

# COVID-19 **Contact Tracing Toolkit**



**BE  
THE  
ONE**

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# How to use this toolkit

Welcome to the Contact Tracing Community Messaging Toolkit. The toolkit is designed to support the ongoing activities by health departments, community organizations, and trusted messengers to promote the value of contact tracing as part of the effort to slow the spread of COVID-19 with the public.

The toolkit was developed based on data from contact tracing focus groups conducted by Vital Strategies with 88 participants of color from the African American, English and Spanish-speaking Latinx, and black immigrant communities. Data from the groups are included in this toolkit in the appendix.

As more health departments engage in contact tracing to reduce transmissions in their communities, this toolkit will broaden targeted public health campaigns that support ongoing CDC contact tracing activities, COVID messaging, and recommended guidelines.

While this tool kit was developed with contact tracing communication efforts in mind, the creative approach can be used to support other public health and social measures. The underlying research provides insight on barriers and motivators for an effective response to COVID-19.

## COVID-19 + Racial and Ethnic Minority Communities

The effects of COVID-19 disproportionately impact racial and ethnic minorities in the United States because of long-standing systemic health and social inequities. According to the Centers for Disease Control and Prevention (CDC), there is evidence that non-Hispanic black persons, Hispanics and Latinos, and American Indians/Alaska Natives, experience higher rates of hospitalization or death from COVID-19 than non-Hispanic white persons.

Contact tracing is essential to a multipronged approach to fight the COVID-19. The four-cornered 'Box It In' strategy includes four tactics: testing, isolation of all infected people, finding everyone who has been in contact with infected people and quarantine of all contacts for 14 days. The attempt to stop the chain of transmission is critical and more urgent in racial and ethnic minority communities, given the magnitude of COVID-19 cases in these communities.

# Why Communicate?

Engagement of the public regarding the importance of contact tracers is essential in order to protect friends, family, and community members from future potential infections.

Those who are 50+ and from racial and ethnic minority communities are disproportionately affected; hence, it is key that the appropriate communication channels and message delivery are adopted for successful community engagement with these demographics.

## Tips for Contact Tracing Messaging about COVID-19:

- **Be credible:** Honesty and truthfulness are invaluable during crises when building trust is key to self-protecting and protective behaviors towards communities.
- **Express empathy:** Acknowledge people's fear and concerns. Addressing how people are feeling, and the challenges they face builds trust and rapport.
- **Promote action:** Giving people meaningful things to do calms anxiety and promotes a sense of control.
- **Show respect:** Respectful communication is particularly important when people feel vulnerable. Respectful dialogue promotes cooperation.

*(Source: CDC Contact Tracing Communications Toolkit)*

## Data Privacy

Health information privacy in the implementation of contact tracing and any related outreach campaign is a priority. Focus groups indicated concerns over stigma within their communities and assurances that the information collected would not affect their employment or immigration. Disclaimers explicitly highlighting information privacy as protected by state and federal laws is crucial for improving contact tracing success rates.

# Trusted Messengers

## **Trusted Sources For Information**

The top three sources of communication that focus group participant indicated are Community Organizations, Word of Mouth, and Government Websites. (see appendix for data)

## **Community-Based Organizations (CBOs)**

Trusted relationships are essential to having the contact tracing messaging reach historically hard to reach communities. Community-based organizations (CBOs) spend a lot of time earning the trust of the communities they serve. According to focus group participants, community organizations trusted in African Americans, and the Latinx communities range from local churches, mosques, or neighborhood groups, outreach programs, community health centers, doctors, affinity groups, or the Black Doctors COVID 19 Consortium.

## **Word Of Mouth**

Personal contact is still an essential way to communicate with black and brown communities. A person who has either tested positive or has experience with a contact tracer is more likely to tell others about their experience as a precautionary tale. Emphasis on people's experience is key to word of mouth and monitoring on social media and other channels. Testimonials and successful stories shared with CBO's and other community stakeholders or trusted messengers can help to address negative contact tracing experiences.

## **Government Websites**

According to the Axios/Ipsos research in May 2020, fewer than one in five (18%) African Americans trust the federal government to look out after the best interests of their families. Local (46%) and state (52%) governments do slightly better. This lack of trust is primarily due to current political and racial tensions, long-standing systemic health, and social inequities facing ethnic minority groups. The issue of trust can present challenges when conducting contact tracing in African American, Latinx, and immigrant communities; however, participants of the focus groups indicate that they trust the information provided by their community health centers, primary doctors, local health departments, and the CDC.

### Message Delivery Channels

The following chart illustrates the recommended message delivery channels and trusted messengers for various racial and ethnic minority age groups.

#### AFRICAN AMERICAN

| 18-34   | 35-55   | 55+   |
|---|---|---|
| <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>SMS Text</li> <li>YouTube</li> <li>Social Media (Instagram, TikTok, Facebook, Twitter, What Apps)</li> </ul> <b>Trusted Messengers:</b> <ul style="list-style-type: none"> <li>Community / local organizations that they know or have provided community services</li> <li>Non-governmental (skeptical of government)</li> <li>Local activists or influencers on social media (messengers from information)</li> </ul> | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>SMS Text</li> <li>Facebook</li> <li>Radio</li> <li>Television</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organizations</li> <li>Professional organizations/affinity groups (e.g., sororities, fratertines)</li> <li>Faith-based leaders</li> <li>Community leaders with trusted experience</li> <li>CDC</li> </ul> | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Newspaper</li> <li>Facebook</li> <li>Radio</li> <li>Television</li> <li>Phone</li> <li>Print at trusted institutions (e.g., churches, bodegas, etc.)</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organization</li> <li>Faith-based leader</li> <li>Community leaders with trusted experience</li> </ul> |

#### ENGLISH SPEAKING IMMIGRANTS

|   |   |   |
|---|---|---|
| <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>WhatsApp</li> <li>Facebook</li> <li>Social Media (Instagram, TikTok, Facebook, Twitter, What Apps)</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Local activists or influencers on social media (messengers from information)</li> </ul> | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>Television</li> <li>Facebook</li> <li>Streaming services/Radio</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Ethnic-specific associations</li> <li>Nonprofit/CBOs</li> <li>CDC</li> </ul> | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>WhatsApp</li> <li>Print at trusted institutions</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organization</li> <li>Faith-based leader or Community leader with trusted experience</li> <li>Personal Doctor</li> </ul> |
|---|---|---|

**SPANISH SPEAKING  
IMMIGRANTS**

| 18-34   | 35-55   | 55+   |
|---|---|---|
| <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>WhatsApp</li> <li>TV and Radio</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Friends/relatives</li> <li>Community or local organization</li> <li>Religious Institution</li> </ul> | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>Phone</li> <li>SMS Text</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organization</li> <li>Personal Doctor</li> <li>Religious Institution</li> </ul>                  | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>TV and Radio</li> <li>Print at trusted institutions</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Friends/relatives</li> <li>Community or local organization</li> </ul>   |
| <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>YouTube</li> <li>Facebook</li> <li>Instagram</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community organization</li> <li>Local first responder</li> </ul>  | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>Television</li> <li>Facebook</li> <li>Streaming services/Radio</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Ethnic-specific associations</li> <li>Nonprofit/CBOs</li> <li>CDC</li> </ul> | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>TV and Radio</li> <li>Print at trusted institutions</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organization</li> <li>Faith-based leader or Community leader with trusted experience</li> <li>Health dept</li> </ul> |
| <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>WhatsApp</li> <li>Word of Mouth</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Friends/relatives</li> <li>Community or local organization</li> </ul>  | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>WhatsApp</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organization</li> <li>Child's teacher</li> </ul>   | <b>Delivery Channels:</b> <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>TV and Radio</li> <li>Print at trusted institutions</li> </ul> <b>Credible Messengers:</b> <ul style="list-style-type: none"> <li>Community or local organization</li> </ul>  |

**ENGLISH SPEAKING  
LATINX****SPANISH SPEAKING  
LATINX**

Sources:

The Census Project: 2020 Census Messaging Strategy

Crimsonbridge Foundation: 10 strategies to reach and engage  
Hispanic Communities

2020 Census Integrated Communications Plan



# Make Messaging Local

The cornerstone of a useful contact tracing community campaign should begin with ensuring contact tracing is circulating in the targeted communities through trusted messengers.

From focus groups conducted, most participants did not know what contact tracing is, nor had they heard of it. Many have been in contact with or knew someone who has tested positive for COVID and had sufficient knowledge of how the virus is transmitted.

## **Make Messaging Relatable**

It is vital to include relatable and trusted local influencers to convey the value and benefits of contact tracing to their communities. These partners are trusted voices whose statements resonate with their respective communities. The customizable artwork and messaging materials included in this toolkit should be adapted using local influencers to communicate the relevance of contact tracing as a vehicle to slow the transmission of COVID in the community.

The messaging from this toolkit must be localized for relatability to the audience. Any sports references adapted should reference the local sports team of the region. Radio and tv ads are more effective with a local influencer who survived COVID as the messenger to promote the importance of answering the call from a local contact tracer. For example, DJ Jazzy Jeff in Philadelphia survived COVID and would be a trusted messenger for a radio or tv ad in that targeted region.

## **Language Considerations**

Partners and other supporting organizations play a critically important role in making materials and information available in languages other than English. While the BE THE ONE campaign represented in this toolkit is in English, partner materials in various languages covered by the messaging, including Spanish, should be created. Stakeholders are encouraged to customize or translate documents into languages that best meet their needs for communicating with their audiences.

# Media Planning

Media planning is the process of strategizing and purchasing ad placements by determining the best combination of media to achieve marketing campaign goals. They are the channels to deliver messages that support the benefits of contact tracing to the public-- as well as when and how often the message recurs.

## **Media Buying**

Media buying should be audience-focused. Health Departments need to conduct a cost-effective media buying campaign that is expansive enough to reach all audiences while also directly reaching hard-to-reach (HTR) groups and persuading them to respond.

## **Tactics**

Determine which communication vehicles you will use to reach your target audiences, given the resources available and your objectives. Tactics from the following categories can be combined:

### **Public Relations**

- Print & broadcast media relations
- Government relations e.g., health departments, community health centers
- Community Organization outreach
- Website and Social media

### **Paid Advertising**

- TV and Social media
- Radio
- Outdoor—billboards, mass transit and mall displays
- Print

### **Word of Mouth**

- Religious institutions
- Personal contacts



# BE THE ONE

Contact  
Tracing  
Campaign

# Campaign Overview

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## Problem

COVID-19 is disproportionately affecting people in ethnic minority communities. Within black and brown communities specifically, trust in government is also at an all-time low. Understanding the complexities of this distrust and addressing them with a targeted campaign should be an essential part of any contact tracing program.

## Insight

Focus group research revealed that while trust in national government is low, there is an opportunity to imbue trust within local communities by engaging people through local community members and community organizations in contact tracing efforts. Focus group participants expressed a desire to making sacrifices in order to keep family and friends safe. There is also an opportunity to make people feel empowered by centering their contribution to the solution in order to reduce the harm and threat within their communities.

## Description

BE THE ONE is a concept that centers the individual's participation in contact tracing as the key to helping their local communities. By taking specific actions, such as answering the call from a contact tracer, they can help stop the spread of the virus. The concept focuses on shifting people's perspectives from being statistics to active participants in helping their loved ones and others by participating in contact tracing.

## Feeling

The feeling of BE THE ONE is heroic, triumphant, fearless and confident.

# #BETHEONE

# Campaign Overview

The overall design approach is simple yet engaging. Our intent is to give the viewer immediate takeaways from a quick glance and deeper information as they read. We accomplish this by highlighting key information and using color and graphic elements to make the ads more appealing.

## Photography

Photography should depict the demographic of your intended audience. The style is heroic, trustworthy and approachable. Images should feel local and when possible depict landmarks or iconic elements.

### Resources:

[unsplash.com](https://unsplash.com) (Free), [tonl.co](https://tonl.co) and [gettyimages.com](https://gettyimages.com)

## Typeface

Use color to break up the headline, highlight key terms and important contact information.

**Headline:** DM Serif Text

**Tagline:** Roboto Black

**Body copy:** Roboto Medium

**Call to action and legal:** Roboto Regular

### Resource:

[fonts.google.com](https://fonts.google.com) (Free)

## Color

Colors should be engaging bright and relatable. We suggest the following color palette, however you may use a local color that viewers might be familiar with.

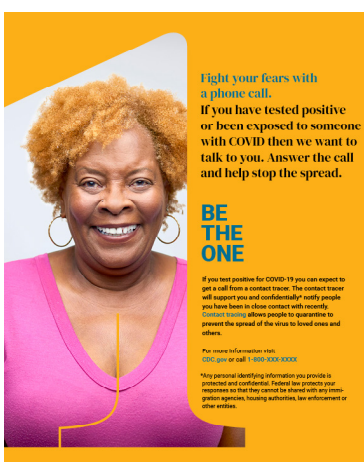
CMYK: 0,80,100,0  
RGB: 241,90,34  
HEX: #f05a22

CMYK: 0,35,100,0  
RGB: 252,175,23  
HEX: #fbaf17

CMYK: 93,47,25,7  
RGB: 0,111,148  
HEX: #006e94

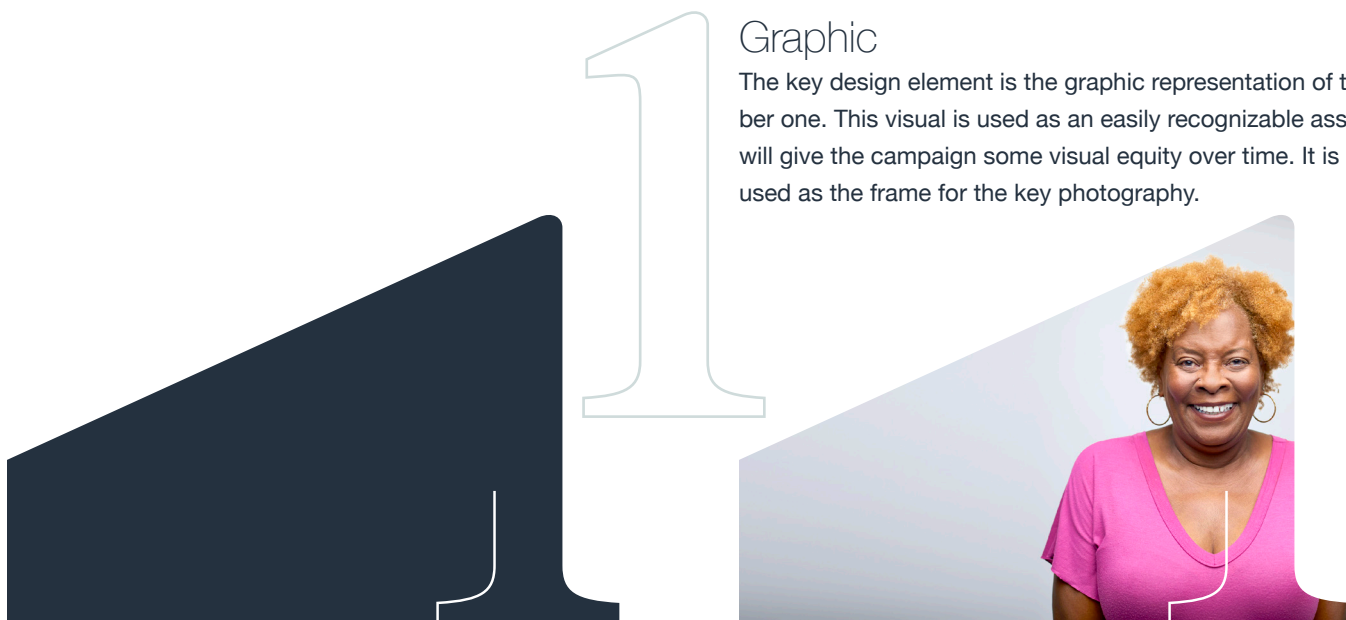
CMYK: 54,1,100,24  
RGB: 102,155,51  
HEX: #669a32

### Gradient



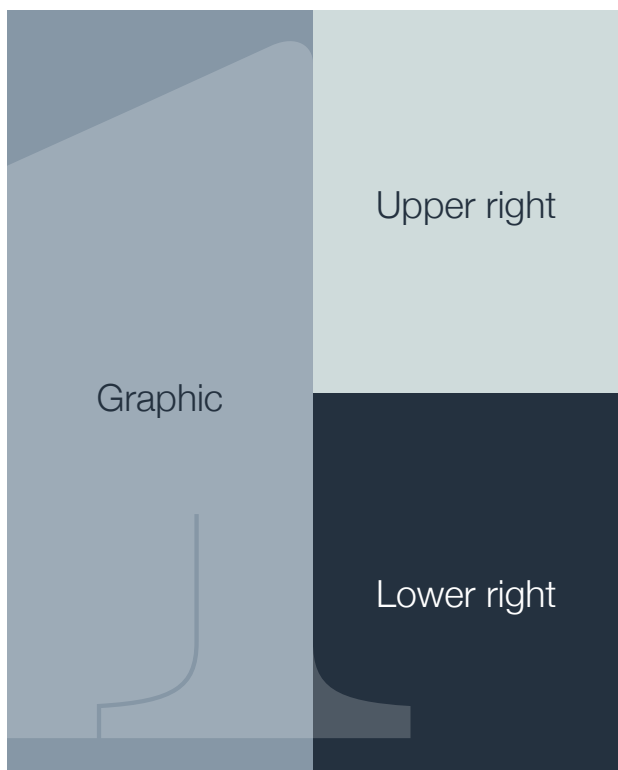
# Layout Elements

The layout is divided into 3 parts. The left is the graphic element. The upper right will house the headline and tagline and the lower right the body copy, call to action and legal.



## Graphic

The key design element is the graphic representation of the number one. This visual is used as an easily recognizable asset that will give the campaign some visual equity over time. It is also used as the frame for the key photography.



## Upper right

The upper right will house the headline and tagline

## Lower right

the lower right will house the body copy, call to action and legal information.

## Lockup options

**BE THE ONE**

**Horizontal** tagline lockup is used in horizontal layouts

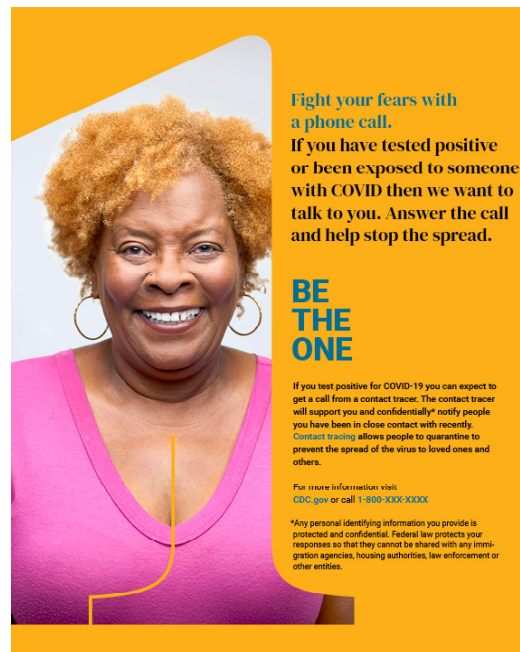
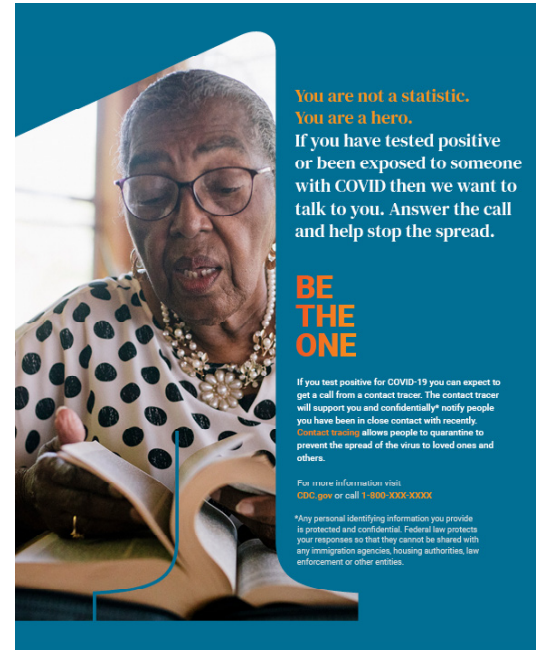
**BE  
THE  
ONE**

**Vertical/stacked** tagline lockup is used in vertical and narrow layouts

# Design Examples

Here are a few poster/bus shelter examples.


## Posters





Here are a few billboard examples.

### Billboards



**There is nothing wrong with saving lives.**  
If you have tested positive or been exposed to someone with COVID then we want to talk to you.  
Answer the call and help stop the spread.

**BE THE ONE**

If you test positive for COVID-19 you can expect to get a call from a contact tracer. The contact tracer will support you and confidentially\* notify people you have been in close contact with recently. **Contact tracing** allows people to quarantine to prevent the spread of the virus to loved ones and others.

For more information visit [CDC.gov](https://www.cdc.gov) or call 1-800-XXX-XXXX

\*Any personal identifying information you provide is protected and confidential. Federal law protects your responses so that they cannot be shared with any immigration agencies, housing authorities, law enforcement or other entities.



**I want to help my neighbors be a hero.**  
If you have tested positive or been exposed to someone with COVID then we want to talk to you.  
Answer the call and help stop the spread.

**BE THE ONE**

If you test positive for COVID-19 you can expect to get a call from a contact tracer. The contact tracer will support you and confidentially\* notify people you have been in close contact with recently. **Contact tracing** allows people to quarantine to prevent the spread of the virus to loved ones and others.

For more information visit [CDC.gov](https://www.cdc.gov) or call 1-800-XXX-XXXX

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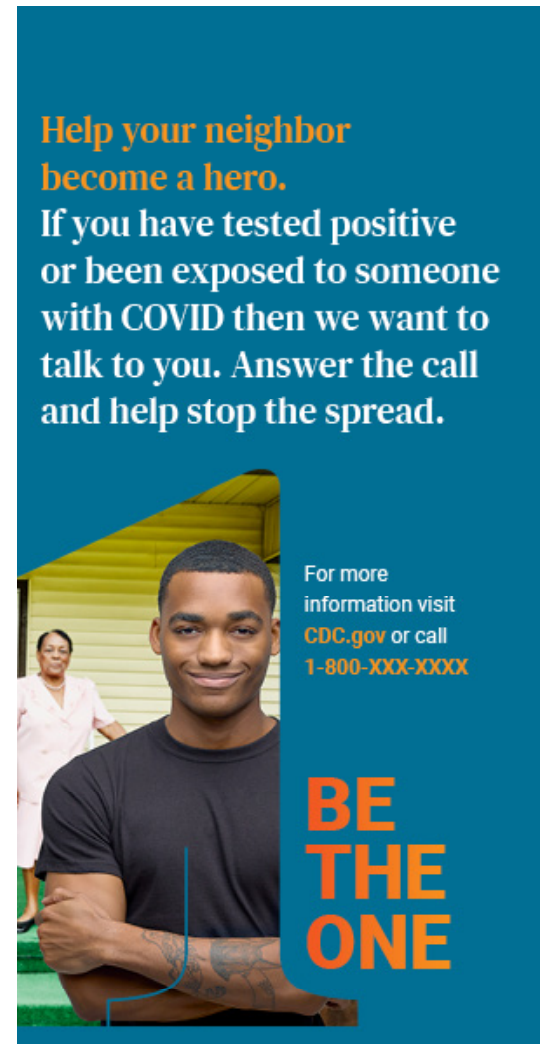
Here are a few digital banner examples.

Digital

728 x 90px



300 x 250px



300 x 600px

# Social Media Posts Design

Here are a few social media post examples.

## Social Media posts



If you test positive for COVID-19 you can expect to get a call from a contact tracer. The contact tracer will support you and confidentially\* notify people you have been in close contact with recently. Contact tracing allows people to quarantine to prevent the spread of the virus to loved ones and others.

For more information, visit [cdc.gov](https://www.cdc.gov) or call 1800xxxxxx

\*Any personal identifying information you provide is protected and confidential. Federal law protects your responses so that they cannot be shared with any immigration agencies, housing authorities, law enforcement or other entities.

#BETHEONE

### Post copy:



### Post copy:

If you test positive for COVID-19 you can expect to get a call from a contact tracer. The contact tracer will support you and confidentially\* notify people you have been in close contact with recently. Contact tracing allows people to quarantine to prevent the spread of the virus to loved ones and others.

For more information, visit [cdc.gov](https://www.cdc.gov) or call 1800xxxxxx

\*Any personal identifying information you provide is protected and confidential. Federal law protects your responses so that they cannot be shared with any immigration agencies, housing authorities, law enforcement or other entities.

#BETHEONE

# Social Media Posts

Social media users can be targeted in several ways. First is the need to be broad in information about the practice of contact tracing. After that you can talk about contact tracing in general and what it means to a certain community. When applicable CDC should be looked at to provide the suggested hashtags or links when possible.

## 1. WHAT IS CONTACT TRACING:

**EX: The person you save could live next door.**

Contact tracing is the process of contacting all people who've had contact with someone who tested positive for COVID-19. If you have tested positive or been exposed to someone with COVID then we want to talk to you. ANSWER THE CALL and help stop the spread. <https://www.cdc.gov/coronavirus/2019-ncov/faq.html#Contact-Tracing>

## 2. WHAT IS A CONTACT TRACER:

**EX: You don't have to be another number. The power is your hands, literally.**

Contact tracing is the process of contacting all people who've had contact with someone who tested positive for #COVID19. Contact tracers call those exposed people to help. If you are contacted by a tracer please ANSWER THE CALL and help give any information that could help keep your community safe.

<https://www.cdc.gov/coronavirus/2019-ncov/faq.html#Contact-Tracing>

## 3. WHY AM I BEING TARGETED (GENERAL):

**EX: You are not a part of the problem. You are the answer.**

Long-standing systemic health and social inequities have put minority communities at risk for #COVID19. If you have tested positive or been exposed to someone with COVID then we want to talk to you. ANSWER THE CALL and help stop the spread. <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/racial-ethnic-minorities.html>

## 4. WHY AM I BEING TARGETED (LOCAL EX. PHILLY)

**EX: This community starts with you.**

45.4 Percent of #COVID19 cases are from people in the African American community in Philly. Long-standing systemic health and social inequities started it but you can help change its course. If you have tested positive or been exposed to someone with COVID then we want to talk to you. ANSWER THE CALL and help stop the spread. <https://www.phila.gov/programs/coronavirus-disease-2019-covid-19/testing-and-data/>

*\*notice the link is now a local government health source*

## SUGGESTED PLACE TO PULL MINORITY FACTS FROM CDC

<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/racial-ethnic-minorities.html>

# Sample Radio Ad

## Radio :30 (Generic)

OPEN ON AUDIO CLIPS OF DIFFERENT SOUNDBITES. THEY ARE RECITING NUMBERS OF COVID CASES. THE CLIPS SLIGHTLY OVERLAP EACH OTHER.

**CLIP 1**....20,000 people infected

**CLIP 2**...The numbers have been devastating this area

**CLIP 3**...115,000 Minority infections in just the last

**CLIP 4**...Over 29,000 recorded deaths since

**CONTACT TRACER VO:** Hello, I know all of these reports can make you feel like another number. That's not true, we can help save each other by answering the call from the Contact Tracer in your community. It can help stop the spread of COVID and get us back to family and friends quicker. Your personal information is safe and protected and you will be talking to someone local, like me.  
Don't just be a number.  
BE THE ONE.

Disclosure:

If you test positive for COVID-19 you can expect to get a call from a contact tracer. The contact tracer will support you and confidentially\* notify people you have been in close contact with recently. Contact Tracing allows people to quarantine to prevent the spread of the virus to loved ones and others.

For more information, visit [CDC.gov](https://www.cdc.gov) or call 1-800-xxx-xxxx

Any personal identifying information you provide is protected and confidential. Federal law protects your responses so that they cannot be shared with ANY immigration agencies, housing authorities, law enforcement or other entities.

**Note on television ads:** The radio advertisement script above can be used as the script for a television advertisement.



# Appendix



**June 2020**

Contact Tracing Storytelling Campaign Testing  
Topline Results

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# Sampling Spread

12 Focus Group Discussions were conducted with a total of (88) participants. Not all groups had the same number of participants, so raw numbers could be misleading. Therefore, we opted to show percentages for all charts included in this topline report.



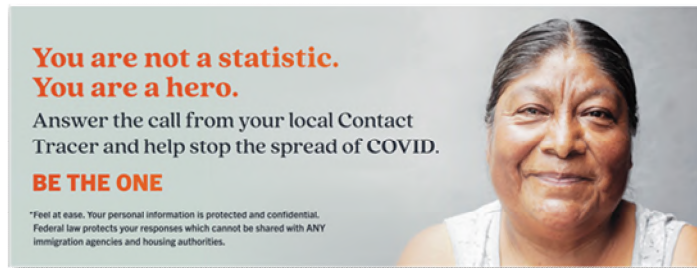
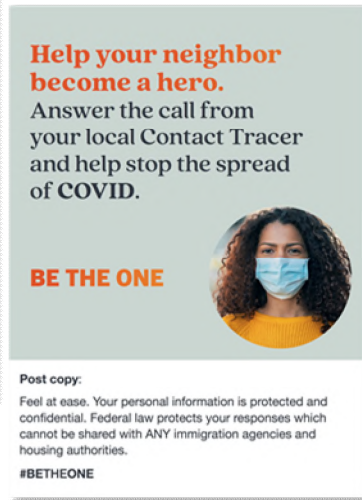
## Group Composition

| FGD | DATE & TIME                     | PARTICIPANT LOCATION | AGE GROUP | DEMOGRAPHICS           |
|-----|---------------------------------|----------------------|-----------|------------------------|
| 1   | June 22 <sup>nd</sup> 3:00 PM   | New York City        | 18-70 yrs | African Americans      |
| 2   | June 22 <sup>nd</sup> , 5:00 PM | Philadelphia         | 18-70 yrs | People of Color        |
| 3   | June 22 <sup>nd</sup> , 7:00 PM | Philadelphia         | 18-70 yrs | People of Color        |
| 4   | June 23 <sup>rd</sup> , 3:00 PM | New York City        | 18-70 yrs | Spanish-Speakers       |
| 5   | June 23 <sup>rd</sup> , 5:00 PM | New York City        | 18-70 yrs | Black Immigrants       |
| 6   | June 23 <sup>rd</sup> , 7:00 PM | NYC & Philadelphia   | 18-70 yrs | Community Stakeholders |
| 7   | June 25 <sup>th</sup> , 3:00 PM | Philadelphia         | 18-70 yrs | People of Color        |
| 8   | June 25 <sup>th</sup> , 5:00 PM | New York City        | 18-70 yrs | African Americans      |
| 9   | June 25 <sup>th</sup> , 7:00 PM | Philadelphia         | 18-70 yrs | People of Color        |
| 10  | June 26 <sup>th</sup> , 3:00 PM | Philadelphia         | 18-70 yrs | People of Color        |
| 11  | June 26 <sup>th</sup> , 5:00 PM | Philadelphia         | 18-70 yrs | People of Color        |
| 12  | June 26 <sup>th</sup> , 7:00 PM | New York City        | 18-70 yrs | Spanish-Speakers       |



# Potential Campaign Concepts

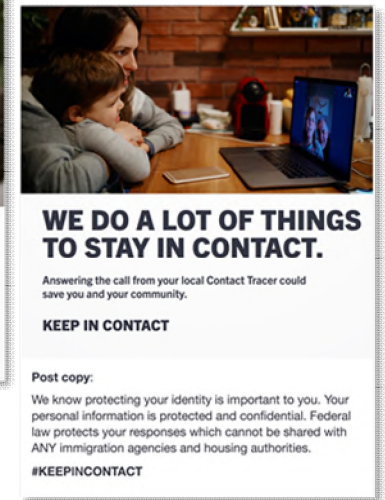
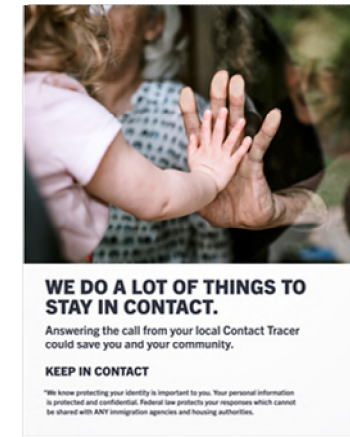
## Concept Y “Be the One”



## Concept F “Spread Love”



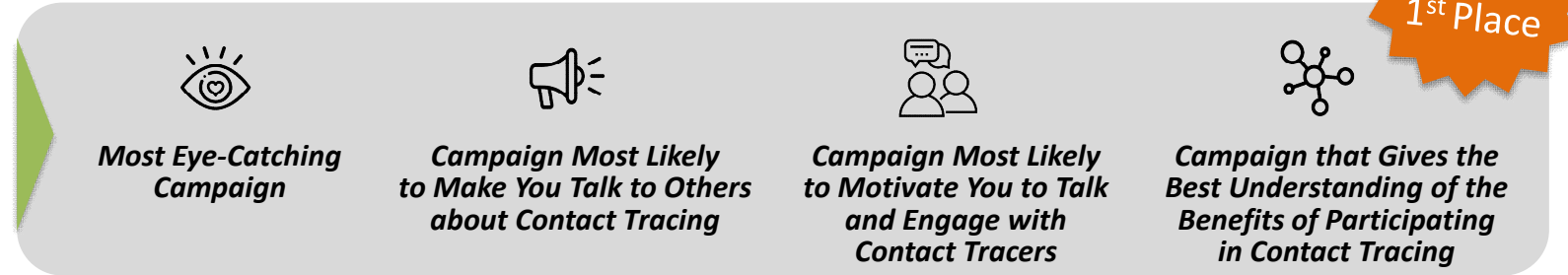
## Concept W “Keep in Contact”



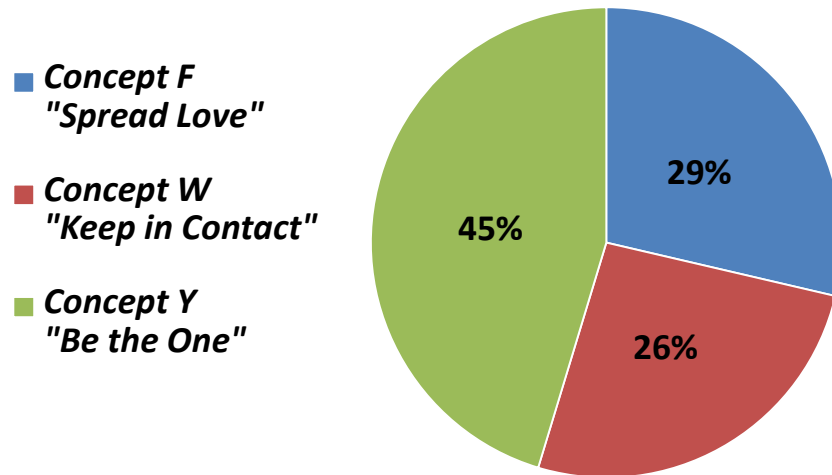
# Quantitative Campaign Findings

## Top Campaign Results

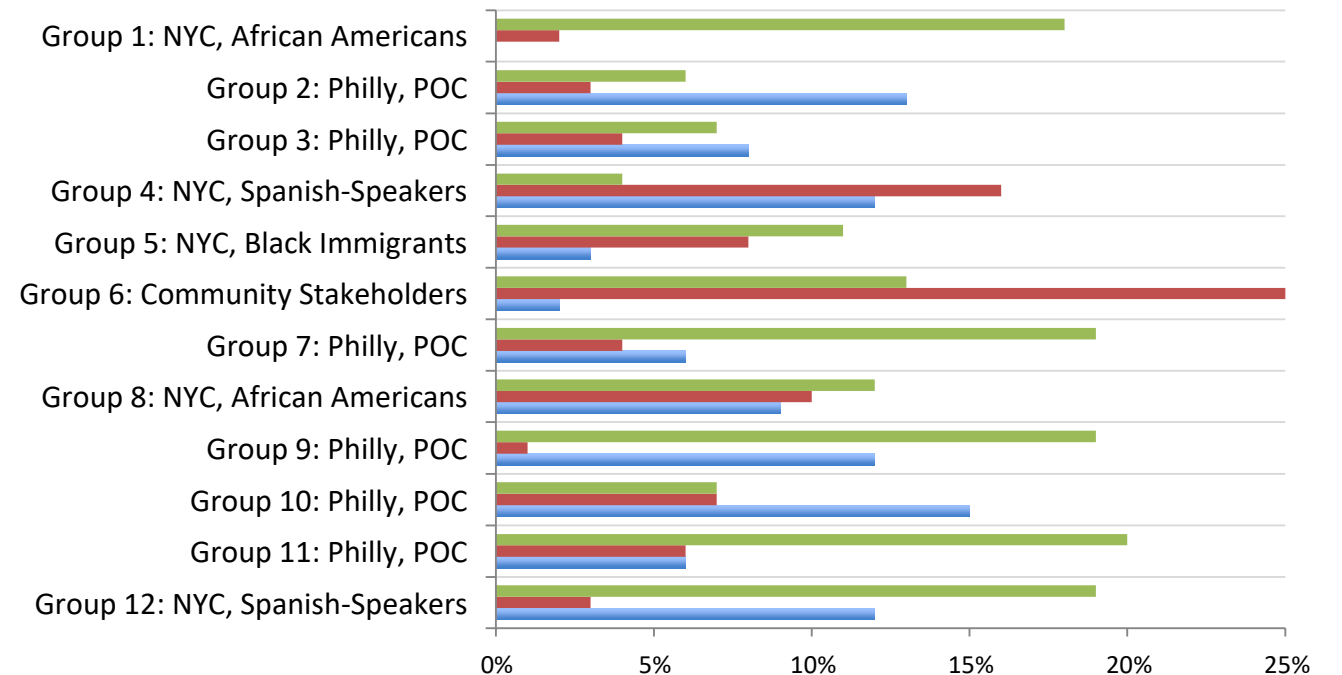
**Concept Y “Be the One”** was the top campaign with **45% of total first-place votes**. The top campaign was found by compiling the first-place votes for the four comparative polls:



### Overall Top Campaign: All Groups

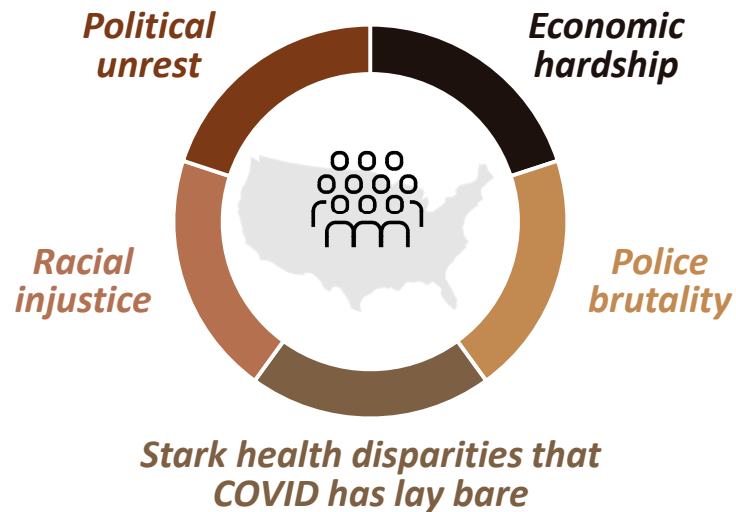


N(All Respondents) = 88



# Be The One – Is the One!

Looking at the following external factors in the United States currently for communities of color:



The patience and appetite for willingness to trust and engage on any level is diminished for communities of color.

Zebra Strategies self-sponsored research in April 2020 proved that **76% of Black people do not trust the government.** This demonstrates the level of distrust this campaign will have to overcome.

## BE THE ONE

“Be the One” gives the ability to **shift the focus**

from... → to...

- Surveillance
- Coercion
- Privacy infringement
- Personal agency
- Community pride & commitment
- Protection & support within the sphere
- Empowerment

Quantitatively, the results share the same story.

Looking forward, the tone of the campaign should amplify:

- ✓ **agency**
- ✓ **personal responsibility, and**
- ✓ **responsibility to the community and loved ones**

The tone should be scalable from “hero” to “good neighbor” to “responsible relative” and understand all have merit.

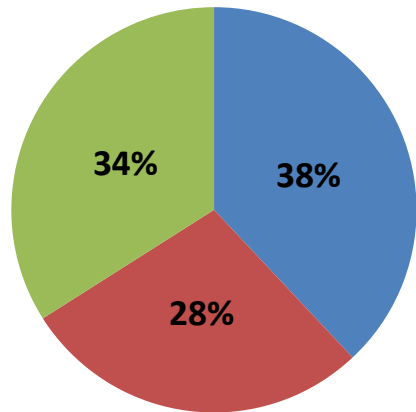


# Summary Overall Quantitative Campaign Findings

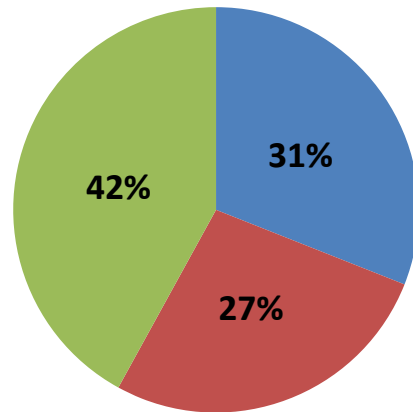
## Comparative Campaign Results



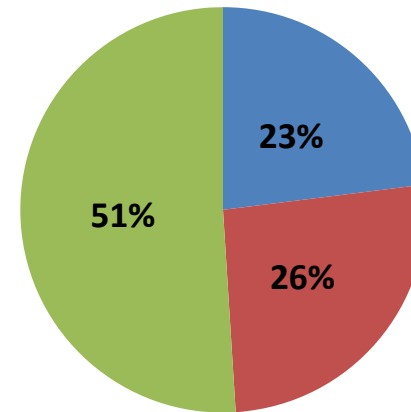
**Most Eye-Catching Campaign**



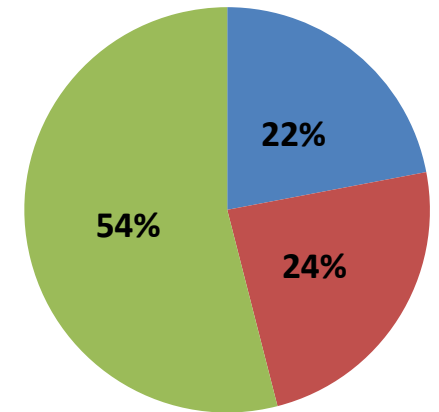
**Campaign Most Likely to Make You Talk to Others about Contact Tracing**



**Campaign Most Likely to Motivate You to Talk and Engage with Contact Tracers**



**Campaign that Gives the Best Understanding of the Benefits of Participating in Contact Tracing**



■ **Concept F - "Spread Love"**  
■ **Concept W - "Keep in Contact"**  
■ **Concept Y - "Be the One"**

*N(All Respondents) = 88*



# Executive Summary

## Winner

### Concept Y “Be the One”

- The **“direct,” “active,” and “engaging”** tone of the concept was well received by the majority of participants. (Group 1, NYC AA, Group 11, Philly POC).
  - They felt that it was **“very informative”** and had **“a sense of urgency”** that was missing from the other concepts. (Group 7, Philly POC, Group 3, Philly POC)
  - The **“encouraging” and “positive”** wording also helps motivate participants to speak with contact tracers, and to talk with others about contact tracers. (Group 8, NYC AA, Group 10, Philly POC)
- 
- Some participants were **confused** about the concept’s target audience: they thought the ads might be recruiting people to be contact tracers.
  - Participants who are generally distrustful of the government and associated organizations felt that the tone of the ads **triggered their distrust** and made them **less likely to engage** with it.
  - These participants were **wary of the ads specifically and exclusively targeting BIPOC**. They needed more concrete information, and to have the target audience clarified, in order to feel like this is a message they can trust.

## Runner Up

### Concept F “Spread Love”

- The emphasis on personal information remaining **protected and confidential** made participants **“feel more comfortable”** with calling or being approached by a contact tracer. (Group 3, Philly POC)
  - Participants appreciated that this concept is **“culturally diverse and shows different demographics.”** (Group 1, NYC AA)
  - It gave the campaign **“a local feeling”** because it depicted people that **“look like [their] community.”** (Group 2, Philly POC)
  - This helped participants identify with the concept and spurred them to consider whether they knew anyone personally who could be a good contact tracer. (Group 3, Philly POC)
- 
- However, some participants found the catch lines **“corny”** and felt the concept **didn’t provide enough information** about the topic, or incentive to communicate with contact tracers. (Group 6, Community Stakeholder)
  - They needed **stronger call-to-action** and more specific information in order to feel motivated and informed.
  - This campaign was **unable to overcome the distrust** that some participants have about communicating with an official agency or government-related official.

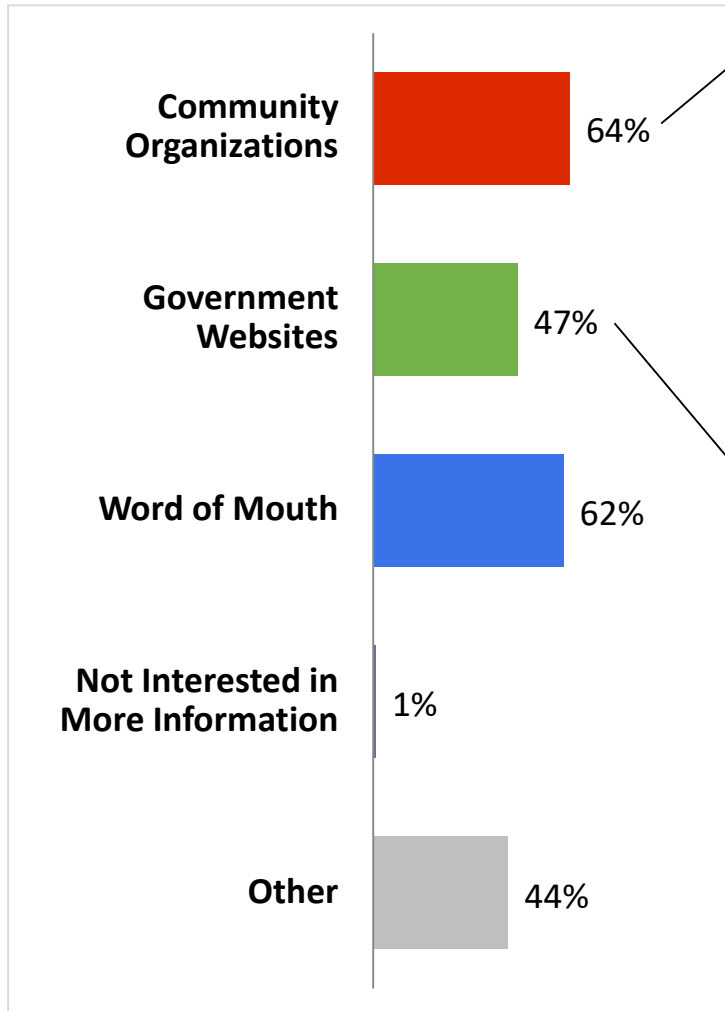
## Last Place

### Concept W “Keep in Contact”

- Participants appreciated the **positive, family-centered imagery** in this concept, with people that **“look like [their] neighbors and families.”** (Group 3, Philly POC)
  - This emphasis **“resonated”** with participants, gave them **“hope”** and **motivated them** to work with contact tracers so that they can keep their families and friends safe. (Group 6, Community Stakeholder, Group 1, NYC AA)
  - Participants described Ad W-3 as **“touching to look at,”** and W-4 as **“relatable.”** (Group 5, NYC Black Immigrant, Group 6, Community Stakeholder)
- 
- However, this emphasis on family connection meant that **some participants “missed the entire message”** about contact tracing. (Group 3, Philly POC)
  - Participants agreed that the concept **“sparks conversation but not about contact tracing.”** (Group 2, Philly POC)
  - Some participants felt the concept was **“not very memorable,”** motivating or attention-grabbing because of this approach. (Group 3, Philly POC)

## Summary of Quantitative Findings

# Top (3) Trusted Sources for Information on COVID-19



### Key Trusted Community Organizations:

Local churches, mosques, neighborhood groups, outreach programs, community health centers, doctors, local park civics programs, WURD (an African American owned & operated radio station in Philadelphia), The Black Doctors COVID-19 Consortium was frequently mentioned, especially in the Philadelphia focus groups.

- “When it comes to trust I would tend to lean towards my community organizations as these are people I’m more likely to be familiar with.” - Group 3 Participant (Philly POC)
- “I would rather get information from someone I know/someone who went through it.” - Group 1 Participant (NYC African American)
- “My most trusted source would be my mother because she is in the healthcare industry. As well as doctors whom you are close with.” - Group 1 Participant (NYC African American)

### Key Trusted Government Websites:

While participants check government websites for information, they are less likely to trust these sources than local organizations. CDC is the most trusted website, participants in all groups citing it as a trusted source. WHO was the second most frequently mentioned website, followed by OSHA, DOH, Notify NYC, Mayo Clinic, and local government websites.

- “I don’t really trust the CDC but I have to go by their guidelines for work so that’s who I go to for information.” - Group 2 Participant (Philly POC)

### Who Do They Trust to Be Contact Tracers:

Guidance counselors, church members, school teachers, and local PR professionals were the most commonly mentioned trustworthy contact tracers. Participants would only trust government officials as contact tracers if they were local government figures.

N(All Respondents) = 88



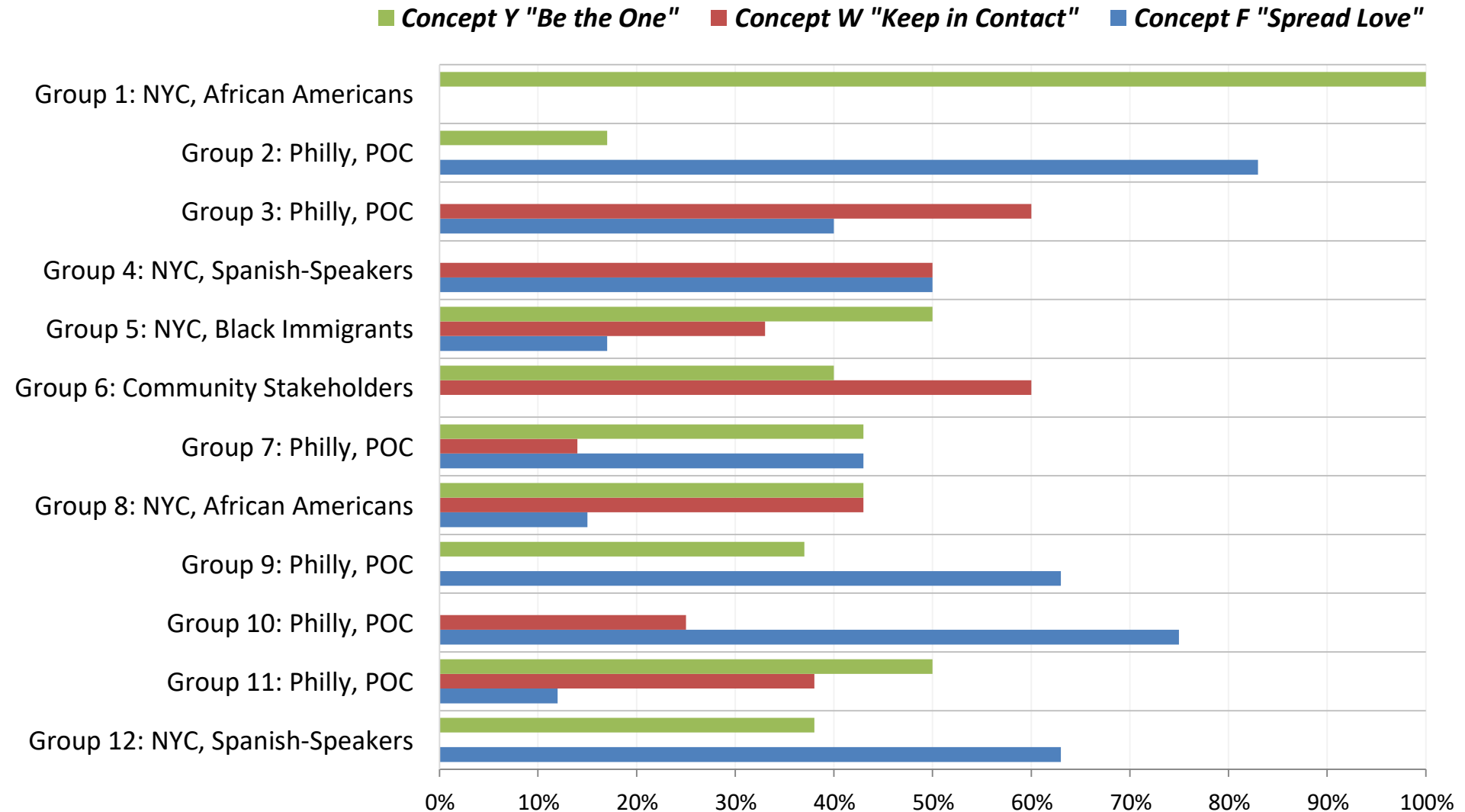
## Overall Quantitative Findings by Focus Group

### Top (3) Trusted Sources for Information on COVID-19

|                                 | Community Organizations | Government Websites | Word of Mouth (Texts, Emails, Online) | Not Interested in More Information | Other |
|---------------------------------|-------------------------|---------------------|---------------------------------------|------------------------------------|-------|
| Group 1: NYC, African Americans | 38%                     | 25%                 | 25%                                   | 25%                                | 38%   |
| Group 2: Philly, POC            | 38%                     | 50%                 | 63%                                   | 25%                                | 38%   |
| Group 3: Philly, POC            | 75%                     | 25%                 | 88%                                   | 0%                                 | 38%   |
| Group 4: NYC, Spanish-Speakers  | 34%                     | 25%                 | 38%                                   | 25%                                | 25%   |
| Group 5: NYC, Black Immigrants  | 43%                     | 57%                 | 71%                                   | 25%                                | 43%   |
| Group 6: Community Stakeholders | 86%                     | 29%                 | 100%                                  | 0%                                 | 43%   |
| Group 7: Philly, POC            | 70%                     | 50%                 | 70%                                   | 0%                                 | 80%   |
| Group 8: NYC, African Americans | 83%                     | 83%                 | 67%                                   | 0%                                 | 33%   |
| Group 9: Philly, POC            | 100%                    | 100%                | 63%                                   | 0%                                 | 38%   |
| Group 10: Philly, POC           | 83%                     | 20%                 | 60%                                   | 0%                                 | 60%   |
| Group 11: Philly, POC           | 50%                     | 75%                 | 38%                                   | 13%                                | 63%   |
| Group 12: NYC, Spanish-Speakers | 60%                     | 0%                  | 40%                                   | 0%                                 | 40%   |

# Overall Quantitative Campaign Findings

## Most Eye-Catching Campaign



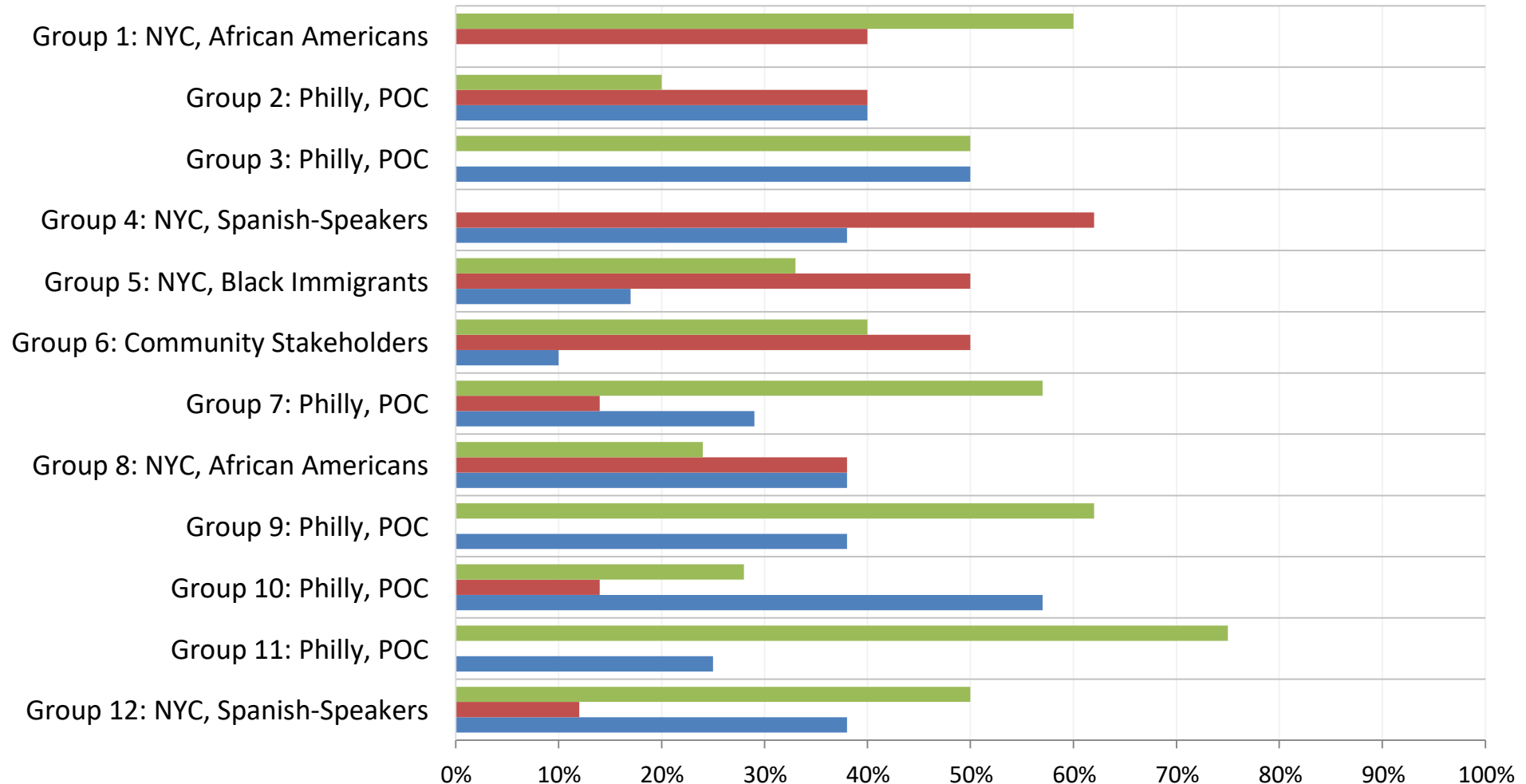
N(All Respondents) = 88



## Overall Quantitative Campaign Findings

# Campaign Most Likely to Make You Talk to Others about Contact Tracing

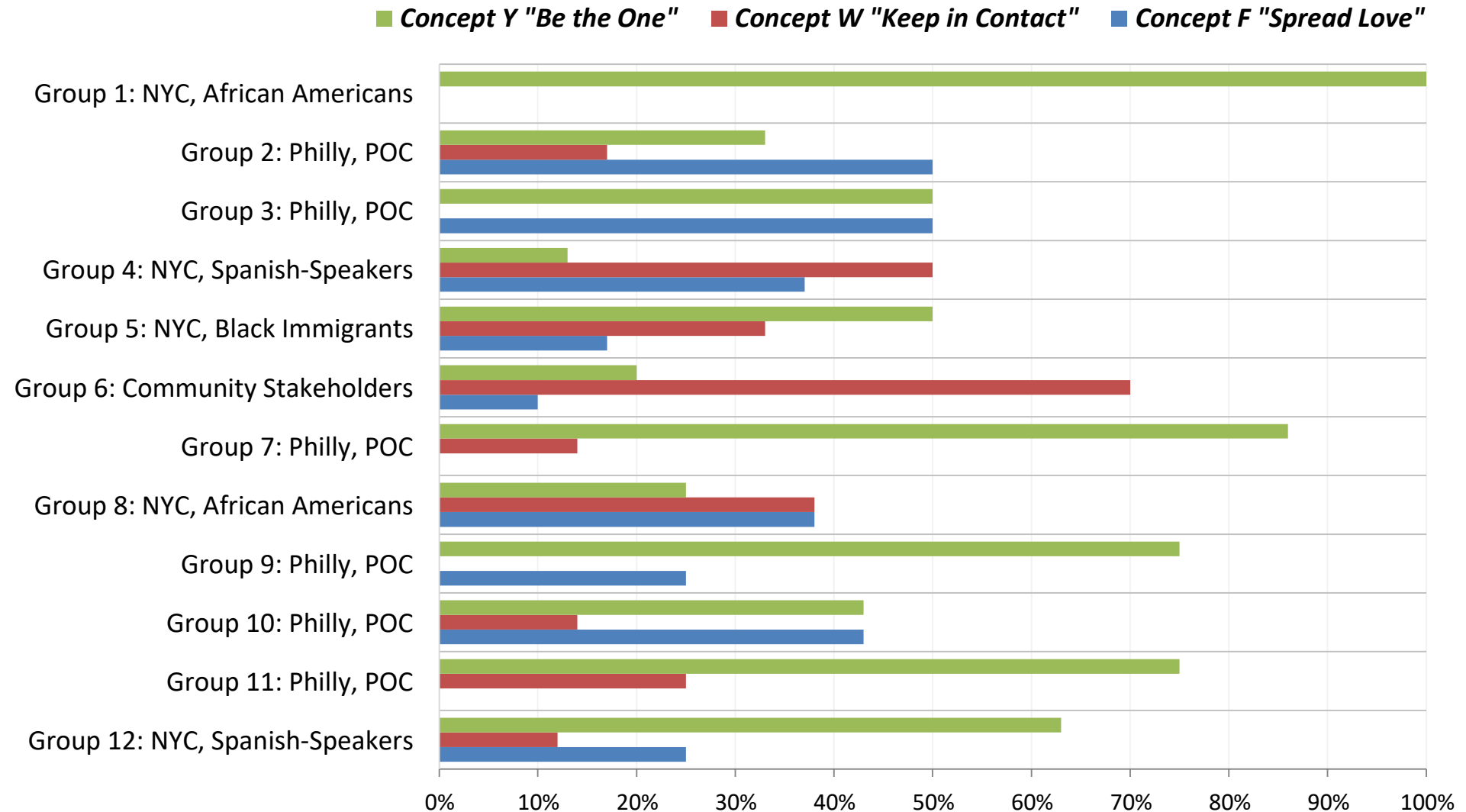
■ *Concept Y "Be the One"* ■ *Concept W "Keep in Contact"* ■ *Concept F "Spread Love"*



*N(All Respondents) = 88*

## Overall Quantitative Campaign Findings

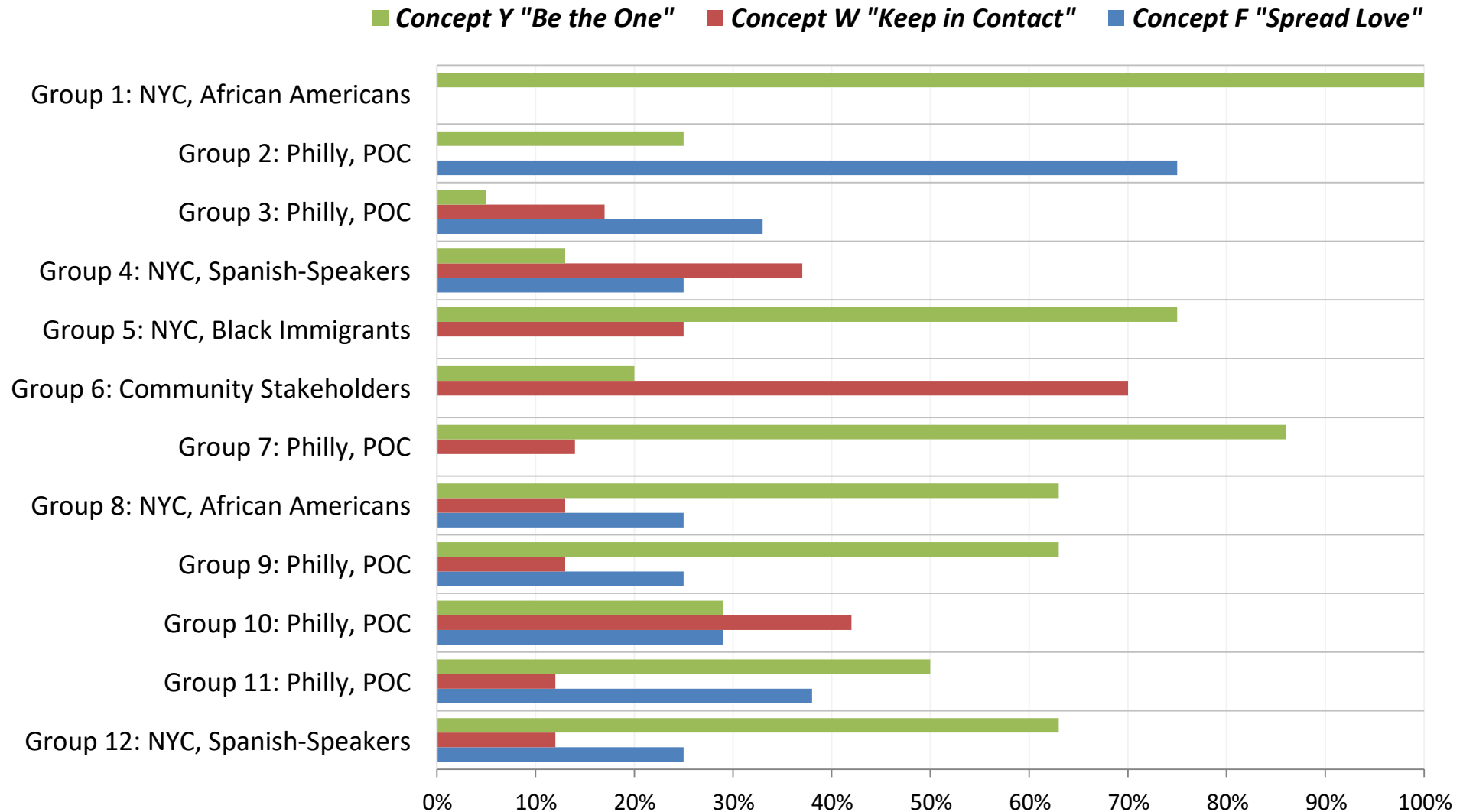
# Campaign Most Likely to Motivate You to Talk and Engage with Contact Tracers



N(All Respondents) = 88

## Overall Quantitative Campaign Findings

# Campaign that Gives the Best Understanding of the Benefits of Participating in Contact Tracing



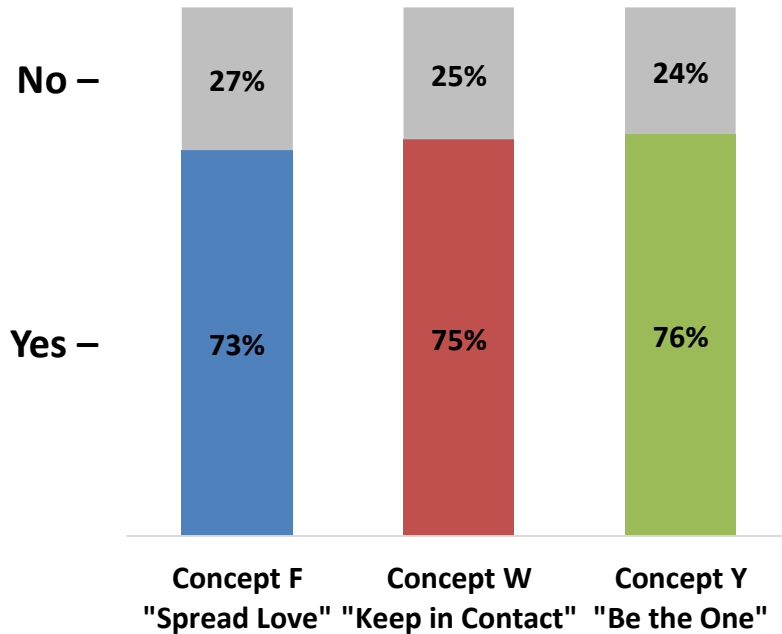
*N(All Respondents) = 88*

# Overall Quantitative Findings

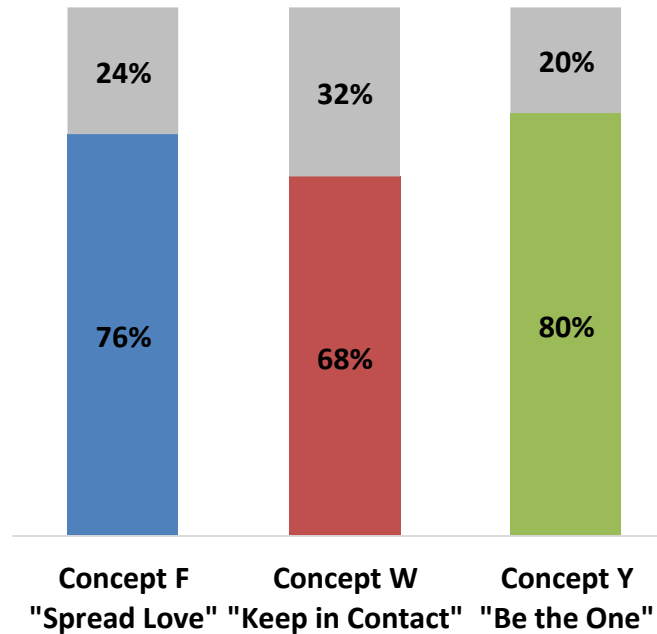
## Individual Campaign Reactions



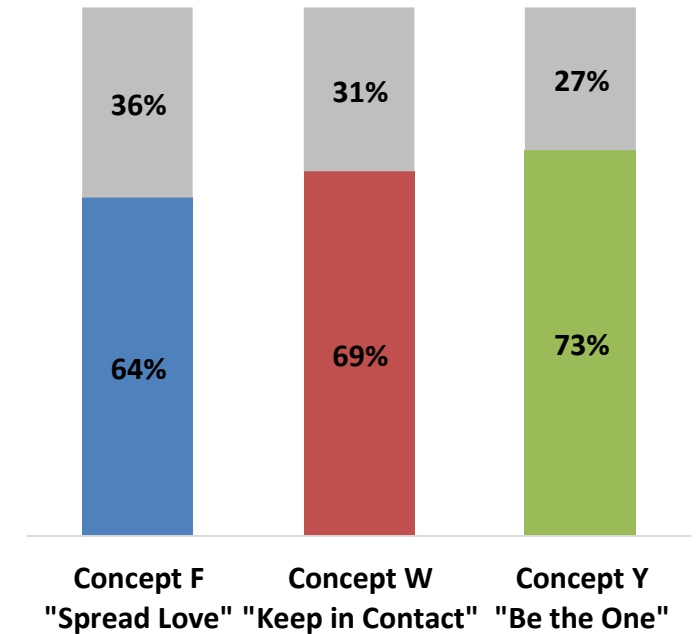
Does this campaign catch your attention?



Would you talk to others about contact tracing after seeing this campaign?



Does this campaign motivate you to talk to and engage with contact tracers?



# Top Campaign Concept Y – “Be the One”

The Concept Y variations shown below were presented to participants in all groups.

## Print Ads (Y-1, Y-2, W-3)

**Fight your fears with a phone call.**

**You are not another number in the pandemic.**

Answer the call from your local Contact Tracer and help stop the spread of COVID.

**BE THE ONE**

\*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

**You are not a statistic. You are a hero.**

Answer the call from your local Contact Tracer and help stop the spread of COVID.

**BE THE ONE**

\*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

## Social Media Ads (Y-4, Y-5)

**There is nothing wrong with saving lives.**

Answer the call from your local Contact Tracer and help stop the spread of COVID.

**BE THE ONE**

**Help your neighbor become a hero.**

Answer the call from your local Contact Tracer and help stop the spread of COVID.

**BE THE ONE**

**Post copy:**

Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

**#BETHEONE**

## :30 Radio Ad

### **RADIO: 30 (GENERIC)**

OPEN ON AUDIO CLIPS OF DIFFERENT NEWS SOUNDBITES. THEY ARE RECITING NUMBERS OF COVID CASES. THE CLIPS SLIGHTLY OVERLAP EACH OTHER.

**CLIP 1...**20,000 people infected

**CLIP 2...**The numbers have been devastating in this area

**CLIP 3...** 115,000 Minority infections in just the last

**CLIP...**Over 29,000 recorded deaths since

**CONTACT TRACER VO:** Hello, I know all of these reports can make you feel like just another number. That's not true, we can help save each other by answering the call from the Contact Tracer in your community. It can help stop the spread of COVID and get us back to family and friends quicker. Your personal information is safe and protected and you will be talking to someone local, like me. Don't just be a number.

**BE THE ONE.**

## Top Campaign Concept Y – “Be the One”

The Concept Y variation shown below was presented only to participants in Philadelphia and Community Stakeholder groups.

### :30 Radio Ad (Local)

#### **RADIO :30 (PHILLY)**

OPEN ON AUDIO CLIPS OF DIFFERENT NEWS SOUNDBITES. THEY ARE RECITING NUMBERS OF COVID CASES. THE CLIPS SLIGHTLY OVERLAP EACH OTHER.

**CLIP 1**...1,000 people in Philly infected

**CLIP 2**...The numbers have been devastating in North Philly

**CLIP 3**... 6,000 Minority cases in downtown last week

**CLIP 4**...Market street has become a ghosttown

**JAZZY JEFF VO:** Yo Philly, I know all of these reports can make you feel like just another number. That's not true. We can look out for each other by answering the call from the Contact Tracer in our community. Together, we can help stop the spread of COVID and get back to family, friends and house parties

**AVO:** Your personal information is safe and protected and you will be talking to a local voice that wants to protect us all. C'mon Philly. Our town doesn't want to be just numbers.

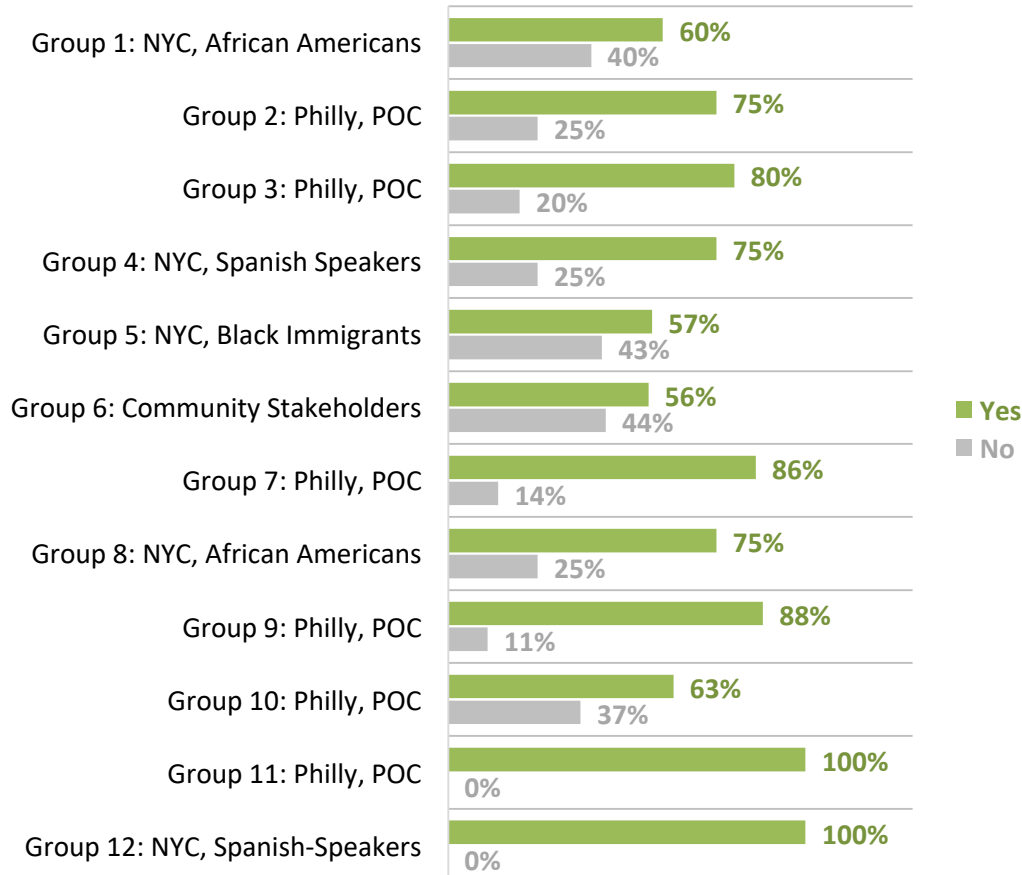
**BE THE ONE.**

# Overall Quantitative Findings by Focus Group

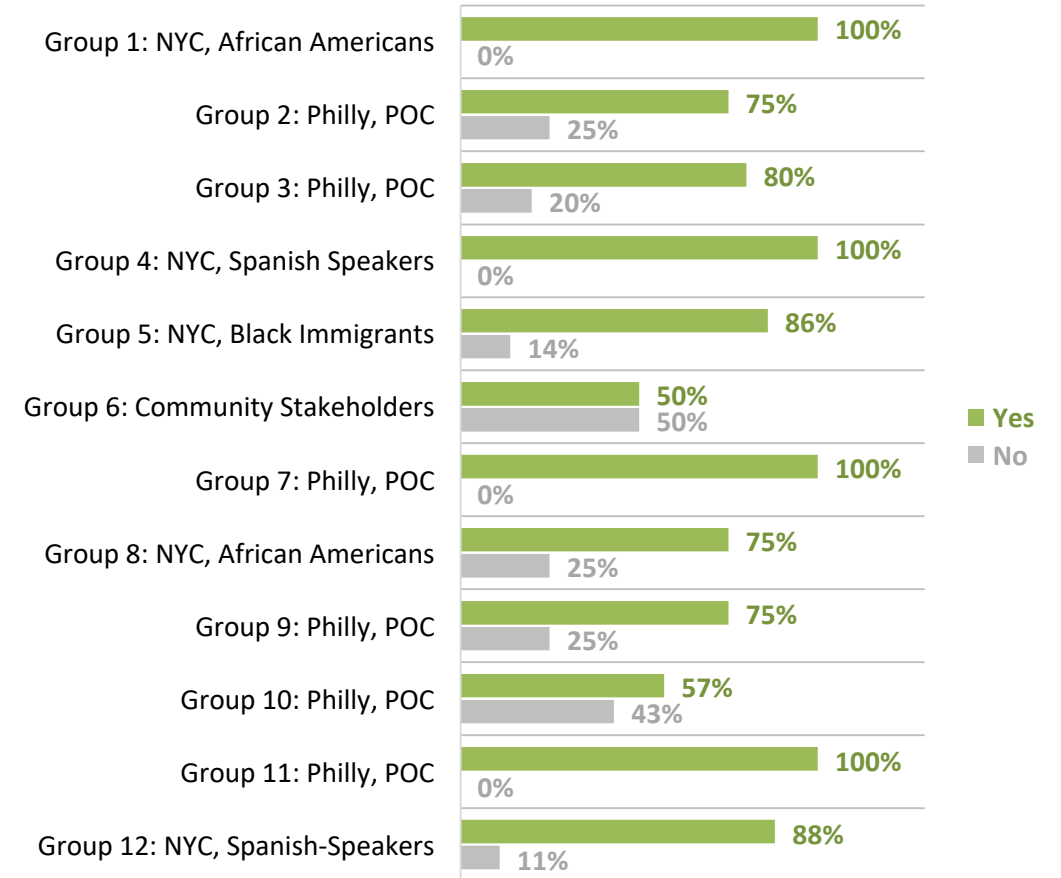
## Concept Y – “Be the One”



Does this campaign catch your attention?



Would you talk with others about contact tracing after seeking this campaign?

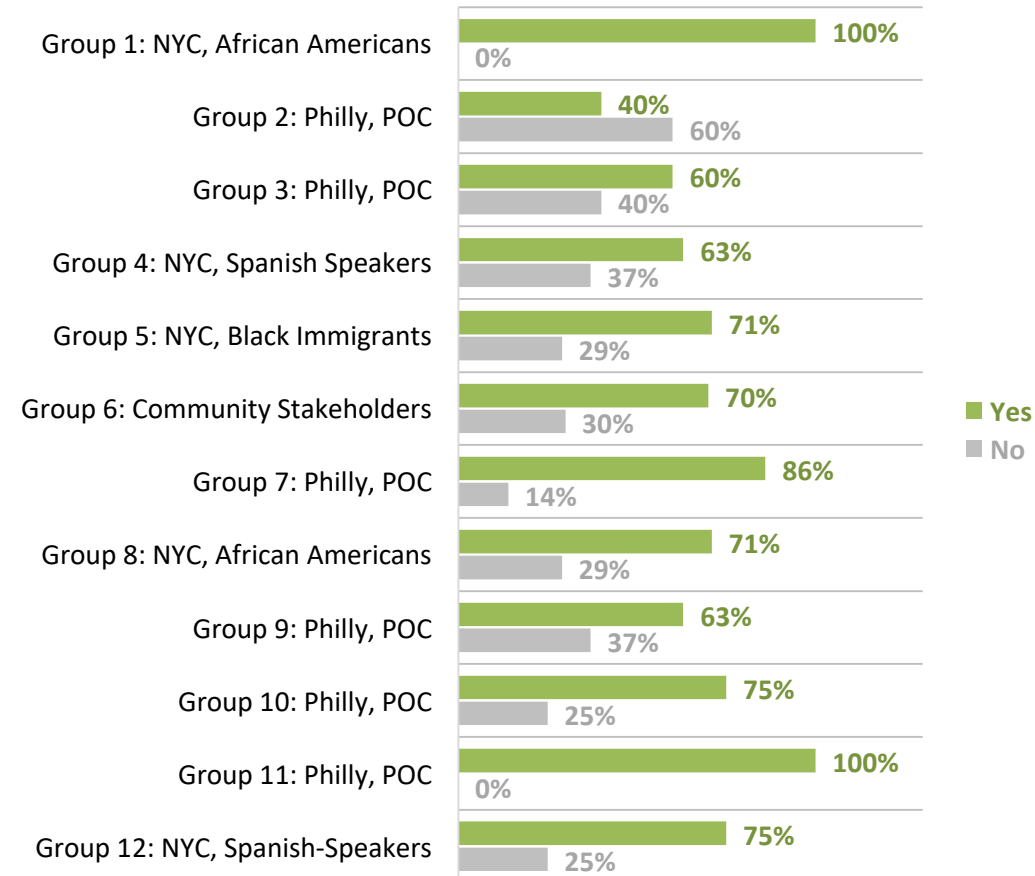


# Overall Quantitative Findings by Focus Group

## Concept Y – “Be the One”



Does this campaign motivate you to talk to and engage with contact tracers?





# Selected Participant Quotes

## Concept Y – “Be the One”



### STRENGTHS

***“It pulls on your family ties and how during this time it is so important to stay in contact.”*** – Group 2 Participant (Philly POC)

***“Clean advertising. Bold colors. Simple Imagery. I liked Y4. it makes someone feel heroic for participating.”*** – Group 6 Participant (Community Stakeholder)

***“It makes you feel important and that there is hope, and that you can actually be a part of the process to help stop the spread of the virus.”*** – Group 10 Participant (Philly POC)

***“A lot of people can feel helpless during this time. By “being the one” it can help people feel like they are doing something. It’s personable, it empowers them.”*** – Group 1 Participant (NYC African American)

***“The ad makes you feel like you're doing something to help. I want to know how I can be the hero. If everyone has that mentality everyone will answer.”*** – Group 1 Participant (NYC African American)

***“Clean advertising. Bold colors. Simple Imagery. I liked Y4. it makes someone feel heroic for participating.”*** – Group 6 Participant (Community Stakeholder)

***“It makes you feel important and that there is hope, and that you can actually be a part of the process to help stop the spread of the virus.”*** – Group 10 Participant (Philly POC)



### OPPORTUNITIES

***“I don't trust messages where the advertiser is trying to make you feel like a hero.”*** – Group 2 Participant (Philly POC)

***“It's not giving me any information that makes me feel comfortable. It needs to do more to ease concerns.”*** – Group 2 Participant (Philly POC)

***“I would talk to them but I would be concerned that they would try to recruit me to work as a contact tracer.”*** – Group 3 Participant (Philly POC)

***“It is specifically illustrating minorities as if minorities are the only people who get COVID and spread COVID. Minorities have the high numbers due to the lack of healthcare. These ads can offend viewers.”*** – Group 5 Participant (NYC Black Immigrant)

***“The slogan is not very inviting. It feels very isolating like a viewer is being singled out.”*** – Group 5 Participant (NYC Black Immigrant)

***“This was gross. It seemed to me like an ad campaign created by white people to catch the attention of BIPOC. Where did the statistics in the radio ad come from? Do not use the term minorities. It is offensive that you lump us all in to one group.”*** – Group 9 Participant (Philly POC)

# Runner-Up Campaign

## Concept F – “Spread Love”

The Concept F variations shown below were presented to participants in all groups.

### Print Ads (F-1, F-2, F-3)



### Social Media Ads (F-4, F-5)



### :30 Radio Ad

RADIO: 30 (GENERIC)

**Contact Tracer VO:** I love my neighborhood and the people in it. Usually, I'm sitting on the block spreading jokes with my boys. What I don't want to spread is COVID. That's why I became a Contact Tracer, because saving my community is no laughing matter.

**AVO:** \*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

## Runner-Up Campaign

# Concept F – “Spread Love”

The Concept F variations shown below were presented only to participants in Philadelphia and Community Stakeholder groups.

### Print Ad (F-4)



### :30 Radio Ad (Local)

#### **RADIO: 30 (LOCAL)**

**DJ:** I'm usually spreading my love of the sounds of Philadelphia as I cruise down the block in my car. What I don't want is to spread COVID. That's why I will always answer the call from my local Contact Tracer. Who knows, I may even teach them a little bit about the Philly Sound.

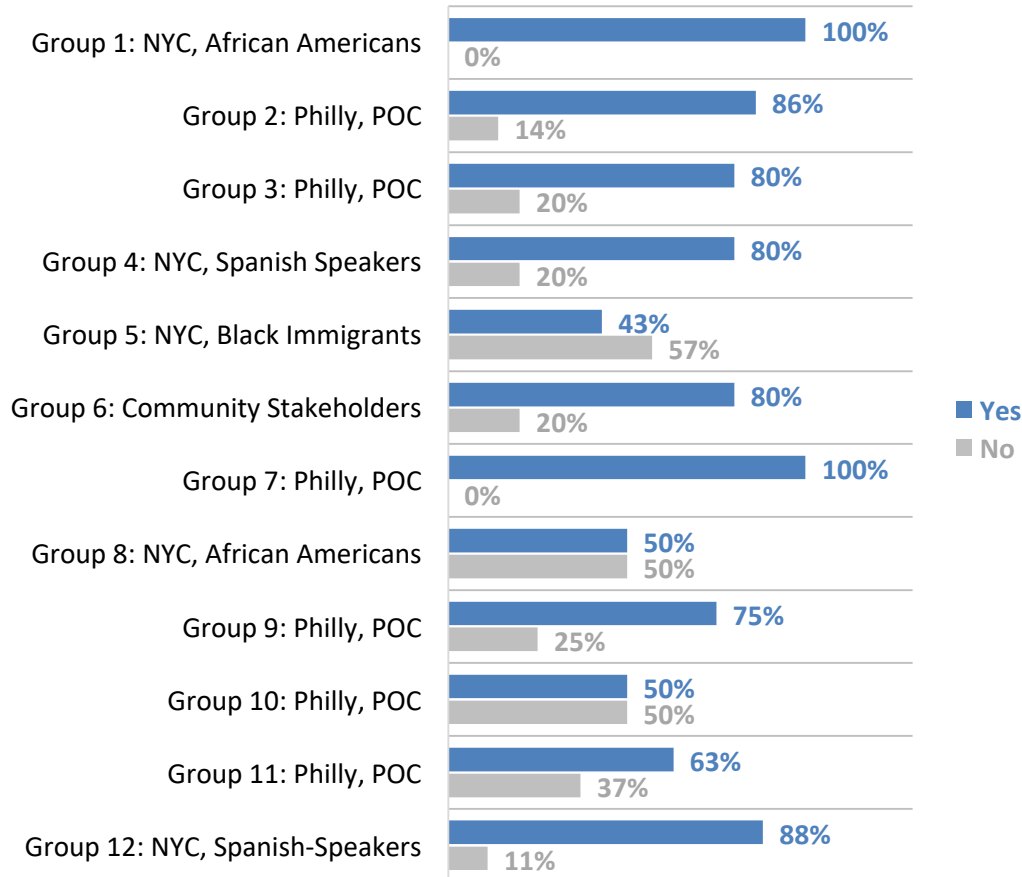
**AVO:** *\*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.*

# Overall Quantitative Findings by Focus Group

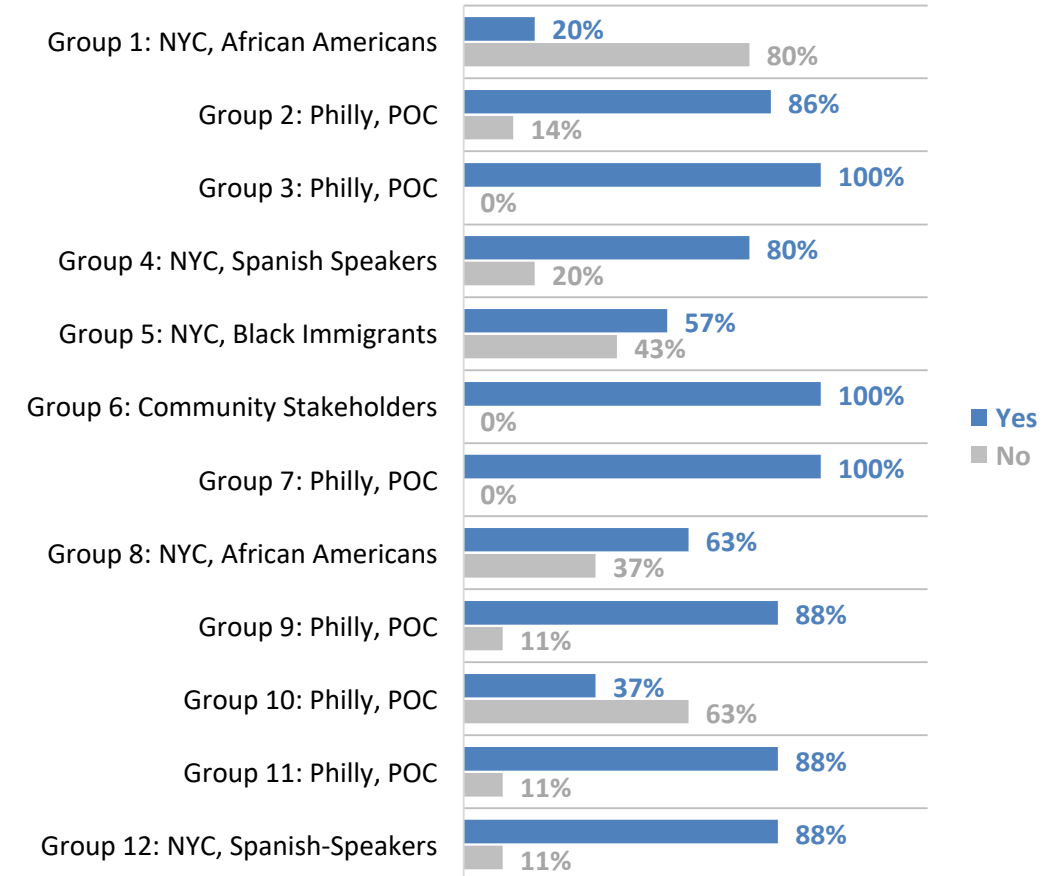
## Concept F – “Spread Love”



Does this campaign catch your attention?



Would you talk with others about contact tracing after seeking this campaign?



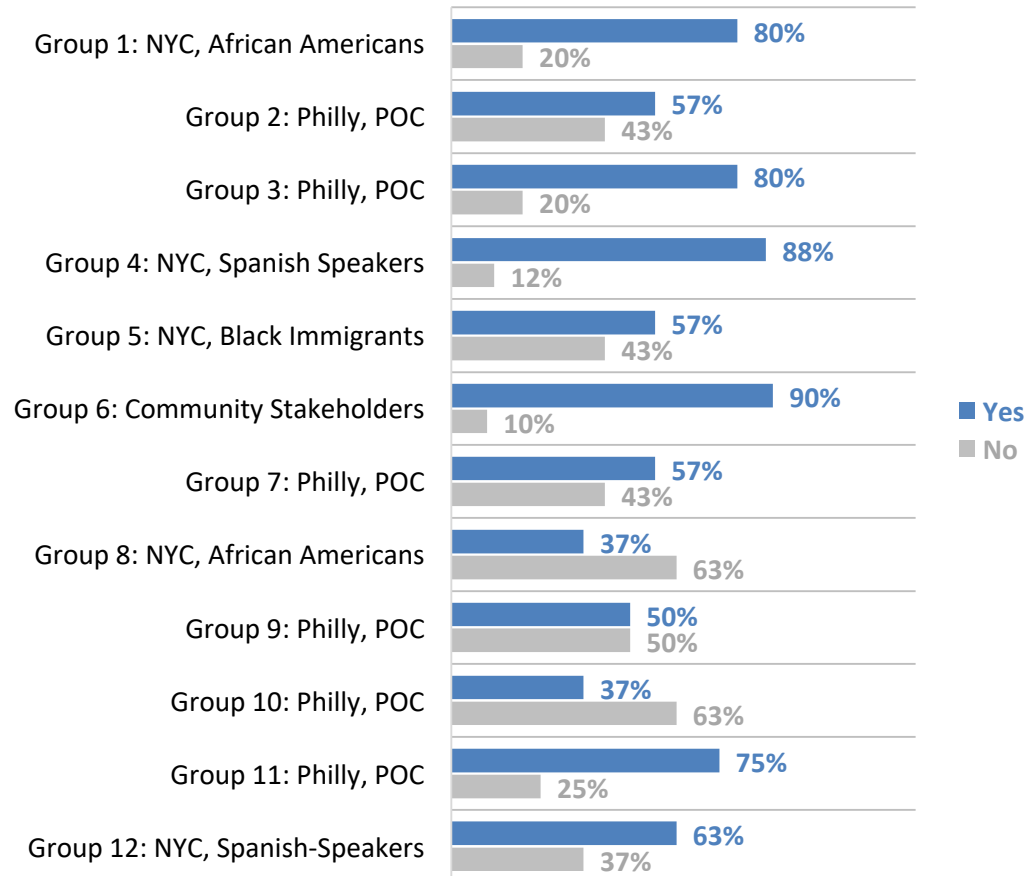


# Overall Quantitative Findings by Focus Group

## Concept F – “Spread Love”



Does this campaign motivate you to talk to and engage with contact tracers?



### Tagline Results: “Spread Love” or “Show Love”

The choice between taglines was evenly split – with **50%** of all participants found “spread love” more effective, while **50%** found “show love” more effective.

**SPREAD LOVE**



Some participants dislike “spread” because it is now connected to disease and has become “a negative term.”  
(Group 3, Philly POC)



Those that did like spread appreciated the word play suggesting that you should “spread everything except COVID - spread your love, spread your hope.”  
(Group 2, Philly POC)

## Selected Participant Quotes

# Concept F – “Spread Love”



### STRENGTHS

***“I like that it seems to focus on the brotherly love/sisterly affection theme for Philadelphia.”*** – Group 2 Participant (Philly POC)

***“It catches the attention and ignites conversation.”*** – Group 2 Participant (Philly POC)

***“I liked the mix of humor and the attempt to make culturally relevant points. For example, the mature lady reading the bible and the caption is ‘spread the good word.’”*** – Group 6 Participant (Community Stakeholder)

***“I would feel safer talking to contact tracers now that I know the info is confidential. I am still distrustful of the government but now understand why this process is important.”*** – Group 11 Participant (Philly POC)



### OPPORTUNITIES

***“I would speak to them if they are calling me but I would not go out of my way to call them.”*** – Group 2 Participant (Philly POC)

***“I would only talk about it with others if they gave better information.”*** – Group 1 Participant (NYC African American)

***“This is a very sensitive issue so you have to be very careful how you approach this. Most of the friends around me don’t trust anything the government has done since the pandemic.”*** – Group 5 Participant (NYC Black Immigrant)

***“It’s human nature for people to be unwilling to disclose personal health information for fear of being isolated or outcast.”*** – Group 5 Participant (NYC Black Immigrant)

***“While the ads caught my attention due to the photos, the messaging lost me.”*** – Group 7 Participant (Philly POC)

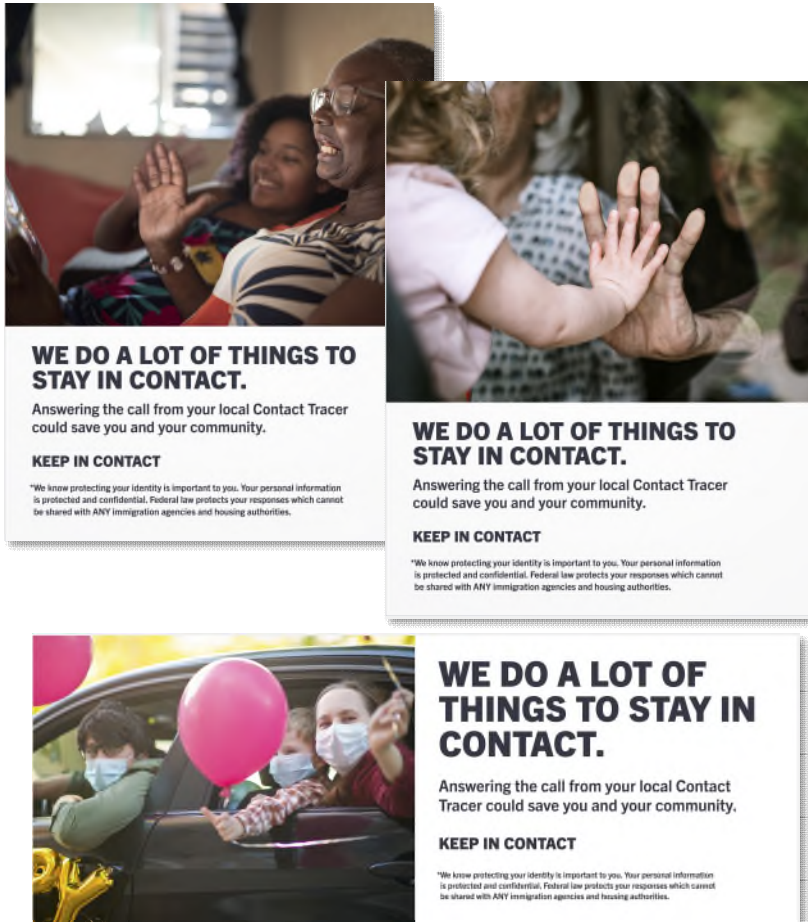
***“It was generic, not urgent. A virus spreading that kills many people should be more urgent.”*** – Group 8 Participant (NYC AA)

***“There are too many hot topics like food and religion and fashion. I think its best to stick to the topic of health and prevention.”*** – Group 9 Participant (Philly POC)

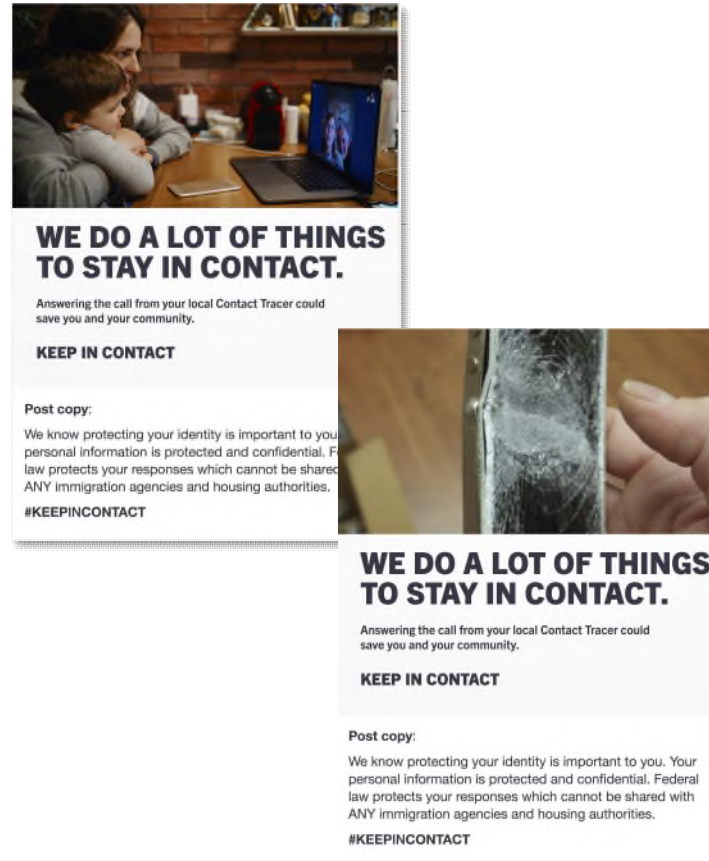
# Last-Place Campaign Concept W – “Keep in Contact”

The Concept W variations shown below were presented to participants in all groups.

## Print Ads (W-1, W-2, W-3)



## Social Media Ads (W-4, W-5)



## :30 Radio Ad

### **RADIO :30 (GENERIC)**

**CONTACT TRACER VO:** We do a lot of things to stay in contact. We stay up late to talk with someone across the globe. We throw virtual parties to celebrate a graduation. We even make up dance routines just to challenge friends.

Answer a private call from a Contact Tracer like me so we can stop the spread and start contact again, in person.

**AVO:** "We know protecting your identity is important to you. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities."

## Last-Place Campaign

# Concept W – “Keep in Contact”

The Concept W variation shown below was presented only to participants in Philadelphia and Community Stakeholder groups.

### Print Ad (W-4)



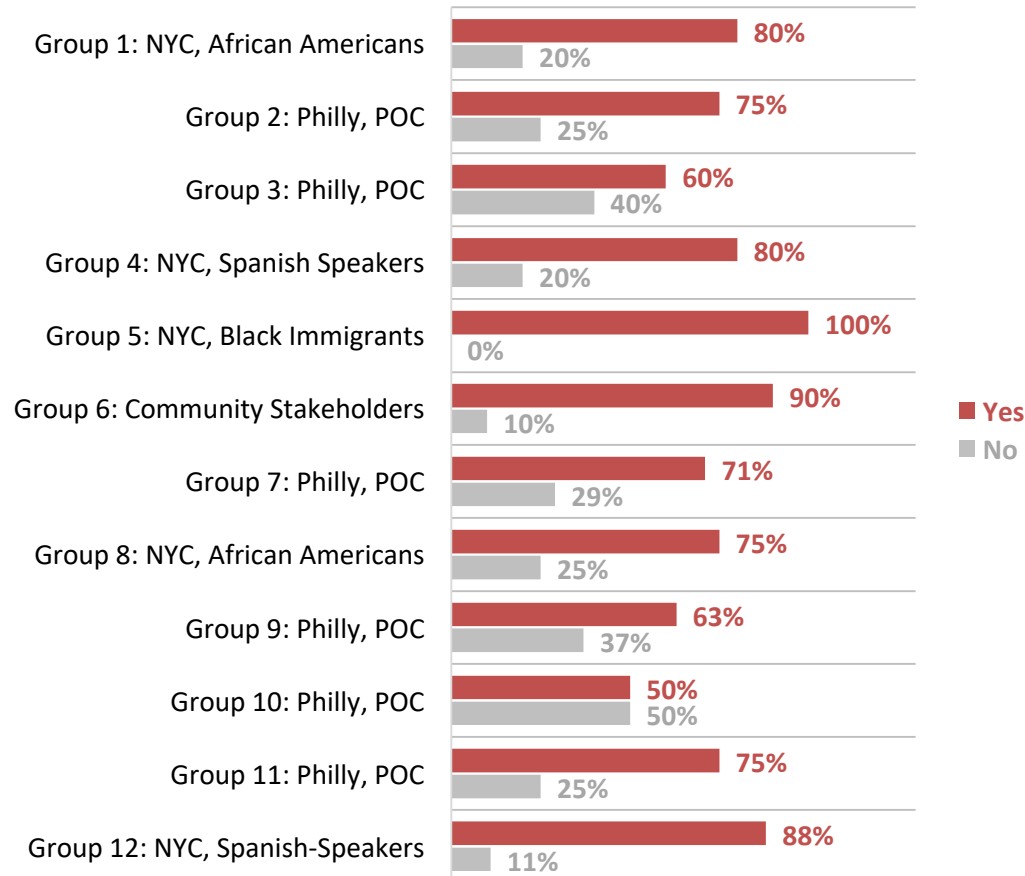


# Overall Quantitative Findings by Focus Group

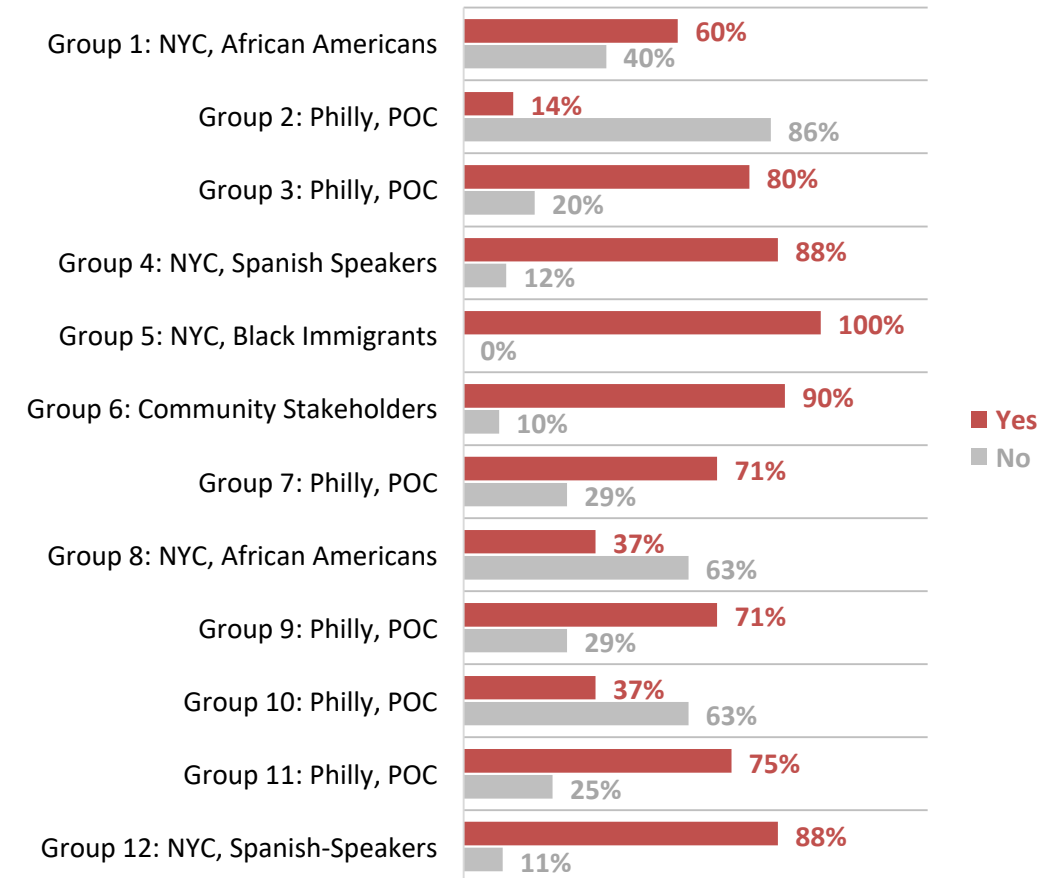
## Concept W – “Keep in Contact”



Does this campaign catch your attention?



Would you talk with others about contact tracing after seeking this campaign?

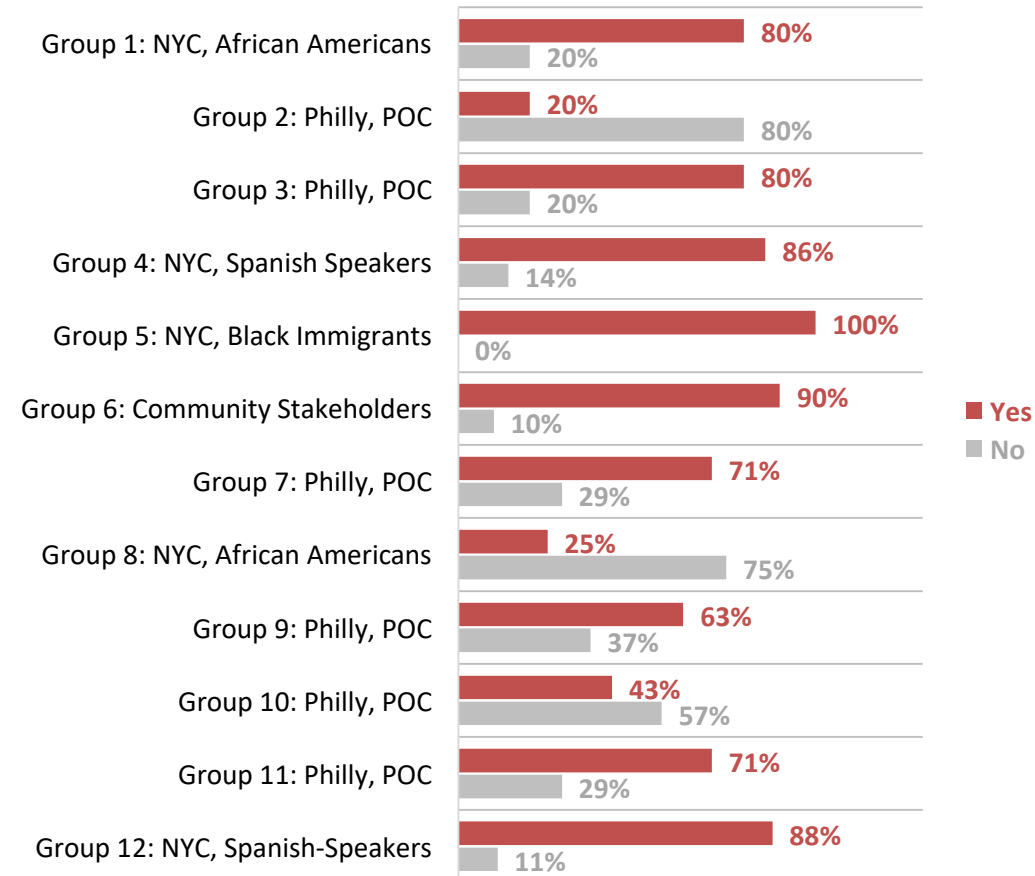


## Overall Quantitative Findings by Focus Group

### Concept W – “Keep in Contact”



Does this campaign motivate you to talk to and engage with contact tracers?



## Selected Participant Quotes

# Concept W – “Keep in Contact”



### STRENGTHS

***“It pulls on your family ties and how during this time it is so important to stay in contact.”*** – Group 2 Participant (Philly POC)

***“It's subconsciously sending you a reminder to check on a neighbor or a family that you normally would not have spoken with recently.”*** – Group 2 Participant (Philly POC)

***“The ads were personal, more genuine and real, not forced or fake.”*** – Group 5 Participant (NYC Black Immigrant)

***“W2 and W3 are both heartfelt and make you consider the elderly who are most affected by COVID-19. You feel inclined to help them.”*** – Group 5 Participant (NYC Black Immigrant)

***“It reminds us of what new reality we are dealing with but also reminds us of how we can get back to our “normal” lives.”*** – Group 7 Participant (Philly POC)



### OPPORTUNITIES

***“Not a lot of the campaign is related to COVID. It focuses more on what people are doing in pictures instead of a message about contact tracers.”*** – Group 3 Participant (Philly POC)

***“It lacks information. It doesn't really catch my attention. It doesn't connect to me.”*** – Group 2 Participant (Philly POC)

***“This campaign would not motivate me one way or another. I would probably reach out to family but it may not be about contact tracing.”*** – Group 2 Participant (Philly POC)

***“I think that this ad is counterintuitive to the current narrative as it pertains to contact.”*** – Group 9 Participant (Philly POC)

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