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A GUIDEBOOK

Community- Led Messaging for COVID-19 Contact Tracing

A 3-hour guide to building a custom communications campaign to engage your refugee, immigrant, and migrant communities in COVID-19 contact tracing efforts.



OVERVIEW

Who should use this guidebook & why?

While access to the COVID-19 vaccine starts to expand, our work to manage and prevent the spread of COVID-19 must continue. Contact tracing is a critical tool in our collective approach to ending the pandemic. By leveraging your expertise and extensive knowledge of your community, this companion was designed to support leaders, like yourselves, to **create a customized contact tracing messaging campaign that is rooted in your community's values, motivations, and realities.**

We know that customized health communications that are rooted in the needs of affected communities are more effective than mass campaigns. We built this guidebook to help individual leaders, community-based organizations, and local health departments get the right messages out quickly. **If you are looking to build effective COVID-19 messaging materials for your community, this guidebook is for you.**

OVERVIEW

The Origins: Guidebook Development

In partnership with the Centers for Disease Control and the University of Minnesota's National Resource Center for Refugees, Immigrants, and Migrants

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In collaboration with the International Rescue Committee, Migrant Clinicians Network, The Coalition for Immokalee Workers, The Association of Refugee Coordinators, and the Minnesota Department of Health

The guidebook was born out of a desire to equip and engage community leaders around the U.S. to develop COVID-19 Contact Tracing materials for their Refugee, Immigrant, or Migrant communities, and evolve communications alongside the pandemic response. The development of this asset was informed by our experience of creating campaigns with the immigrant & migrant farmworker community in Immokalee, Florida and the Congolese refugee & migrant community in Dallas/Fort Worth, Texas.

OVERVIEW

What you will need to start



THIS GUIDEBOOK

This guidebook will walk you through a step-by-step process for quickly building and testing messaging campaigns. Each step is designed to take 30-90 minutes.



COMMUNITY REPRESENTATIVES

Bring together at least 3 members of your community who bring three different perspectives (e.g. people of different ages, different genders, different abilities, etc.), to work through this guidebook together to ensure messaging and channels are relevant and feasible.



COMMUNITY RESPONSE AMBASSADOR

A member of the community who is able to develop and distribute your campaign and assets created in this guidebook. (It could be you 😊)

OVERVIEW

How it works

This guidebook was designed for you to be able to create a campaign that works for your community in **four easy steps**:

1

DETERMINE YOUR GOAL

Consider the current state of COVID-19 contact tracing efforts in your community in order to set a goal

2

CREATE A MESSAGE

Align on appropriate and desirable language and messages for your community

3

SELECT YOUR CHANNELS

Pick 1-2 distribution channels that would work well for your community, and your available resources

4

BRING IT TO LIFE

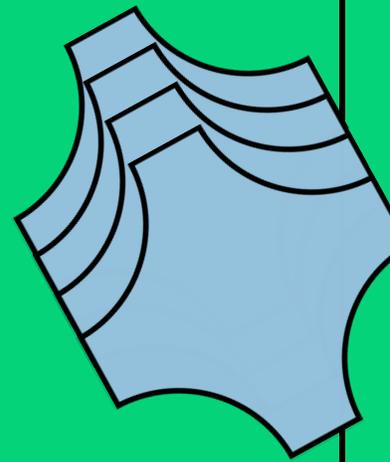
Use this set of templates to bring your campaign to life through key visual and messaging assets



This guidebook can be used flexibly. You might find that you can skip steps, or add these activities onto an existing process already in place for health communications.

1

Determine Your Goal



Setting clear goals based on what your community needs will ensure this campaign is appropriate for the current state of COVID-19 contact tracing efforts in your city or county. These considerations will include: available infrastructure and resources, community awareness and knowledge, and safety measures and positivity rates.

TIME

30 minutes to 1 hour

TOOLS

You may use this [Self Assessment Tool](#) to determine which goal works best for your community.

You'll use this [Gut Check Worksheet](#) to speak with community members.

OUTCOMES

- A goal for your campaign
- A call-to-action
- Key community motivators

TIME: 10 MINS

Determine your community's need for this campaign

As a community leader, you likely already know what kind of campaign your community might need. These are the 3 most common messaging goals for COVID-19 contact tracing efforts:

HEALTH & SAFETY

Safety and increasing protection

Ensure community members have workarounds to reduce the spread of COVID-19 in the absence of resources or infrastructure. This might be your goal if your community doesn't yet have robust contact tracing measures.

AWARENESS

Awareness of COVID-19 contract tracing

Build an understanding of what contact tracing is and is not, and what role it has in preventing the spread of COVID-19. This might be your goal if people in your community are unaware of what contact tracing entails.

WILLINGNESS

Willingness to participate in contact tracing

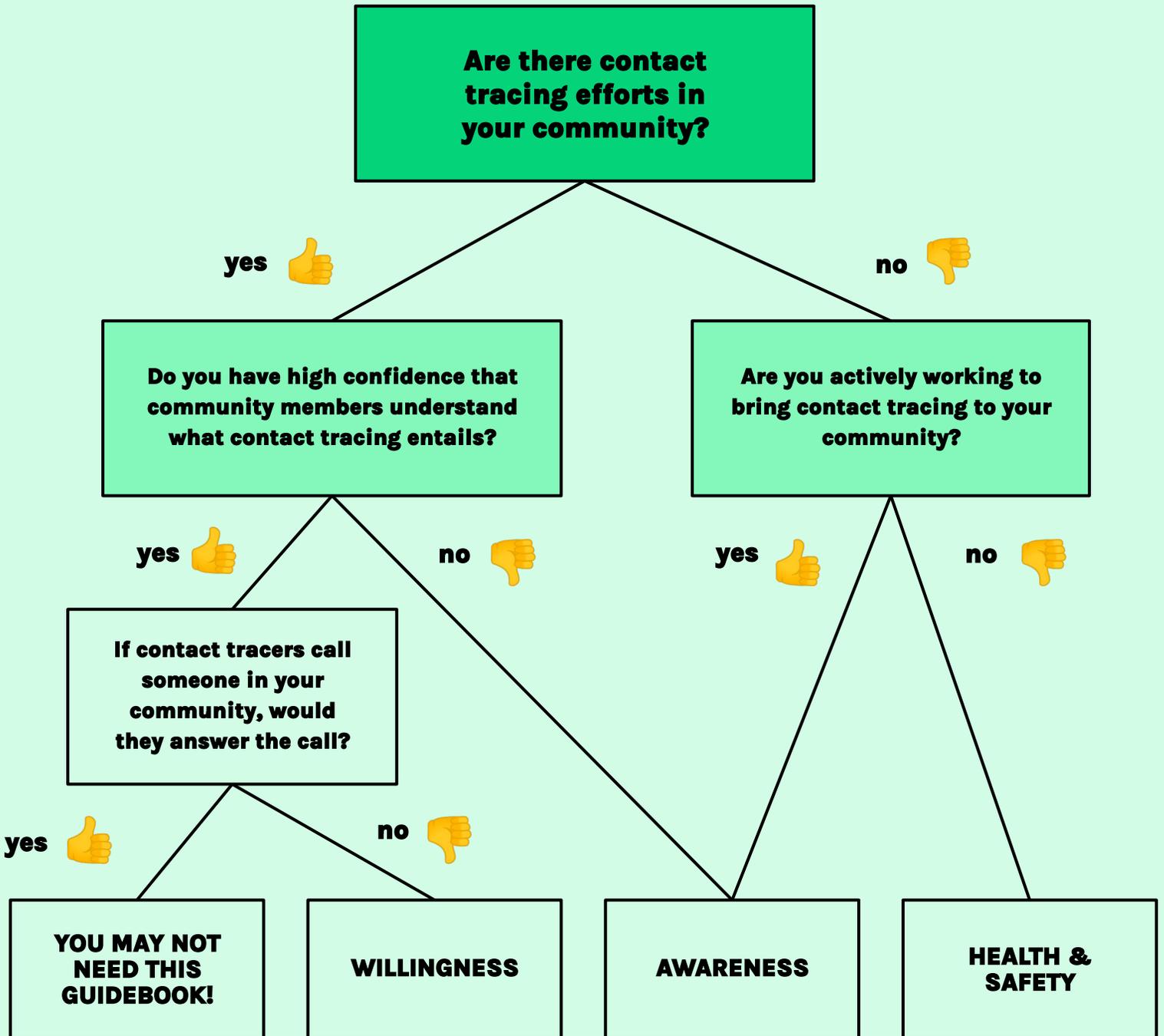
Instill trust and confidence that drive individuals to action and opting in to participate. This might be your goal if folks in your community understand what contact tracing is, but are skeptical.



If you are not sure about which goal is suitable for your community, the next page can help you determine it with an easy [Self Assessment Tool](#).

Self Assessment Tool

Follow this decision tree to help you land on the right goal for your community!

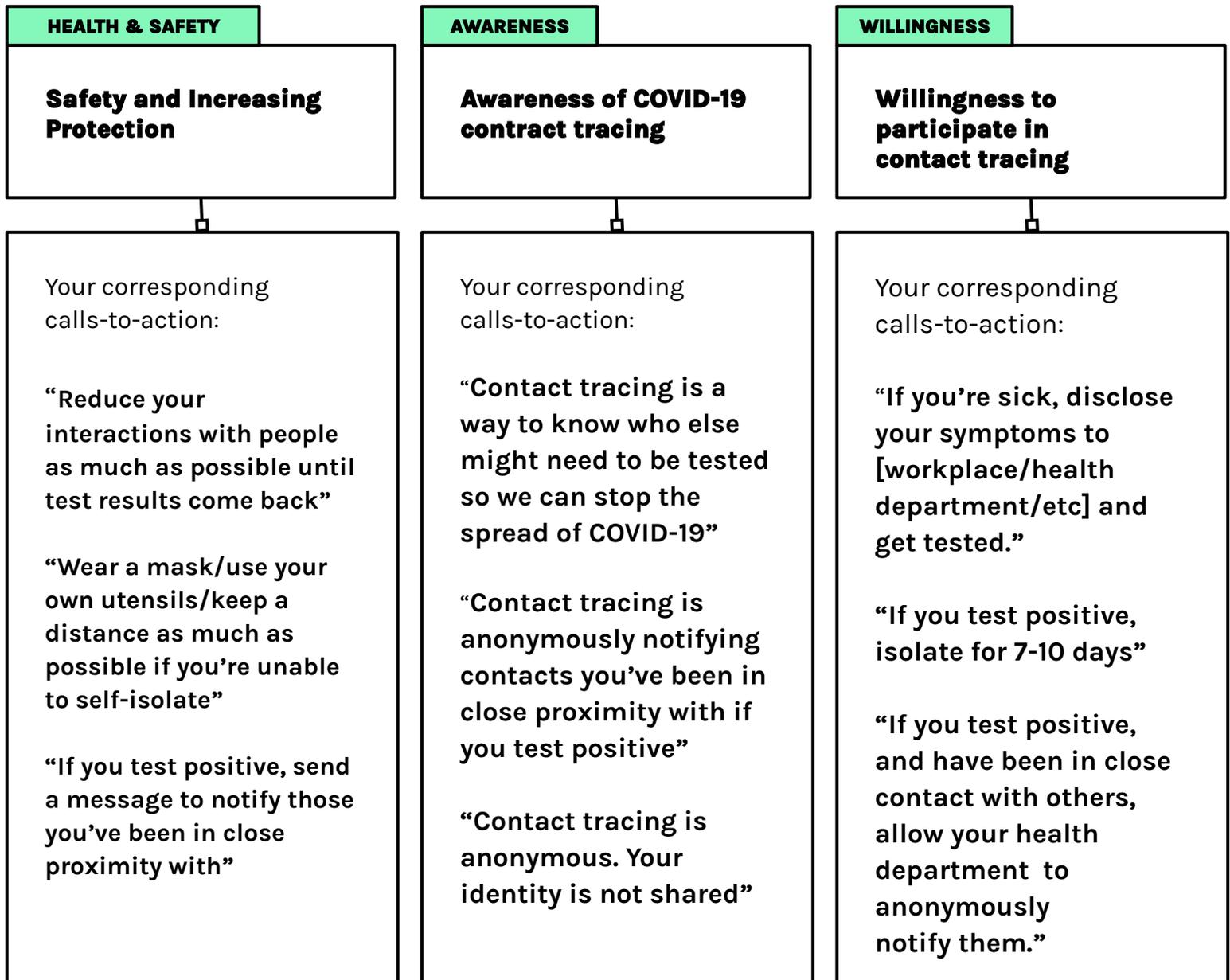


Keep in mind that a messaging campaign might not be best-positioned to address and change structural barriers in the short term. While acknowledging any structural barriers your health system faces, consider which goal would best serve your community.

TIME: 2 MINS

Identify your corresponding call-to-action

Calls-to-action are concise key messages that inspire people to take an action or change a behavior. Here are the corresponding calls-to-action for each goal:



1.3

TIME: 20* MINS

Confirm your campaign's goal

In this step, make sure the goal feels appropriate for your community by talking to your community representatives.

HOW TO GET FEEDBACK

1. Talk to some of your community representatives (by phone/text/internet or from a safe distance), and share your goal with them for feedback.
2. Use the **Gut Check Worksheet** worksheet on the following page to support your conversations.
3. Once you have completed your discussions, reflect on your conversation. You might have found new information that you weren't aware of. Ask yourself whether that changes the goal you've chosen. Redo the **Self Assessment Tool** if necessary and come back to this step.

**The time for this activity might increase as you engage more people in the conversation.*

Gut Check Worksheet

Questions to guide a discussion with your community representatives

- Does the goal you selected reflect the reality of your community?
- Do the calls-to-action make sense?
- Are you conflicted between picking two goals?
- If you put aside this guidebook, what is the key piece of information surrounding contact tracing that you need your community to know? Which goal most closely aligns?
- If you had one magic wish to remove any structural barriers, what campaign goal would most benefit your community?



If you noticed hesitation in answering any of the questions in the **Self Assessment Tool**, you might want to try going through it one more time with this group to reach a consensus.



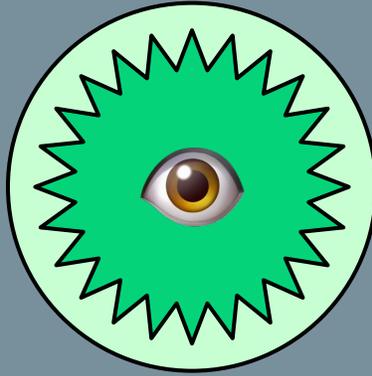
**Hooray! You did it!
Put down your results
in each field.**

YOUR CAMPAIGN'S GOAL

YOUR CAMPAIGN'S CALL TO ACTION



*Your goal might change over time. Come back to this guidebook
to tweak your messages as the goal shifts.*



EXAMPLE FROM

The Immokalee Farm Worker Community

YOUR CAMPAIGN'S GOAL

safety + increasing protection

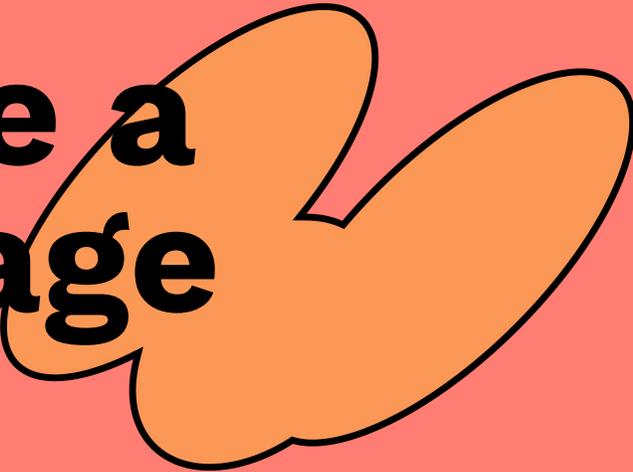
YOUR CAMPAIGN'S CALL TO ACTION

"wear a mask and keep a distance as much as possible if you're unable to self-isolate"

Contact tracing efforts in Immokalee, Florida are limited. For Immokalee farm workers we set our campaign goal to increase safety and protection while finding workarounds for contact tracing. The main call-to-action was around getting those who test positive to wear a mask at home and keep their distance from those they live with as much as possible.

2

Create a Message



In this step, we'll first test and choose a lens that feels appropriate for your community, ultimately selecting a message that works broadly. Then, we'll identify some more specific audiences and aspirations, in order to better customize messages for your community.

TIME

1 hour and 30 minutes

TOOLS

You'll refer to the [Principles](#) for Messaging Campaigns.

You'll use this [Mash-Up Worksheet](#) to create messages.

You'll get [Feedback](#) on the messages you create.

You might explore unique tones with these [Fill-in-the-Blank](#) & [Application](#) worksheets.

OUTCOMES

- A winning message

TIME: 30 MINS

Choose a lens to focus your message

Choosing a lens should be driven by the values of your community, and should remain consistent across campaign touchpoints to reinforce the campaign goals. Here are two lenses you might use when developing your messages in the

Mash-Up Worksheet:

COLLECTIVE WELLBEING

The collective accountability to take care of each other because the community is stronger when people work as a whole.

Example messages

“Our collective wellbeing is in our hands”

“Contact tracing can protect our community”

“It’s our collective responsibility to take care of each other.”

LOVE

The ability to care for someone beyond ourselves and in turn take action that might be less than ideal for ourselves in service of others.

Example messages

“Disclosing your symptoms and notifying your contacts is an act of love”

“Anyone can get COVID-19. Protect your loved ones.”

“A new way to love and protect your neighbor”

Messaging Principles

Before diving into creating a message, review the following principles to any successful messaging campaign, and keep them in mind at all times.

CLEAR & CONCISE

Use plain language that is simple and straight to the point. Main messages should be 40-50 characters long.

CROSS CUTTING

Ensure the language is inclusive of all societal groups (low-income or other marginalized groups).

CULTURALLY RELEVANT

Incorporate local dialects, idiomatic expressions, and cultural references and motifs.

CONSECUTIVE

Create a series of messages that build on one another; especially if there's more than one call to action.

CURRENT

Make sure your message is up to date with **CDC guidelines** or state/local health departments.

Mash-Up Worksheet

Using this Mash-Up, you can quickly brainstorm many different messages to test while keeping variables constant, in this case your call-to-action. Copy and paste one of your calls-to-action in the box below and use as many of this worksheet as needed 😊 .

CALL TO ACTION _____ _____	x	LENS Collective Wellbeing	=	Your message here _____ _____
---	---	--	---	-------------------------------------

CALL TO ACTION _____ _____	x	LENS Love	=	Your message here _____ _____
---	---	----------------------------	---	-------------------------------------

CALL TO ACTION _____ _____	x	LENS _____ _____	=	Your message here _____ _____
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Make sure to go through this Mash-Up for each on of your calls to action. Also, consider that there might be other lenses, feel free to add add those.

Sample Mash-Up

This is an example of what your mash-up sheet would look like once filled out. Remember: the more messages you create, the better! So don't be shy with the number of sheets you fill out. .

CALL TO ACTION <i>IF YOU'RE SICK, DISCLOSE SYMPTOMS</i>	x	LENS Collective Wellbeing	=	THERE'S NO SHAME IN BEING SICK. DISCLOSE YOUR SYMPTOMS TO PROTECT OUR COMMUNITY.
---	---	--	---	---

CALL TO ACTION <i>IF YOU'RE SICK, DISCLOSE SYMPTOMS</i>	x	LENS Love	=	OUR LOVE LANGUAGE IS HONESTY. DISCLOSE YOUR SYMPTOMS SO YOU CAN GET TESTED
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CALL TO ACTION <i>IF YOU'RE SICK, DISCLOSE SYMPTOMS</i>	x	LENS BRAVERY	=	BE A COMMUNITY HERO BY DISCLOSING YOUR SYMPTOMS.
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TIME: 30 MINS

Test your messages with your community representatives

You've now created a few messages that are rooted in your goal and call-to-action. Let's find out from your community which message resonates!

HOW TO GET FEEDBACK

1. Call back your community representatives. These could be the same people whom you interviewed in Step 1.
2. Lay out or verbally share all the messaging options you've created.
3. Each person gets 2 votes. Have them mark which messages they like best.
4. Write down the feedback you hear and use this opportunity to ask more questions and push your ideas further.

QUESTIONS YOU CAN ASK

- What do you think this message is about?
- What would you do next if you saw this message?
- Where might you imagine seeing or hearing something like this?
- What would you change to make it better?

NOTICE

- Which lens are people gravitating towards? Collective wellbeing or love?
- What do you notice about the most popular messages: Length? Clarity?

Voting Worksheet

Write your messages here, and ask your community representatives to vote. We recommend two votes per person.

<p><i>E.g: There's no shame in being sick. disclose your symptoms to protect our community.</i></p>			



2.3 OPTIONAL

TIME: 30 MINS

Explore your audience and choose a tone

Communities are nuanced, especially if you work across refugee, immigrant or migrant populations. This is an opportunity to tailor your winning message to different audiences within the community.

Your tone of voice is not only what your message says, but "how" it says it.

For instance, if you want specifically want to target *youth* within your community, you might choose a tone that resonates with that group, such as a *funny* or *pop culture* tone. Use the following **Fill-in the-Blank** and **Tone Application** sheets to explore different audiences' aspirations and tones.

WHY IS THIS IMPORTANT?

Successful messaging will resonate with an audience's unique desires and aspirations.

2.3A OPTIONAL

Fill-in-the-Blank Worksheet

What do does your specific audience aspire to? Fill in the blanks to start identifying their desires, aspirations, and a motivating tone.

I live in _____ . I am part of the _____ community.
(City/Town, State) (identify your community)

In my community, people aspire to _____, _____, and _____.

If I had to pick one thing that people might desire to achieve the most, it would be _____.
(one of the aspirations listed)

If I could have one magic wish, I would wish that _____ could have _____.
(person)

My parents always told me to aspire to _____. I teach/would teach my children to _____.

If _____ needed help, I would drop everything to help them.
(person)

I respect _____'s opinion on almost anything.
(person)

NOW, fill out this sentence.

My audience _____ aspires to _____, and therefore, the resonating tone is _____.

Example

Audience: youth → Aspiration: make more money → tone: empowering

Audience: mothers → Aspiration: care for children → tone: nurturing

Audience: breadwinners → Aspiration: provide for their family → tone: empowering

2.3B OPTIONAL

Tone Application Worksheet

Using this worksheet you can tailor your winning message to better fit your specific audience's desires and aspirations.

WINNING MESSAGE	TONE
<hr/> <hr/>	<hr/> <hr/>

x

Your modified message here

WINNING MESSAGE	TONE
<hr/> <hr/>	<hr/> <hr/>

x

Your modified message here

2.3B OPTIONAL

Sample Tone Application Worksheet

WINNING MESSAGE	TONE
<p><i>OUR COLLECTIVE WELLBEING IS IMPORTANT</i></p>	<p><i>EMPOWERING</i></p>

x

Your modified message here

OUR COLLECTIVE WELLBEING IS IN OUR HANDS

WINNING MESSAGE	TONE
<p><i>A NEW WAY TO LOVE AND PROTECT YOUR NEIGHBOR</i></p>	<p><i>EMPOWERING</i></p>

x

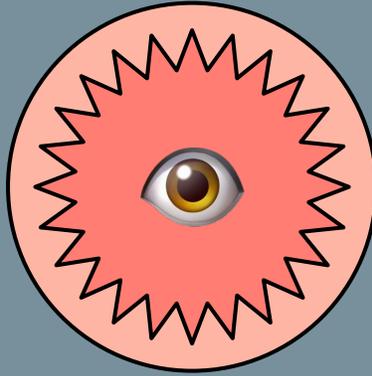
Your modified message here

LOVE AND PROTECT YOUR NEIGHBOR. IT'S IN YOUR HANDS.



**Hooray! You did it AGAIN!
Fill in your results below...**

YOUR WINNING MESSAGES



EXAMPLE FROM

The Immokalee Farm Worker Community

YOUR WINNING MESSAGES

MAIN MESSAGE:

DO ALL YOU CAN TO PROTECT YOUR LOVED ONES.

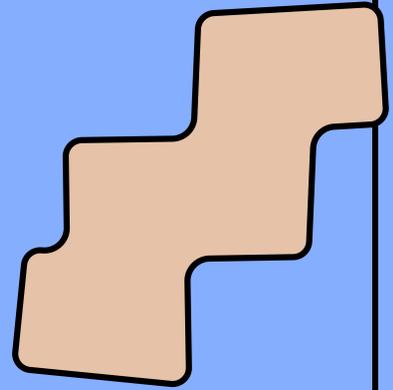
CALL TO ACTION:

*KEEP YOUR DISTANCE AND WEAR A
MASK INDOORS IF YOU TEST POSITIVE AND
YOU'RE UNABLE TO ISOLATE.*

The lens of love and protection was important to the Immokalee farm workers. The breadwinners in the community aspired to keep on providing for their families as much as they can during the COVID-19 pandemic. Seeing that there weren't enough contact tracing efforts in the community, the calls-to-action emphasized workarounds to reduce the spread of the virus.

3

Select Your Channels



This section allows you to figure out how to best get your messages out into the world to reach your community.

TIME

20 minutes

TOOLS

You'll use the [Channel Selection Tool](#) to, you guessed it, select a channel.

OUTCOMES

- A selection of distribution channels

TIME: 20 MINS

Pick appropriate channels for your message

Pick 1-3 channels that are most aligned with what your community is regularly exposed to and how they normally receive information. Your available resources should also help in narrowing to the right set of channels for your campaign.

You likely already have a hunch around what this channel is – start with your gut!

CONSIDERATIONS

Trust: Which channels already have the trust of the community?

Reach: How many people will be able to see or hear this channel?

Accessibility: Which channels are most inclusive for your community?

Cost: How much money or time will you need?

Synergy: Which channels might work well together?

3.1A

Channel Selection Tool

1. Add any channels not already listed
2. Circle all **high reach** channels.
3. Star all **low cost** channels.
4. Anything with a circle and star should be prioritized.
5. Check with your community response ambassador if there are channels that they use today. Add those channels to your priority list.
6. Make a final selection of primary and secondary channel.

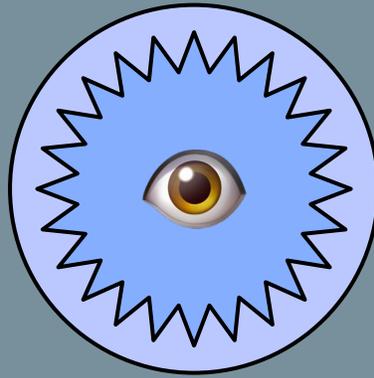
Megaphone on a Truck	Community Talks	Announcement at religious center	Memes
WhatsApp Group	Flyers on Local Signboard	Radio Spot Or Talk Show	Large Scale Print Campaign
TV Spot	Social Media Ads	<i>Other</i>	<i>Other</i>
<i>Other</i>	<i>Other</i>	<i>Other</i>	<i>Other</i>



**Hooray! You're on a roll!
Put down your results
in each field.**

YOUR PRIMARY CHANNEL

YOUR SECONDARY CHANNEL



EXAMPLE FROM

The Immokalee Farm Worker Community

YOUR PRIMARY CHANNEL

RADIO TALK SHOW

YOUR SECONDARY CHANNEL

CHURCH ANNOUNCEMENTS

The Coalition of Immokalee Workers has created a radio station for the community and they're the ambassador of this community. This radio station has high reach and low cost in this instance and would make the most sense for this community

4

Bring it to Life

An optional kit that enables your community ambassador to bring your campaign to life whether your channel is visual or auditory.

TIME

N/A (it's up to you)

TOOLS

A Visual Design Kit for both print and digital assets

Audio Considerations for any auditory assets

OUTCOMES

- A ready to go campaign 🌟

TIME: N/A

Guidelines for visual assets

This section of the guidebook should be used by your community ambassador.

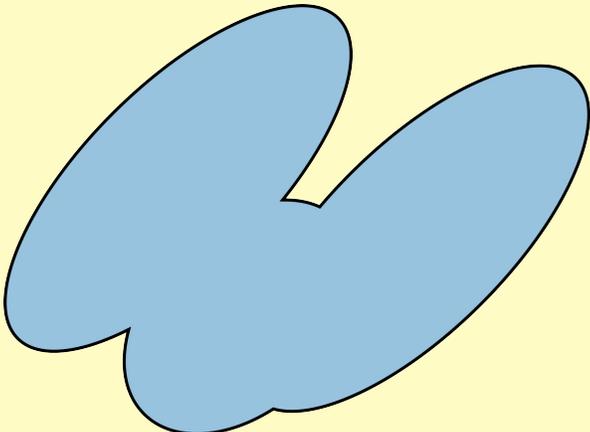
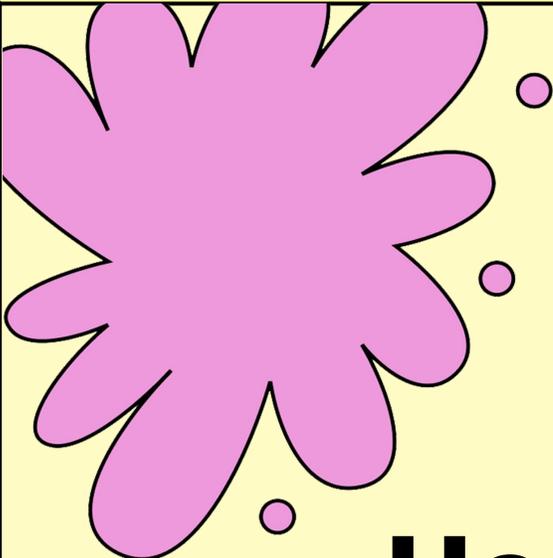
In here, they will find access to print and digital templates that will enable them to design visual assets for your campaign.

Make sure to align as a team on your goal and call to action of your campaign as there are different templates that correspond with each.

AT A GLANCE

The kit will enable you to:

1. Choose the template that corresponds with your goal
2. Select your format
3. Type out your winning message
4. Add a photo that matches the message
5. Print/Save your file and circulate in the appropriate channels



Head to the Visual Kit HERE

<https://z.umn.edu/VisualKit>

**Do all you can
to protect your
loved ones**



**keep your distance and wear
a mask at home if you have to.**

Learn more: www.immokeleccovid19.org

**Contact tracing
can protect our
community**



Learn about what contact tracing is
and how it works so you have the
knowledge and capacity to take
action if and when needed.

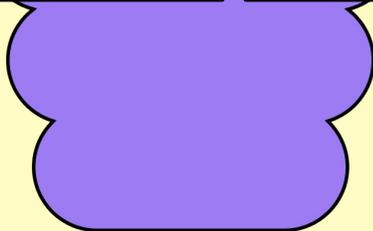
 www.cdc.gov

**To disclose symptoms
is an act of love.**



**Save this number
651.201.4989**

1. If you're sick > disclose your symptoms
2. If you're positive > self isolate
3. If you've been in close proximity with others > allow your health department to anonymously notify them

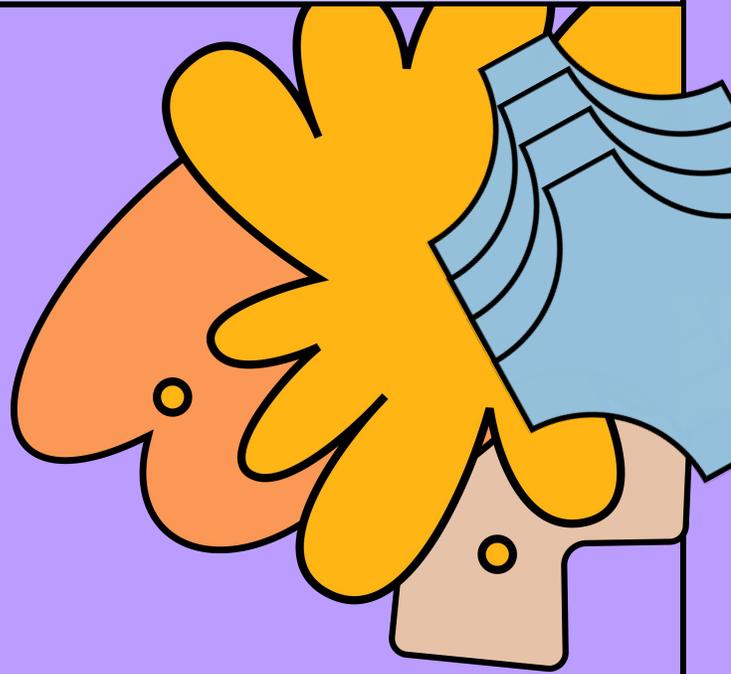


Guidelines for auditory assets

1. **Decide** on the format of your auditory asset
 - e.g: If you're channel is Radio a format could be a talk show, series, ad spot, etc.
2. **Write** a loose script
 - A dialogue, questions, or prompts to help guide the intention of the audio output
 - Always remember to keep your message front and center in your script
 - Make it catchy (rhyming helps)
 - Keep it short and simple, with one strong call to action
 - If you include characters, try to include details (how old, what their personality is like, etc.) to bring them to life through your script
3. **Invite** others to participate, if appropriate
 - Ask people what they think of your script and invite them in to create it with you
4. **Test** it out and play it for people from the community
 - Record a very scrappy version on a phone or recording device (don't just read, act it out)
 - Replay it and get feedback from others
5. **Record** and edit the final message
 - For the best quality at home, invest in a mic, mic processor, computer with editing software (Adobe Audition, Garage Band, Audacity, etc.), mixer, and mix engine
6. **Release** into your channels
 - Provide your recording to local and online outlets if available; and remember, a megaphone also works 
 - The time of day that you put out your recording is crucial – think of moments throughout the day where the community might be tuning in the most. E.g: Morning commutes, during lunch, at the end of the day, etc.

THANK YOU!

**We hope
this guidebook
was helpful.**



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