



DECEMBER 2020

Celebrate Safely Community Engagement Toolkit

INTRODUCTION

The Celebrate Safely campaign is aimed at helping people keep themselves and their loved ones safe from COVID-19 during the holiday season. The full package has ready-to-use messages for social media dissemination, but the more avenues a campaign uses the more effective it will be. One powerful resource is your network of local organizations, business and community leaders. Enlisting the community to reach out to their contacts and using grassroots strategies helps spread the message and build confidence in the recommendations when people hear directly from trusted community members.

In addition to the message-tested social media images and flyers you can print or provide electronically that are on our [website](#) – and messages for sharing them effectively – we've created resources to help you reach out to community members and enlist their help in this campaign, such as sample outreach letters to community and business leaders. We encourage you to distribute these as widely as possible.

RECOMMENDATIONS

Strategic media placement is critical to the success of any media campaign.

1. Ask community leaders (for example, local elected officials, community-based organizations, union organizers, faith leaders, local celebrities and business leaders) to uplift the campaign through their own networks. Simply asking well-known messengers to share messages and images on social media and WhatsApp, through their own email communications and using the same themes when speaking to their constituencies can help your message reach a broader audience and can lend credibility to messages when people hear it from people they already know and trust.
 - a. Reach out to community leaders you already have connections with, let them know you're running a campaign to decrease spread of the virus during the holidays and ask for their assistance getting the message out to their constituencies. When thinking about your existing networks, be sure to include organizations and leaders you work with regularly and those you may have had

Visit PreventEpidemics.org for more. Prevent Epidemics is a project of Resolve to Save Lives, an initiative of Vital Strategies.



- b. If people are having conversations with community members about staying safe for the holidays it can be a way to collect data on what issues are coming up for the community and what questions and concerns people have in order to shape programs and communications campaigns in the future.

OUTREACH TOOLKIT

Use these materials in conjunction with the social media graphics and flyers you can download from our [website](#).

OUTREACH LETTERS

Dear [community leader],

The rise in COVID-19 cases in our community is concerning, and as we enter the holiday season we want to do everything we can to help people keep themselves and their loved ones safe. We are running a Celebrate Safely campaign and we need your help.

Please help us get the word out to your community by sharing our messages and images in whatever way makes the most sense for you and your community. In the past, community partners have shared our social media messages on their own pages, put images into their regular newsletters or sent emails to their networks about the campaign or included flyers and messages in their routine activities.

This package gives you all the materials needed to do any of those activities, or whatever else might best reach your constituency. You can download flyers to print and distribute, as well as social media images to share with your networks. Below are the main talking points for you to include in communication materials.

Please don't hesitate to reach out if you need assistance in crafting something for your community, or you have a creative idea for getting the message out. We want to work closely with you to help keep everyone in our community safe.



Dear [business leader],

The rise in COVID-19 cases in our community is concerning, and as we enter the holiday season we want to do everything we can to help people keep themselves and their loved ones safe. We are running a Celebrate Safely campaign and we need your help.

Please help us get the word out to your customers by sharing our messages and images in whatever way makes the most sense for you and your business. In the past, community partners have shared our social media messages on their own pages, put images into their regular newsletters or sent emails to their networks about the campaign or included flyers with purchases or posted them in their windows.

This package gives you all the materials need to do any of those activities, or whatever else might best reach your customers. You can download flyers to print and distribute, as well as social media images. Below are the main talking points for you to include in communication materials.

Please don't hesitate to reach out if you need assistance in crafting something for your business, or you have a creative idea for getting the message out. We want to work closely with you to help keep everyone in our community safe.

TALKING POINTS

Choose the talking points that best suit your audience or address behaviors in your community you'd like to change to help people celebrate more safely.

Protecting the health of older adults and people with chronic conditions:

- Older adults or people with a chronic health condition will be safer celebrating only with people in their household.
- If you're an older adult or have a chronic health condition, you're safer celebrating only with people in your household.
- Older adults and people with chronic health conditions are at higher risk for COVID. Play it safe: Stay home.

Avoiding travel and large gatherings:

- Traveling and visiting family increases the risk of someone getting COVID.
- Be the One to make the call. Avoiding travel and large gatherings is a safer way to celebrate.
- Traveling, multi-household gatherings and large groups are all a recipe for COVID-19 infection. Cook up something safer this year.
- Keeping distant family members apart will keep you together in the future.
- Sticking to single-household gatherings is safest.
- Even 15 minutes together inside greatly increases your risk of getting sick.

Visit [PreventEpidemics.org](https://www.PreventEpidemics.org) for more. Prevent Epidemics is a project of Resolve to Save Lives, an initiative of Vital Strategies.



- Single-family gatherings are a safer way to celebrate this year.
- 'Tis the season of COVID. Don't let it in your house – or bring it to anyone else's.
- Think you can keep your guests six feet apart, convince them to wear a mask and not to hug? Chances are, you can't. Stick to single-household gatherings.
- Think you can keep your guests six feet apart, convince them to wear a mask and not hug? You can't.
- Don't risk spreading COVID for one family gathering.
- Do you know where your extended family has been? Inviting them over might invite COVID, too.
- Add an ounce of prevention to your holiday celebration. Don't gather with people outside your home.
- COVID loves big gatherings. You love your family and friends. Keep them safe, keep them home.

Staying safer when gathering:

- Keep your guests six feet apart, convince them to wear a mask and not to hug. It will allow you to celebrate together for years to come.
- COVID is worse than ever. Gather outside or in a well-ventilated space, and insist everyone follows the rules to stay safer.
- Gatherings aren't a good idea. Make sure there's plenty of fresh air and ventilation – and make everyone take sensible precautions.
- Large gatherings can spread COVID. Keep it outside – or well-ventilated – and insist everyone follows protocols to stay safer.
- Keep gatherings outside and take every precaution to keep yourself and your guests safe.