

PURPOSE & AGENDA

GOALS: *By the end of this meeting, workgroup members will identify communication needs and provide organizational updates for addressing COVID-19, resources and response in Howard County.*

AGENDA:

- Welcome & Opening Remarks
- COVID-19 Updates
- Workgroup Members Updates and Discussion of COVID-19 Response
- Next Steps for action group and meeting wrap-up

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4

COVID – 19 UPDATES

Dr. Maura Rossman

Health Officer, Howard County Health Department
Co-Chair, Howard County LHIC

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5

**COVID – 19 LHIC
RESOURCE AND RESPONSE SURVEY**

**HCLHIC MEMBER COMMUNICATIONS SURVEY -
COVID-19 RESOURCES AND RESPONSE**

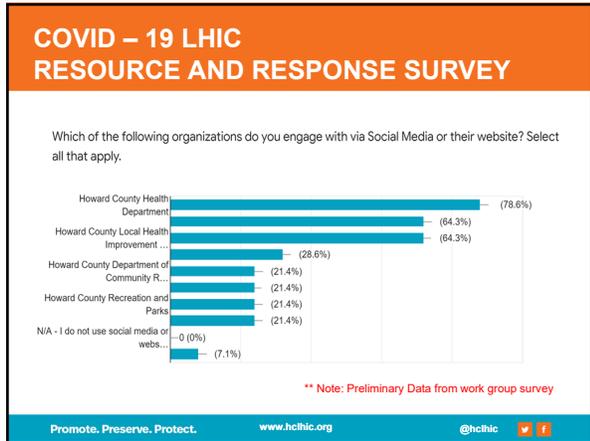
Please complete the brief HCLHIC Member Communications Survey-
COVID-19 Resources and Response **TODAY** at:

<https://forms.gle/9kBNIG9jKpSUXMGeA>

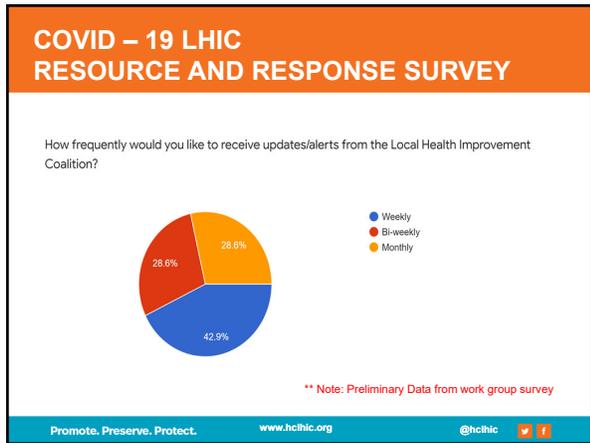
** Note: Preliminary Data from work group survey

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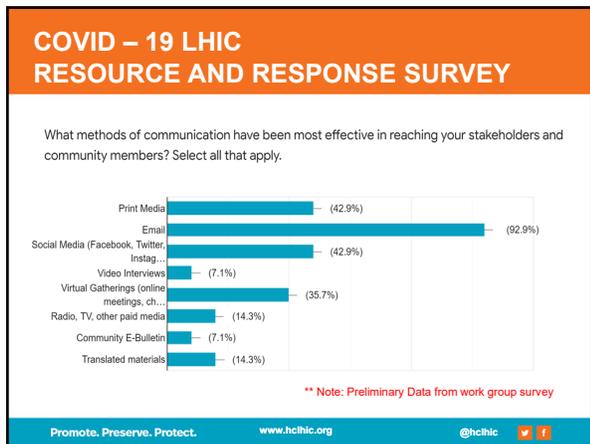
6



7



8



9

**COVID – 19 LHIC
RESOURCE AND RESPONSE SURVEY**

Please provide your opinion on the level of importance of the following key topics for community members with whom you engage.

- **Social Distancing**
- Access to Testing
- **Access to Care**
- Access to Services (food, transportation, etc.)
- **Social Isolation – Mental Health**
- **Health Behaviors (hand washing, etc.)**
- Economic Impacts and Resources
- Exposure Concerns (what to do, communication)
- Other

** Note: Preliminary Data from work group survey

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10

**COVID – 19 LHIC
RESOURCE AND RESPONSE SURVEY**

What topics would you be interested in discussing during upcoming Local Health Improvement Coalition work group calls? Select all that apply.

- Medical Updates on COVID-19 – 71.4%
- Communications Updates on COVID-19 – 64.3%
- COVID-19 and special populations (Older Adults, Persons with Chronic Conditions/Disability, Veterans, Older Adults, Limited English Proficiency) – 64.3%
- Teleworking Wellness Strategies – 57.1%
- Self-Care and Support for Caregivers during COVID-19 – 50%
- Tutorials for using Zoom, Poll Everywhere, Webex and other platforms to engage with others – 42.9%
- Homeless Populations

** Note: Preliminary Data from work group survey

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11

COVID – 19 UPDATES

Lisa DeHernandez

PIO, Howard County Health Department

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12

EMERGENCY COMMUNICATIONS 101

Get the right information to the right people, at the right time, so they can make the right decisions

Questions

- Who is your audience?
- What must they know?
- Who best delivers the specific messaging?

Once you have determined that...

- Write simply
 - 3rd grade reading level in times of emergency
 - 6th grade reading level during normal times
- Review/Revise
- Send
- Get Feedback/Updates
- Revise and Send

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13

EMERGENCY COMMUNICATIONS 101

HCHD, HCGOV, HCLHIC

- HCHD messaging and “who best delivers the message”
 - While we are the subject matter experts for response to COVID-19, you are the powerful leadership that engages your respective communities with information and calls to action.
- Pushing HCHD messaging out to your communities helps to get the right messages to the right people, at the right time, to help them make the right decisions (that could save lives)

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14

KEY COVID-19 MESSAGES

Protecting yourself during the stay at home order:

- Use social distancing anytime you are around people who are not you or your household. This includes family members, people you pass on the sidewalk. Keep 5' feet of separation.
- Stay at home! Avoid going out in public unless absolutely necessary. Use social distancing. If you must leave the house...
- Wash hands frequently. Avoid touching your face. Clean your mouth and nose with a tissue when you cough or sneeze, or enough tissues to use your elbow.
- Clean frequently touched surfaces daily. Use soap & water or a disinfectant with a label that says "EPA approved" for killing germs and viruses.

If you are experiencing a fever, cough or shortness of breath, phone your healthcare provider for instructions. For other Coronavirus health and medical questions, contact the Health Department at 410-313-8284. If you are experiencing a medical emergency, call 911.

Calvin Ball, Howard County Executive Maurs J. Rossman, MD, Howard County Health Officer

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- Stay home
- Only go out for essential reasons. If you are out, practice social distancing – stay at least 6' away from others
- Do not go out when you are sick
- Wash your hands
- Clean frequently touched surfaces often

15

NEXT STEPS

- Presentations, recording, & additional resources will be posted at www.hclhic.org
- For additional information, contact lhic@howardcountymd.gov
- For general questions related to COVID-19, e-mail askhealth@howardcountymd.gov

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