chapman@yolocounty.org">ron.chapman@yolocounty.org</a> 2. Jenny Tan (Yolo County PIO) <a href="mailto:jenny.tan@yolocounty.org">jenny.tan@yolocounty.org</a>
Media	If something comes up that you were unaware of: <ul style="list-style-type: none"><li>○ Before replying – check with your city/county contact person for updates</li><li>○ Verify who is the best agency to respond</li></ul>

Audience	Tips
Your Administration	Do you know what protocols are in place for communicable diseases within your organization? Brush it off or get templates.
Your Administration	Create your own master message map. REMEMBER: your staff are also the general public; they get off work and go home to families and are part of communities. What you share with them may be shared with the public. Ensure there is consistent messaging and ONLY necessary people have confidential information.
Your Administration	If there are any messages, webpages that get created and shared with your public, email a copy to Jenny Tan for records ( <a href="mailto:jenny.tan@yolocounty.org">jenny.tan@yolocounty.org</a> )
Your Administration	Stay in contact with your local city and county for updates. Follow us on social media and check for new press releases.
Your Administration	IF you hear a rumor, please send to Jenny Tan ( <a href="mailto:jenny.tan@yolocounty.org">jenny.tan@yolocounty.org</a> or call (530) 908-0186) and she will forward to HHSA staff.
Your Administration	<p>If a case is confirmed in Yolo County, the patient will be isolated and treated by their Primary Care Physician (PCP), who will then communicate with Yolo County Health and Human Services Agency (HHSA) staff and the CA Department of Public Health. Yolo County HHSA staff will then follow set protocols to ensure that the affected person and their close personal contacts are treated as necessary, develop programs to prevent future disease outbreaks, provide public and professional education and collaborate with other organizations at the State and Local level to control the spread of disease.</p> <p>Once a reportable disease is reported, an investigation is started to:</p> <ul style="list-style-type: none"> <li>• Confirm the diagnosis and the original source of the disease</li> <li>• Verify the disease</li> <li>• Locate affected persons</li> <li>• Provide affected persons with information about the disease</li> <li>• Look for any common mode of transmission between affected persons</li> <li>• Provide affected persons and the public, if necessary, with information about the disease, including: symptoms, how diagnosis is confirmed, how the disease is spread, and how to prevent it.</li> </ul> <p>This can all be found on the Yolo County webpage (<a href="https://www.yolocounty.org/health-human-services/adults/communicable-disease-investigation-and-control">https://www.yolocounty.org/health-human-services/adults/communicable-disease-investigation-and-control</a>)</p>
Your Administration	<p>Do you have the contact information for key PIO staff (during and after hours):</p> <ul style="list-style-type: none"> <li>• Your organization's key communication staff</li> <li>• Your city's PIO</li> <li>• Your county's PIO (Jenny Tan)             <ul style="list-style-type: none"> <li>○ Work Cell: (530) 908-0186</li> </ul> </li> </ul>

Audience	Tips
Your Organization	From your master message map, share the parts that are for your organization, including self-care and rumor control tips. Ensure that front line staff have FAQs or their section of the message map so they know how to communicate and what to say to the public.
Your Organization	Make sure your organization knows who is approved to speak with the media. <small>Reshare</small> your organization's media/interview policy.
Your Organization	If you share information with your teams or staff, make sure to relay the importance of keeping fears down and staying within HIPAA regulations (if sharing data about a person) <ul style="list-style-type: none"> <li>• Only share what you deem is necessary</li> <li>• Give your staff resources, like the CDPH page on coronavirus – <a href="https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx">https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx</a> or the CDC page: <a href="https://www.cdc.gov/coronavirus/2019-ncov/">https://www.cdc.gov/coronavirus/2019-ncov/</a></li> <li>• Let your staff know that sharing wrong or restricted information may hinder the efforts of the county/city/schools/health</li> </ul>
Your Organization	Reiterate that we are all working together (county, city, schools, health)

Resources	Link
Yolo County Dedicated Voicemail for COVID-19	Phone: (530) 666-8614 for public inquiries
Google Drive of Graphics in Multiple Languages	<a href="http://bit.ly/YoloCoronavirus">http://bit.ly/YoloCoronavirus</a>
Map of countries with confirmed cases	<a href="https://www.cdc.gov/coronavirus/2019-ncov/locations-confirmed-cases.html#map">https://www.cdc.gov/coronavirus/2019-ncov/locations-confirmed-cases.html#map</a>
CDC page on COVID-19	<a href="https://www.cdc.gov/coronavirus/2019-ncov/index.html">https://www.cdc.gov/coronavirus/2019-ncov/index.html</a>
CDC page with VIDEOS re COVID-19	<a href="https://www.cdc.gov/coronavirus/2019-ncov/communication/videos.html">https://www.cdc.gov/coronavirus/2019-ncov/communication/videos.html</a>
World Health Organization (WHO) page on COVID-19	<a href="https://www.who.int/health-topics/coronavirus">https://www.who.int/health-topics/coronavirus</a>
World Health Organization (WHO) FAQ page on COVID-19	<a href="https://www.who.int/news-room/q-a-detail/q-a-coronaviruses">https://www.who.int/news-room/q-a-detail/q-a-coronaviruses</a>
California Department of Public Health page on COVID-19	<a href="https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx">https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx</a>
Yolo County page on COVID-19	<a href="http://www.yolocounty.org/coronavirus">www.yolocounty.org/coronavirus</a>

Social Media Posts

Images/Graphics

There are no confirmed cases of Coronavirus in Yolo County. For more info:  
[www.yolocounty.org/coronavirus](http://www.yolocounty.org/coronavirus)



Get information from trusted and verified sources, like the CDC, CA Department of Public Health, or Yolo County.  
[www.yolocounty.org/coronavirus](http://www.yolocounty.org/coronavirus)

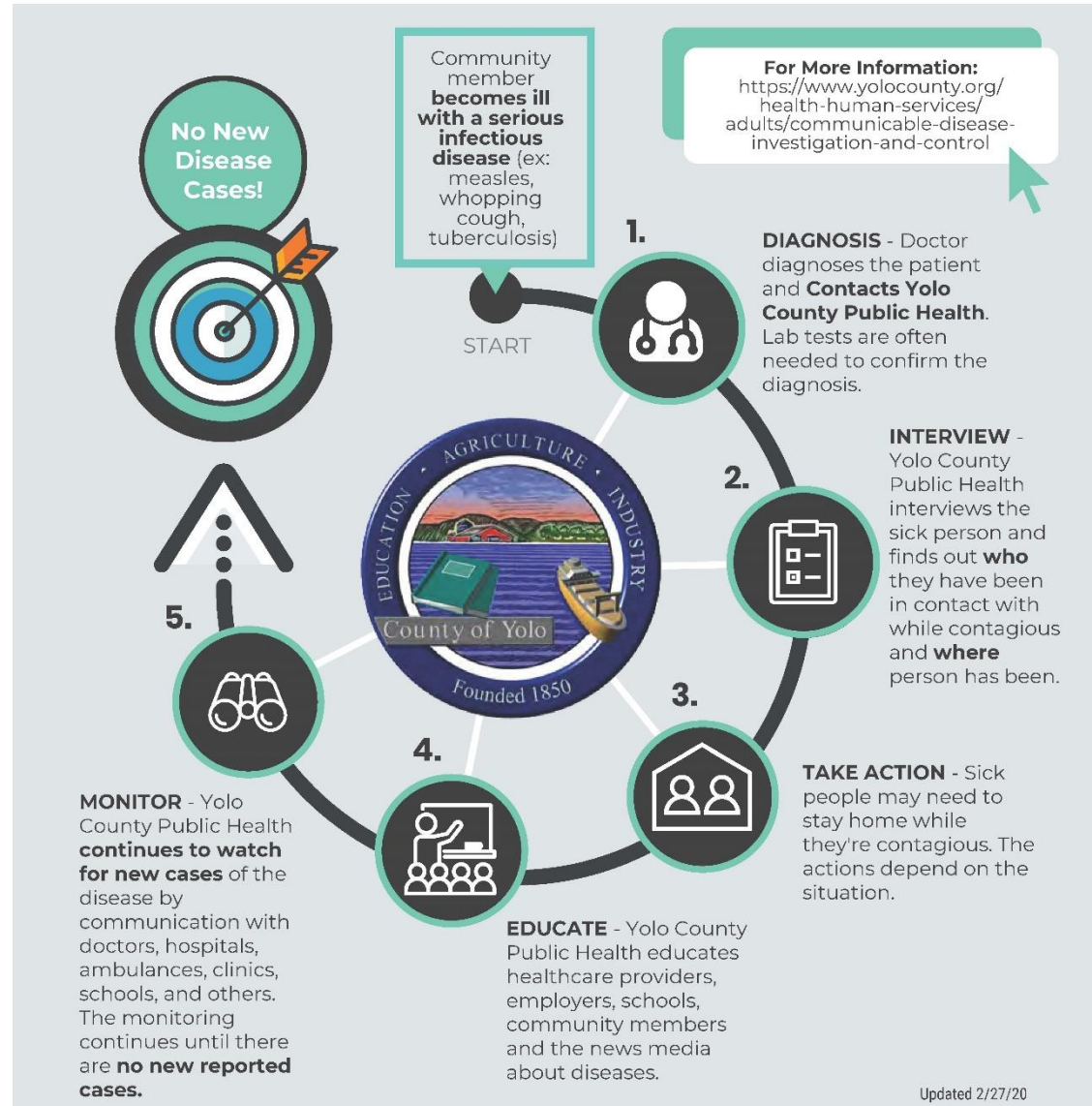




# FIGHTING DISEASE OUTBREAKS

What Yolo County Public Health does to stop outbreaks

Here's some information on what happens during a disease outbreak.  
[www.yolocounty.org/communicablediseases](http://www.yolocounty.org/communicablediseases)



Yolo County Health and Human Services





# What you **NEED** to know about **NOVEL CORONAVIRUS**

The virus is **NOT** currently spreading in the community in Yolo County.  
The immediate risk to the general public in Yolo County is **LOW**.  
Yolo County Public Health is carefully assessing this situation as it evolves.



## What is it? COVID-19

Novel Coronavirus (has been referred as: 2019-nCoV, Wuhan Virus, nCoV-19, SARS-CoV-2) is a new virus strain that causes illness ranging from the common cold to more serious respiratory illnesses. It is a new strain that has not been identified in humans before.

## Who's at risk?

Currently the risk to the general public is low. Immediate risk to the general public in Yolo County is **LOW**. There are a small number of cases in the U.S. To minimize the risk of spread, health officials are working with health care providers to identify and evaluate any suspect cases.



## For more information:

[www.yolocounty.org/coronavirus](http://www.yolocounty.org/coronavirus)

CDC COVID-19 info:  
<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

CDPH COVID-19 info:  
<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCoV2019.aspx>

## How is it Spread?



Through droplets when infected person coughs or sneezes.



Close personal contact, such as caring for an infected person.

Seek medical care if you have returned from affected geographic areas **AND** develop a fever or respiratory symptoms within 14 days of your return.

## Symptoms



Fever



Difficulty Breathing



Cough



Severe Illness

## Traveling OUTSIDE U.S

- Wash your hands often with soap and water.
- Use an alcohol-based hand sanitizer, if soap and water aren't available
- Avoid touching your eyes, nose, and mouth
- Avoid contact with sick people
- Avoid animals (alive/dead), animal markets

## Traveled to China AND Sick?



- Call your doctor
- Stay home and avoid contact with others
- Don't travel while sick
- Cover your mouth and nose with tissue or sleeve when coughing or sneezing

## How is it treated?



There is **NO** specific treatment for illness caused by a novel coronavirus. However, many of the symptoms can be treated. Treatment will be based on patient's condition. There is **NO** vaccine for novel coronavirus.

## What can I do to protect myself and others from respiratory infections like novel Coronavirus?



### Stay Home when you are sick

Limit close contact with people who are sick.

**\*\*Facemasks are most effective WHEN USED APPROPRIATELY by health care workers and people who are sick.\*\***



### Wash Hands

Wash with soap and water for 20 sec.

If soap and water are not readily available, use an alcohol-based hand sanitizer with at least 60% alcohol.

Clean and disinfect frequently touched objects and surfaces



### Cover your cough/sneeze

Use a tissue, then throw tissue into trash.

If you do not have a tissue, use your sleeve (not your hands).



### Get a flu shot to prevent influenza

Get a flu shot if you **HAVE NOT** done so this flu season.



Verified information about the coronavirus  
[www.yolocounty.org/coronavirus](http://www.yolocounty.org/coronavirus)

