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COVID-19 Canal Outbreak Response

August 13, 2020

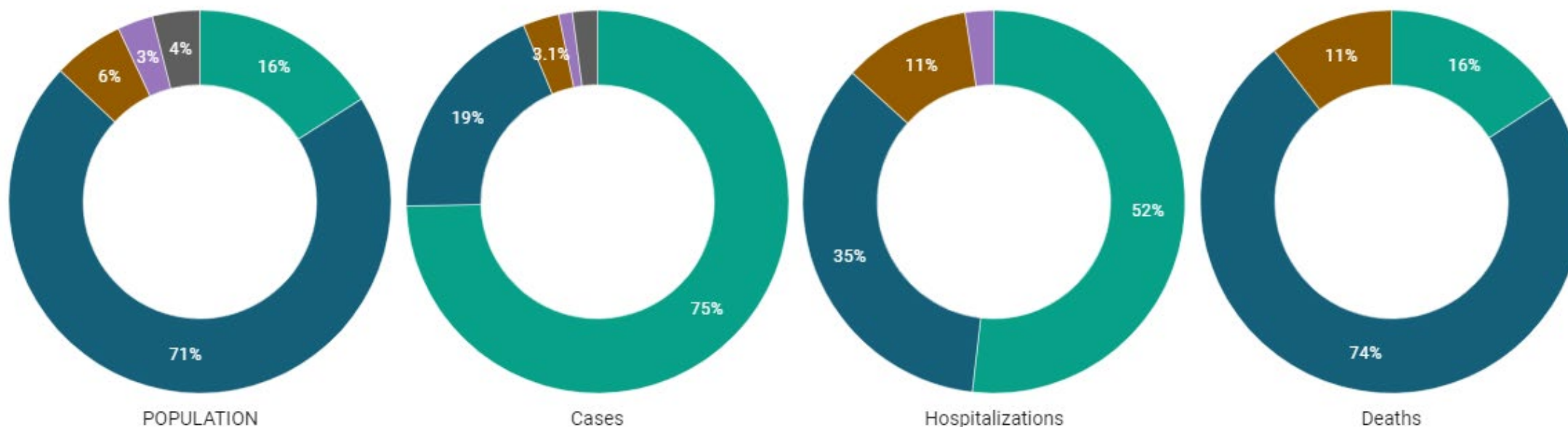
COVID-19 Canal Outbreak

- Sheltering-in-place has increased unemployment, poverty and homelessness. This has been most acutely and painfully experienced by Marin County residents who were already struggling to survive in California's most racially disparate county before the pandemic.
- Coronavirus has disproportionately affected communities of color, especially Marin County's Latinx community.
 - While the Latinx community accounts for 16% of Marin County's population, 75% of our county's confirmed COVID-19 cases have occurred among Hispanic/Latino residents.
 - Higher risk occupations (e.g., construction, food service, caregivers) and crowded housing conditions are driving increase transmission.
- Persistent racial disparities in employment, income, housing, health status, access to health care, all contribute to greater susceptibility to the virus—both economically and physically.

Marin County: All COVID-19 Cases

Race/Ethnicity

■ Hispanic/Latino
 ■ White
 ■ Asian
 ■ Black/African American
 ■ Other



Note: Approximately 80% of confirmed COVID-19 cases have known race/ethnicity. Those who identified as Hispanic/Latino are not counted in any other race/ethnicity category. In pie charts "Other" includes: Native Hawaiian/Pacific Islander, American Indian/Alaska Native, and Multi or Other NH Race/Ethnicity. See table below for more detailed counts.

Source: Marin HHS • [Get the data](#) • Created with [Datawrapper](#)

COVID-19 Canal Outbreak

- The County of Marin has partnered with Marin Community Foundation and the Marin Health Care District to provide more than \$3 million in disaster relief. This has funded emergency rental assistance and disaster relief payments for COVID-19 positive residents.
- Marin County partnered with the State to establish free COVID testing site in the Canal. We have also partnered with the City of San Rafael, Canal Alliance, MarinHealth, and Marin Community Clinics to add additional testing sites.
- Marin County is partnering with Multicultural Center of Marin and Canal Alliance to provide culturally responsive supports and services, including care navigation and housing for COVID-19 positive residents during isolation and quarantine.
- While much has been done, entrenched racial inequalities undermines our ability to meet the needs of vulnerable residents and communities across the County. We look forward to growing our community partnerships and implementing strengths-based and community-driven solutions.

COVID-19 Canal Outbreak Response | Overview

Evidence-based and action-oriented strategy implemented July 2020 to pull together coalition of partners focused on the Canal Outbreak addressing:

Improved Coordination

- Across partners
- Across teams
- Integrated processes

Increased Community Ownership

- Diverse community stakeholders and influencers
- Understand barriers and gaps

Enhanced Strategic Communication

- Audience-centric
- Behavior change
- Health education

The partners



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COVID-19 Canal Outbreak Response | Action Teams

Each team has members from all partners and meets weekly to move activities forward.

Team leads meet weekly to address gaps or emerging issues.

Epidemiology Providing Canal-specific data to inform other team activities	Health Education Develops education materials designed to support behavior change. Trains promotoras.	Testing Drives Canal-specific enhanced testing.
Outreach (Community) Engages community, education, and faith-based organizations to amplify messages and activities	Communication Develops communication strategies to increase awareness and engage media and influencers.	Isolation / Quarantine Coordinate all isolation and quarantine activities to enhance compliance.
	Partnership (Business and Commerce) Engages business to support activities	

COVID-19 Canal Outbreak Response | Key Strategies

Strategic plan designed to be easily replicated for additional outbreaks.

Normalize Prevention Activities

Focus on making prevention activities **normative** through:

- Tailored audience-centric messages and materials
- Diverse partnerships across community stakeholders and influencers
- Consistent behavior change communication at every point of interaction

Increase Test Seeking Behavior

Focus on increasing **testing demand** through:

- More efficient testing process (non-lab dependent)
- Integration and coordination with quarantine team
- More defined processes
- Better understand barriers and define strategies to address

Improve Quarantine / Isolation Adherence

Focus on improving **quarantine / isolation adherence** through:

- Better defining process and services
- Better understanding barriers and define strategies to address
- Work with business partners regarding reporting and employee support

COVID-19 Canal Outbreak Response | Goals & Objectives (1)

Rapid nature of work means SMART Goals/Objectives are 30-days out and revised monthly based on progress and epidemiology.

GOAL: Flatten the epi curve in the Canal neighborhood by August 31, 2020.

Action Team Objectives (all complete by August 31):

- Provide progress report and recommendations (including how Flu season is likely to impact efforts) to inform Canal Response efforts in the Fall.
- **80%** of Canal restaurants, grocery stores & retail shops will be visited by the Partnership Team.
- Establish initial outreach network of at least **10** influential community partners and final engagement strategy. **COMPLETE**
- Engage at least **500** residents, in person, providing using key messages.
- Train at least **25** promotoras/volunteers on health education best practices for behavior change.
- Have findings and recommendations from KAB (target n=2,000) and environmental scan.

COVID-19 Canal Outbreak Response | Goals & Objectives (2)

- Develop evidence-based key messaging guide will be finalized for consistent and targeted messages used across efforts. **COMPLETE**
- Train **100%** of Canal Response Teams as well as other community partners will be trained on using key messages for behavior change.
- Participate in least 5 earned media spots highlighting the importance of prevention activities, testing, and proper quarantine/isolation. **COMPLETE**
- Test **50%** of Canal Residents.
- **100%** of people who meet isolation and quarantine criteria at Field POT sites will be evaluated for CIRRIQ resources.
- **80%** of those who test positive in the Canal will be contacted within 48 hours of test result.

COVID-19 Canal Outbreak Response | Initial Successes

The team was launched July 22, in the 3 weeks since launch the team has:

- **Increased Spanish language media engagement:** weekly Canal-specific radio outreach across multiple radio programs.
- **Improved testing coordination:** MCC testing up and running.
- **Launched “Why I Mask” Community-owned campaign to improve mask wearing:** more than 600 poster in key areas including all buses.
- **Developed Key Message Guide:** Evidence-based and plain language messages based on needs and understanding of community. Guide developed so all partners are providing consistent and clear messages.
- **Developed Social Media Rumor Control Campaign:** Launched with Canal Alliance, developed strategy and shareable graphics to address rumors and misinformation.
- **Initiated SSP Site Visits:** Began ongoing business visits to assess their SSPs and provide technical assistance.
- **Canal Contact Tracers:** Hired and trained 5 tracers who up and running.

COVID-19 Canal Outbreak Response | Highlighted Activities

- **Site-Specific Protection Plan (SPP) Training Video:** Helping Canal businesses to craft their SPP video
- **Outreach and Influencers Network:** Identifying trusted sources of information and determining what they need to be COVID-19 prevention, testing, and isolation/quarantine messengers.
- **Integrating Health Education, Care Team and Testing:** Developing comprehensive information packet to be distributed at time of testing. Scheduling Care Team members to be at testing sites to close gap between positive test result and accessing services.
- **Safe Recreation Campaign:** In coordination with City of San Rafael, increasing safer outdoor recreational activities
- **Marin Strong Campaign:** Partnered with Equipe (Canal owned and operated) to make cloth masks. County of Marin, City of San Rafael, and Kaiser providing seed funds. All masks will be distributed for free in the Canal.

COVID-19 Canal Outbreak Response | Sample Materials

Focus on Visual Communication for Low Literacy Residents (note, all materials will be translated into Spanish).

COVID-19 FAST FACTS

Face Coverings and Masks


HOW TO PROPERLY WEAR A MASK

Wearing a mask is one of the best ways to prevent spreading COVID-19. But a mask only works if you wear it properly.



DON'T Wear the mask below your nose. **DON'T** Leave your chin exposed. **DON'T** Wear your mask loosely with gaps on the sides. **DON'T** Push your mask under your chin. **DO** Make sure your mask covers your nose, mouth and chin.

MASK SAFETY




Always wash your hands before and after wearing a mask.



Use the ties or loops to put on and take off your mask.



Put your mask on BEFORE you leave your home.



Wash your cloth mask every 1-3 days. Be sure your cloth mask is thoroughly dry before wearing.

PREVENTION IS THE BEST PROTECTION

To get the best protection from COVID-19 combine wearing a mask with:



Social distancing



Washing hands frequently







¿Tiene preguntas sobre COVID-19? Llámennos al (415) 473.7191.

Updated August 10, 2020

COVID-19 FAST FACTS


Isolation and Quarantine

WHO NEEDS TO QUARANTINE OR ISOLATE


QUARANTINE	ISOLATION
Keeps a sick person from getting other people sick.	Helps stop the spread of COVID-19.
 WHO: People with COVID-19 symptoms or who have tested positive even if they do not have symptoms.	 WHO: People who live, care for, or closely work with someone who has COVID-19.
 HOW LONG: 10 days after the person's first symptoms or positive test AND 3 days fever-free without taking fever-reducing medicine (like Tylenol, Aspirin, or Advil).	 HOW LONG: 14 days from the day you were in contact with someone who has COVID-19.
 HOW: The sick person should stay in one room away from other people in the house.	 HOW: Stay home, reducing contact with others as much as possible.

If you cannot properly quarantine or isolate at home, Marin HHS can help. Call XXX-XXX0 for information.


HOW TO SAFELY ISOLATE OR QUARANTINE




Clean and disinfect the isolation or quarantine area every day.



Make sure to include frequently touched surfaces like door knobs, toilet handles, and faucets.



Always wear gloves and a mask when caring for or in the same room as someone who is sick. Wash and dry your mask every 1-3 days.



Do NOT share any items like TV remotes, phones, or computers with someone who is sick.

WHAT IF YOU NEED HELP?

If you have symptoms, have tested positive or live with someone who has COVID-19, you may be eligible for assistance while you isolate or quarantine including:

- groceries
- free meal delivery
- financial assistance

Talk with your healthcare provider, testing site staff, or local non-profit for more information.

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COVID-19 FAST FACTS

Hand Washing

HOW TO WASH YOUR HANDS



20 SEC Use soap and water and wash for 20 seconds (or how long it takes to sing Happy Birthday twice).



X2

Be sure to wash your...



finger nails & fingertips back of hands palms between fingers knuckles wrists thumbs

WHEN TO WASH YOUR HANDS

Wash your hands everytime you...



Prepare food or eat



Touch your face



Care for a sick person



Go to the bathroom



Cough or Sneeze



Change a diaper



Touch an animal

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COVID-19 Canal Outbreak Response | Facts Save Lives

Samples of social media. Available in English and Spanish.

Rumor Control
Learn the facts, keep your loved ones safe.

 THE RUMOR Chlorine dioxide is the treatment for COVID-19. Chlorine dioxide is industrial bleach and can be deadly if swallowed.	 THE FACTS There is no cure for COVID-19. But there are things we can do to stay safe like: <ul style="list-style-type: none">• wear a face covering• wash your hands• stay 6 feet away from people you don't live with
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 If you have questions, we can help. Call us at 415.454.2640.

Rumor Control
Learn the facts, keep your loved ones safe.

 THE RUMOR COVID-19 is not real. People who make up these kinds of rumors harm our communities and families by making us believe there is no threat.	 THE FACTS COVID-19 has killed 383,000 people worldwide by June 1. That is more people than the total population of Marin County. But together we can protect our community by learning the facts.
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 If you have questions, we can help. Call us at 415.454.2640.

Rumor Control
Learn the facts, keep your loved ones safe.

 THE RUMOR Blending lemon, aspirin, ginger, onion, and cinnamon cures COVID-19. We all want to believe easy solutions but believing rumors can hurt your loved ones.	 THE FACTS There is no cure for COVID-19. But there are things we can do to stay safe like: <ul style="list-style-type: none">• wear a face covering• wash your hands• stay 6 feet away from people you don't live with
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 If you have questions, we can help. Call us at 415.454.2640.

We have a rich history and culture.
Let's not allow COVID-19 to be part of it.

Learn the facts and don't listen to rumor.
Together we can protect our community!

 If you have questions, we can help. Call us at 415.454.2640.

Facts save lives



We keep our grandmother safe by wearing face covering, staying 6 feet away from people not in our household, and NOT LISTENING TO RUMORS.

 If you have questions, we can help. Call us at 415.454.2640.

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COVID-19 Canal Outbreak Response | Why I Mask

Canal residents and influencers photographed modeling proper mask wearing. 27 versions, available as poster, bus advertisement, and social media graphics.

