

# **Contact Tracing Public Service Announcement Toolkit**



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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.

We invite local community and opinion leaders to promote the safety, security, and adoption of Kentucky's Contact Tracing efforts through the creation of a Public Service Announcement (PSA). This PSA Toolkit provides you with the necessary information to explain and promote the effort, as well as walk you through the steps of recording a video.

**To get started, follow these three steps:**

1. Read the Kentucky Contact Tracing PSA Guidelines, appropriate PSA Talking Points, PSA Recording Instructions, and FAQs.
2. Record your Kentucky Contact Tracing PSA.
3. Post your Kentucky Contract Tracing PSA to your social media accounts
  - a. If you would like your PSA to be featured through different state government channels, please send your Kentucky Contact Tracing PSA to [Susan.Dunlap@ky.gov](mailto:Susan.Dunlap@ky.gov).

## **PSA Guidelines**

A 30-45 second PSA regarding the Kentucky Contact Tracing effort helps introduce, promote, and reassure our local communities of the importance of Contact Tracing. In order to effectively record a PSA, please make sure to follow the below guidelines.

## Content Guidelines

- PSAs will be video recordings using the messaging found below in the “[PSA Talking Points](#)” section.
- PSAs will emphasize the safety, security, and confidentiality of Contact Tracing
- PSAs will promote Public Health efforts including, but not limited to\*:
  - Answering Contact Tracing calls
  - Social distancing\*
  - Cloth masks\*\*

*\*When recording your PSA, please be aware of your surroundings and follow social distancing guidelines.*

*\*\*This does not mean you have to wear a mask in your PSA – only wear a mask if recording in public while promoting social distancing. Please note that wearing a mask will make it difficult for others to understand your PSA.*

- Contact Tracing PSAs are not for personal or political gain.

## PSA Talking Points

Ideally, each 30-45 second PSA will consist of one (1) introduction message, two (2) Contact Tracing talking points, and end with one (1) conclusion message. You know your community best, so choose your own PSA script by selecting the appropriate talking points below.

### Introduction (Choose One)

- Your commitment to the health of our families and friends has allowed us to flatten the curve. Along with your help, Kentucky’s Contact Tracing effort can help stop the spread of COVID-19.
- Contact Tracing isn’t new – but we do need to ramp-up our efforts keep Kentucky open. With the help of Kentucky’s Contact Tracing effort, we can stop the spread of COVID-19.
- With the help of our local Public Health workers, we are able to track and stop the spread of the virus. Contact Tracing is a confidential Public Health resource.

### Contact Tracing Effort (Choose Two)

- Contact Tracing combines public participation and the power of technology to help contain the spread of the virus. Answer the call to keep Kentucky healthy at home and healthy at work.

- 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.
- Through this effort, we'll be able to predict hot spots to take the necessary precautions so communities can remain safe and healthy. It's important that you answer the call to keep Kentucky healthy at home and healthy at work.
- This confidential 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.
- Contact Tracers will never ask you for personal financial information, money, or your passwords.
- The health and safety of our family and friends is one of the most important things to me. Contact Tracing helps ensure that we as a community continue to stay healthy at home and healthy at work.

### **Conclusion (Choose One)**

- We need every tool to protect our people. Team Kentucky needs you to answer the call.
- Don't stick your head in the sand. Take the information seriously to keep you and your family safe. Team Kentucky needs you to answer the call.
- And remember - we will get through this, and we will get through this together. Team Kentucky needs you to answer the call.

## **PSA Recording Best Practices**

The following best practices will allow you to:

- Opt for a Clean Background
  - Your background should look clean and organized so as not to distract your audience. Make sure you are the star of your PSA!
- Gain Perspective
  - You should be the focal point of your PSA. Try to look directly at the camera. If you are recording with a phone or tablet, make sure to record in landscape (horizontal) mode.

- Stabilize Your Device
  - Whether recording on a phone, tablet or computer, make sure that your device is stable and stationary.
- Use Proper Lighting
  - Make sure to film in an area with lots of natural light (windows) or add/turn on light fixtures.
- Be Sure We Can Hear You with Proper Sound
  - It is best to record in semi-private areas to avoid distracting sounds. Beware of external sounds such as wind, construction, pets, etc. that could be heard in your video. You will want to make sure you are close enough to your camera, so the microphone picks up your sound.

## PSA Recording Instructions

### iPhone or iPad Instructions

1. Launch the Camera app on your iPhone or iPad
2. Tap on Video or swipe right to switch to Video mode
3. Tap the red Record button to begin filming
4. Tap on the red Stop button to end the video
5. Anything captured automatically gets saved to your device's Photo Library

### Windows Instructions

1. Launch the Camera app by searching "Camera" in your search toolbar
2. Switch from Camera mode to Video mode. Your camera should now be on and ready to record
3. Click the Video button and begin filming
4. Click the Video button again to end the video
5. Anything captured automatically gets save your device's Camera Roll

### Mac Instructions

1. In the QuickTime Player app, choose File > New Movie Recording
2. Tap the red Record button to begin filming
3. Tap on the grey Stop button to end the video
4. Choose File > Save to save and name the recording

## PSA Submission Instructions

Once you are satisfied with your sample recording, record your 30-45 second Kentucky Contact Tracing PSA using the best practices and above scripting options.

After recording your 30-45 second PSA, please post your PSA to your social media accounts with these hashtags: #AnswertheCallKY #TeamKentuckyNeedsYou.

If you would like your PSA to be featured as an animated video or through different state government channels, please send your Kentucky Contact Tracing PSA to [Susan.Dunlap@ky.gov](mailto:Susan.Dunlap@ky.gov) in a **.mp4 file format**.

## 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 get 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.
- Recent in-person contacts are notified that they may have been exposed to COVID-19 and are offered instructions and 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. The purpose of Contact Tracing is to reduce health risks to others and protect communities from any further exposure. All information gathered by Public Health workers is private and is not released or made public.

### Why should I participate?

Kentucky's Contact Tracing effort is a confidential and safe Public Health resource. This effort will allow local communities to identify potential COVID-19 hotspots and stop the spread of the virus.

### What happens to my PSA after sending it to [Susan.Dunlap@ky.gov](mailto:Susan.Dunlap@ky.gov)?

With your permission, Governor Andy Beshear's office, the Department for Public Health, and the Cabinet for Health and Family Services (CHFS) will share your video on social media (Facebook, Instagram, and Facebook) to help promote the Contact Tracing effort. We encourage you to share your own posts as well!