

Contact Tracing Communications Packet

Contact Tracing is key in supporting COVID-19 patients and notifying potential contacts in order to help stop the spread of the disease. As businesses begin to reopen and social distancing guidelines relax, Contact Tracing is the safe way to bring people back to work and help reopen our economy. **Your commitment to the health and safety of our fellow Kentuckians is critical as we continue to safely and sustainably reopen the Commonwealth.** We have one chance to get this right.

Together with the Department for Public Health (DPH), your access to, and engagement within our local communities is an important asset to the success of Contact Tracing. This packet provides you with the necessary information to explain and promote the effort.

Communications Packet Contents

Below is a list of the packet contents with brief descriptions of what they are and how they can be shared. Please continue to visit kycovid19.ky.gov to access additional materials for you to distribute.

Contact Tracing Overview

- This brief overview explains the Contact Tracing effort and outlines how partners can assist in helping to spread the word.

Public Poster

- The public-directed poster is intended to be distributed to “public-facing” entities as a **.pdf** file. These entities are encouraged to print and display these posters to help spread awareness about Contact Tracing.
- Potential locations include, but are not limited to:
 - Grocery Stores
 - Hardware Stores
 - Medical Offices
 - Healthcare Facilities
 - Testing Sites

- Schools
- Government Buildings
- Please follow Team Kentucky's [Healthy at Work](#) guidelines for more information.

Health Poster

- This health-directed poster is intended to be distributed to the staff of healthcare and public health entities. These entities are encouraged to print, share, and display these posters to help spread awareness about Contact Tracing.
- Potential locations include, but are not limited to:
 - Local Health Departments
 - Medical Offices
 - Healthcare Facilities
 - Testing Sites
 - Government Buildings

Frequently Asked Questions

- Frequently Asked Questions (FAQs) are included to help you prepare for answering any questions concerning Contact Tracing from your individual networks.

Talking Points

- Talking points are a set of focused statements that can be used to explain or write about the Contact Tracing effort.

Contact Tracing Video

- This animated video provides another overview of Kentucky's Contact Tracing effort. Please consider sharing with your networks as an additional advertising and outreach tool.

Contact Tracing

Contact Tracing is key in supporting COVID-19 patients and notifying potential contacts in order to help stop the spread of the disease



Public Health workers reach out to individuals who have contracted COVID-19 to assess their situation and **track any recent in-person contacts**.



Contacts are notified that they may have been exposed to COVID-19, are **provided instructions** and **connected to local resources**.



By **following instructions** provided, contacts help **stop the spread** of COVID-19 and **save the lives of Kentuckians**.



Public Poster

Overview of Contact Tracing for all Kentuckians



Health Poster

Information and tips for Public Health staff



FAQs and Talking Points

Support for Contact Tracing conversations and outreach



Contact Tracing Video

Animation that covers Contact Tracing for all Kentuckians

MATERIALS

To help with this effort, you can: _____



Make audiences **aware** that they may be contacted by a Public Health worker to gather information



Help audiences **understand the importance** of this process, encourage them to answer these calls, and follow instructions provided



Provide audiences with any **materials** as they are made available



Be on the look-out to share **communications** from kycovid19.ky.gov and Governor Beshear's social media

Together, we can: _____

Enable public health organizations to collect information about COVID-19 throughout the Commonwealth to reduce the risk of spreading to others



Communicate the importance of Contact Tracing to support bringing people back to work and reopening Kentucky's economy

Contact Tracing

A Confidential Public Health Resource

Contact Tracing is a process used by the Kentucky Department for Public Health to help stop the spread of diseases like COVID-19.

TEAM **KENTUCKY**
NEEDS YOU

What is Contact Tracing?



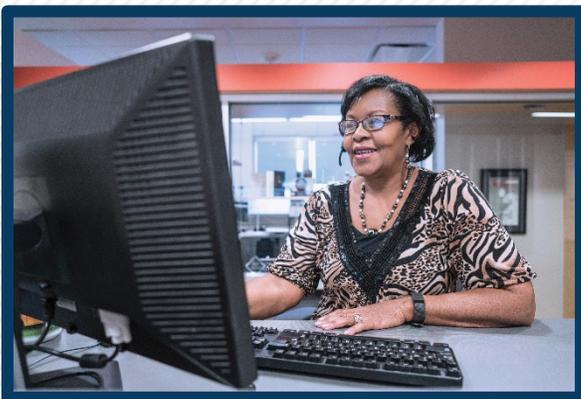
Public Health workers reach out to individuals who have contracted COVID-19 to assess their situation and **track any recent in-person contacts.**



Contacts are notified to **provide instructions and connect them to local resources.**



By **following instructions** provided, contacts help **stop the spread** of COVID-19 and **save the lives of Kentuckians.**



What if I am contacted?

- ✓ Answer Contact Tracing calls
- ✓ Report information clearly and completely
- ✓ Work together with Public Health workers
- ✓ Follow instructions provided

Contact Tracing

A Confidential Public Health Resource

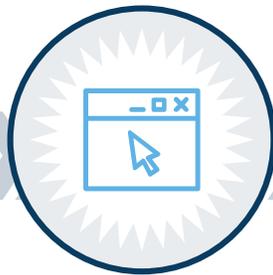
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Contact Tracing is a process used by the Kentucky Department for Public Health to help stop the spread of diseases like COVID-19.

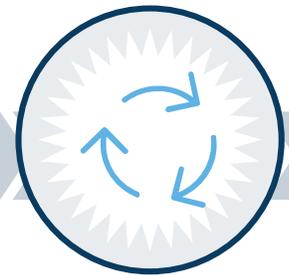
Goal: Stop the Spread and Save Lives



Public Health workers reach out to individuals who have contracted COVID-19 to assess their situation and **track any recent in-person contacts.**



Tracers reach out to identified contacts to **provide instructions and connect them to local resources.**



By **following instructions** provided by the Tracer, contacts help **stop the spread** of COVID-19 and **save the lives of Kentuckians.**

Calm and Center Yourself First



Remain calm, cool, and collected to help create a positive situation for you and the caller

Seek First To Understand Then To Be Understood



Be an active listener in order to understand what the caller needs; this will help you help the caller quickly and efficiently

Validate How Someone Feels



Understanding someone's circumstance can help relax callers and release tension on both sides of the phone

Help People Find Options



The caller may not see all possibilities and it is easier for you to provide perspective

Allow for Choice



People will choose what they feel is best, and someone else's decisions are not a reflection of you or your work

Contact Tracing

Frequently Asked Questions

What is Contact Tracing?

Kentucky is implementing Contact Tracing to help stop the spread of diseases like COVID-19 and help Kentuckians stay healthy and safe. Contact Tracing is key to safely getting back to work while also kickstarting the economy.

- Public Health workers reach out to individuals who have COVID-19 to assess their situation, provide helpful resources, and ask about any recent in-person contacts who may have been exposed to the disease. Instructions are provided about how to stop spreading the disease and what to do until they recover.
- Recent in-person contacts are notified that they may have been exposed to COVID-19 and are provided instructions and are connected to local resources.
- Individuals receive follow-up calls to see how they are doing and gather any new information.
- By following the instructions provided by Public Health workers, contacts help stop the spread of COVID-19 and save the lives of Kentuckians.

This is part of an existing process used by the Kentucky Department for Public Health (KDPH) and local health departments. The purpose of Contact Tracing is to reduce health risks to others and protect communities from any further exposure. Resources are provided to help both individuals who have COVID-19, as well as individuals who may have been exposed to COVID-19. All information gathered by Public Health workers is private and is not released or made public.

Why am I being asked for my information?

The Kentucky Department for Public Health and your local health department needs your medical information to determine your COVID-19 status and the best next steps for you. Your personal information is needed to get in touch with you and provide you with instructions and helpful resources. Information on the people you have been in contact with recently is needed so they may be told they have been exposed to COVID-19 and be provided with necessary instructions.

Is the information I give private?

Yes, the information you give is kept completely private and confidential. Information regarding the individuals who have tested positive for COVID-19 and the people they have recently made in-person contact with is not released or made public.

How did the health department get my information?

Health care providers are required to report anyone with a positive COVID-19 lab test, or someone who is highly likely to have COVID-19, to the local health department.

If you came into contact recently with someone who has COVID-19, we received your information from them. They identified you or a place where you have been that may have potentially exposed you to COVID-19.

Why will I be contacted by the Kentucky Department for Public Health (KDPH) or a Local Health Department (LHD)?

There are two reasons why you may be contacted: You have COVID-19 or you were recently around someone who has COVID-19 and you may have been exposed to the disease.

If you have COVID-19:

- A Public Health worker will ask how you are doing and see if there is anything you need to connect you with resources.
- A Public Health worker will explain what to do now that you have COVID-19.
- A Public Health worker will ask for a list of people you have recently been with in-person, so we can let them know they may have been exposed to COVID-19. Your information will be kept completely private.

If you are someone who may have been exposed:

- A Public Health worker will tell you that you were potentially exposed to COVID-19.

- A Public Health worker will ask how you are feeling and see if there is anything you need to connect you with resources.
- A Public Health worker will determine next steps to take based on any symptoms you may have.

The goal of Contact Tracing is to stop the spread of COVID-19 in the community and save the lives of Kentuckians. By following instructions provided by Public Health workers, you can help keep your loved ones and people you know from getting sick.

How does giving my information benefit me?

There are many benefits. They include:

- Helping stop the spread of COVID-19 from your loved ones and your community.
- Gained access to resources you may need during this time including:
 - o How to get tested, and where.
 - o What to do if you get COVID-19.
- Get answers from a Public Health worker.

What will be done with the information I provide?

Your information will be kept completely private and only used for public health purposes. We do not release confidential information to the public.

If you are a person with COVID-19, any people you name as potential contacts will not be told who they were exposed to. This means we are keeping your information private.

If you are a contact:

- Nothing you say will be told to the person who has COVID-19.
- Your personal information will not be released.
- Your symptoms and disease status will be used to make sure you get better, and that the disease does not spread any further.

If schools are open for in-person classes in the fall, what does Contact Tracing look like for a student who tests positive for COVID-19 and has potentially come into contact with 100+ individuals?

Instructions and further guidance will depend on the proximity and duration of time spent with the student who has tested positive for COVID-19. A Public Health worker will be contacting the student who tested positive and Contact Tracers will reach out to potential contacts providing them with guidance and next steps.

As an essential business, we have relied on our own Contact Tracing efforts. Will we continue to notify and quarantine our employees too?

No, Local Health Departments (LHDs) will get a notification that someone has tested positive for COVID-19, which will start the Contact Tracing process. That patient will then work with a Public Health worker to identify all possible contacts. These contacts will then be contacted by a Contact Tracer and provided with guidance and next steps.

However, we all have a responsibility to help manage this, and you have a responsibility to take the precautions you feel you need to protect yourself and your loved ones.

Now that retail and restaurants are open, how will Contact Tracers be able to know if a business's patrons are infected?

If someone diagnosed with COVID-19 reports that they visited a restaurant and/or retail business in the past 14 days since being diagnosed, the restaurant and/or retail business will receive a notification that there may have been a person infected with COVID-19 on their premises. Additional guidance and next steps will be provided by the Contact Tracer.

How can people apply to be a Contact Tracer?

A link will be available on the kycovid19.ky.gov website, through which one can apply.

How will Contact Tracing affect healthcare professionals and frontline workers?

Health care professionals and frontline workers will be taken through the same process as all individuals participating in the Contact Tracing process.

Will Local Health Departments be sharing this information on their social media pages?

Yes, we are working closely with LHDs to encourage the distribution of materials. Additionally, materials are available to download at kycovid19.ky.gov.

How is personal information stored and protected for people contacted and asked to answer questions?

All of the information collected is stored in secure databases with multi-factor authentication and can only be accessed by people supporting this public health work. Public Health workers and Contact Tracers are carefully screened and adhere to strict confidentiality agreements.

Contact Tracing Talking Points

What if I am asked about Contact Tracing?

In addition to the Frequently Asked Questions above, general talking points are listed for you below:

- Contact Tracing combines public participation and the power of technology to help public health officials and health care providers contain the spread of COVID-19.
- Contact Tracing is a collaborative, technology-driven way for us to protect the health and safety of Kentuckians as we gradually return to some of our normal routines.
- To protect patients' confidentiality, contacts will not be told the identity of the person who may have exposed them. They will be told what they need to do to care for themselves, reduce the risk to others, and protect their communities from any further exposure.
- This statewide system will allow us to follow where a virus may travel ... across county lines or beyond ... so we can warn people and stop further viral spread.
- We need every tool to protect our people.
- Team Kentucky needs you.
- And remember - we will get through this, and we will get through this together.

Contact Tracing Video

This animated video provides another overview of Kentucky's Contact Tracing effort. Feel free to share on your organization's social media page and website, email to your staff and leaders of your affiliates, and share during upcoming meetings and presentations. You can find this animated video at kycovid19.ky.gov.