

COVID-19 Communications Strategic Framework



Presented by: Jeff Coyle, Director of Government & Public Affairs
April 23, 2020

Joint Information Center (JIC)

- EOC activated March 12, 2020
- All communication is routed through the **Joint Information Center**
- City, County, Hospital Systems



COSA COVID-19 Communications Team



- Jeff Coyle, GPA Director
- Laura Mayes, GPA Assistant Director
- Michelle Vigil, Metro Health - public relations
- Sonia Gonzales, Metro Health – marketing
- Ashley Alvarez, GPA – social media
- Carlos Valenzuela, GPA – translations
- Tracy Talavera, GPA – logistics & campaigns
- Joe Arrington – SAFD
- Woody Woodward – SAFD
- Sgt. Michelle Ramos & SAPD PIOs
- Kelly Saunders, CCDO – social media rapid response
- Erin Nichols, EDD – business community liaison & messaging
- Javier Flores, WHO – Council liaison, messaging for hotline and 311
- Connie Swann, Parks – outreach to school districts & families
- Carol Schliesinger, Arts & Culture – virtual town halls & Spanish language engagement

Strategic Framework



1. Generate a steady drumbeat of content to meet media's needs and deliver critical information to the public

2. Steer the public to central repositories of information – website and hotline

3. Reach vulnerable populations through targeted outreach

4. Utilize data to help public understand the scope and stage of the outbreak

5. Distribute usable content for stakeholders to share with their networks

6. Utilize full suite of communications channels to reach audiences

Generate a steady drumbeat of content to meet media's needs and deliver critical information to the public





City of San Antonio issues updates to Stay Home, Work Safe measures requiring cloth face coverings and limiting occupancy in certain essential businesses

*Metro Health reminds the public to reserve medical grade surgical masks
and N95 respirators for first responders and health care workers*

SAN ANTONIO (April 16, 2020) — Today, Mayor Ron Nirenberg issued a second addendum to the Stay Home Work Safe order which requires all people 10 years or older to wear a cloth face covering over their nose and mouth when in a public place where it is difficult to keep six feet away from other people, such as visiting a grocery store/pharmacy or working in areas that involve close proximity with other coworkers. Cloth face coverings could include homemade masks, scarfs, bandanas, or a handkerchief. The addendum is available at this [link](#).

"This additional step to thwart the highly contagious coronavirus is an important tool for when people must be in public, but masks are not a substitute for social distancing" said Mayor Ron Nirenberg. "If we continue working together, we will save lives and limit the damage being caused by this virus."

By Monday, April 20, employers that are operating as exempted businesses must provide face coverings and training for appropriate use to employees who are working in an area or activity which will necessarily involve close contact or proximity to co-workers or the public.

The continued spread of COVID-19 by pre- and asymptomatic individuals is a significant concern as we look to reduce transmission in San Antonio and Bexar County. Earlier this month, the Centers for Disease Control & Prevention (CDC) recommended cloth face coverings by the general public to slow the spread of COVID-19.

"It is critically important that we all do our part to slow the spread of COVID-19. The first line of defense against COVID-19 is to stay home when you can. If you need to leave your home for essential activities, then your second line of defense is a cloth face covering," said Metro Health Director Dr. Dawn Emerick. "It is important to remember -- cloth face coverings and gloves are not a replacement for proper social distancing, frequent handwashing and self-isolation when sick."

The public should reserve medical grade masks and N95 respirators for first responders and health care workers. The public must continue social distancing while outside their home while performing essential activities, as outlined in the Mayor's Stay Home Work Safe Order.

Press Release Example



Pre-Packaged Video

- Interviews on high-profile topics
- B-Roll of work in the community

Steer the public to central repositories of information

– website and hotline



CITY OF SAN ANTONIO

GET CONNECTED RESIDENTS VISITORS BUSINESS YOUR GOVERNMENT ESPAÑOL

METROPOLITAN HEALTH DISTRICT

NOVEL CORONAVIRUS (COVID-19)

COVID-19 SURVEILLANCE DASHBOARDS

COVID-19 Bexar County Case Status by Zip Code

COVID-19 SURVEILLANCE KEY INDICATORS VIEW SELF-SCREENING DATA BY ZIP CODE

COVID-19 OPEN DATA PAGE

Take the COVID-19 Self-Screening to determine if you should be tested for COVID-19.

Take a self-screening

Register for a free COVID-19 test.

Register for a test

PUBLIC INFO	TESTING	HEALTHCARE PROVIDERS	RESIDENT ASSISTANCE	EMPLOYMENT RESOURCES
SMALL BUSINESS	VETERANS	WAYS TO HELP	FAQ	GLOBAL MAP
FACE COVERINGS			DIGITAL RESOURCES	EN ESPAÑOL

Tome la auto-evaluación para determinar si debe tomarse la prueba para el COVID-19.

Tome la auto-evaluación

LÍNEA DE AYUDA LLAME: 210.207.5779 COVID-19@SANANTONIO.GOV

El Departamento de Salud de San Antonio (Metro Health) ha abierto una línea de ayuda sobre el virus COVID-19 para que los residentes hagan preguntas sobre el virus. La línea directa está disponible en inglés y español. Los residentes pueden llamar al 210.207.5779.

El horario de atención es de lunes a viernes de 8:00 a.m. a 7:00 p.m. y los sábados y domingos de 8:30 a.m. a 4:30 p.m.

También puede enviar sus preguntas por correo electrónico o solicitar presentaciones a COVID-19@sanantonio.gov ***Tenga en cuenta que este correo electrónico no tiene la intención de buscar asesoramiento médico. Las preguntas sobre los síntomas no serán respondidas a través de este correo electrónico.

BROTE DE COVID-19

Existe un brote de enfermedad respiratoria provocada por un nuevo (reciente) coronavirus que se detectó por primera vez en China en diciembre de 2019 y que actualmente se ha detectado en casi 100 países a nivel mundial, incluidos los Estados Unidos de América. El 11 de febrero de 2020, la Organización Mundial de la Salud lo denominó enfermedad por coronavirus (COVID-19).

DECLARACIÓN DE EMERGENCIA DE SALUD PÚBLICA SOBRE EL COVID-19

PREGUNTAS Y RESPUESTAS SOBRE LA ORDEN QUÉDESE EN CASA, TRABAJE DE UNA MANERA SEGURA

Digital graphics



COVID-19 Hotline
Now Open
210-207-5779
M-F, 8 AM – 7 PM
SAT-SUN, 8:30AM – 4:30 PM
Information also available at:
sanantonio.gov/covid19

The graphic features a background of a 3D-rendered COVID-19 virus particle with red and orange spikes on a grey surface.

Línea de ayuda sobre el COVID-19
Ahora disponible
210-207-5779
L-V 8 AM - 7 PM
S-D 8:30 AM - 4:30 PM
Información también disponible en:
sanantonio.gov/covid19

The graphic features a background of a 3D-rendered COVID-19 virus particle with red and orange spikes on a grey surface.

Yard Signs



Digital Billboards



STAY HOME WORK SAFE

Read the order: [Sanantonio.gov](https://www.sanantonio.gov)

Call: 311



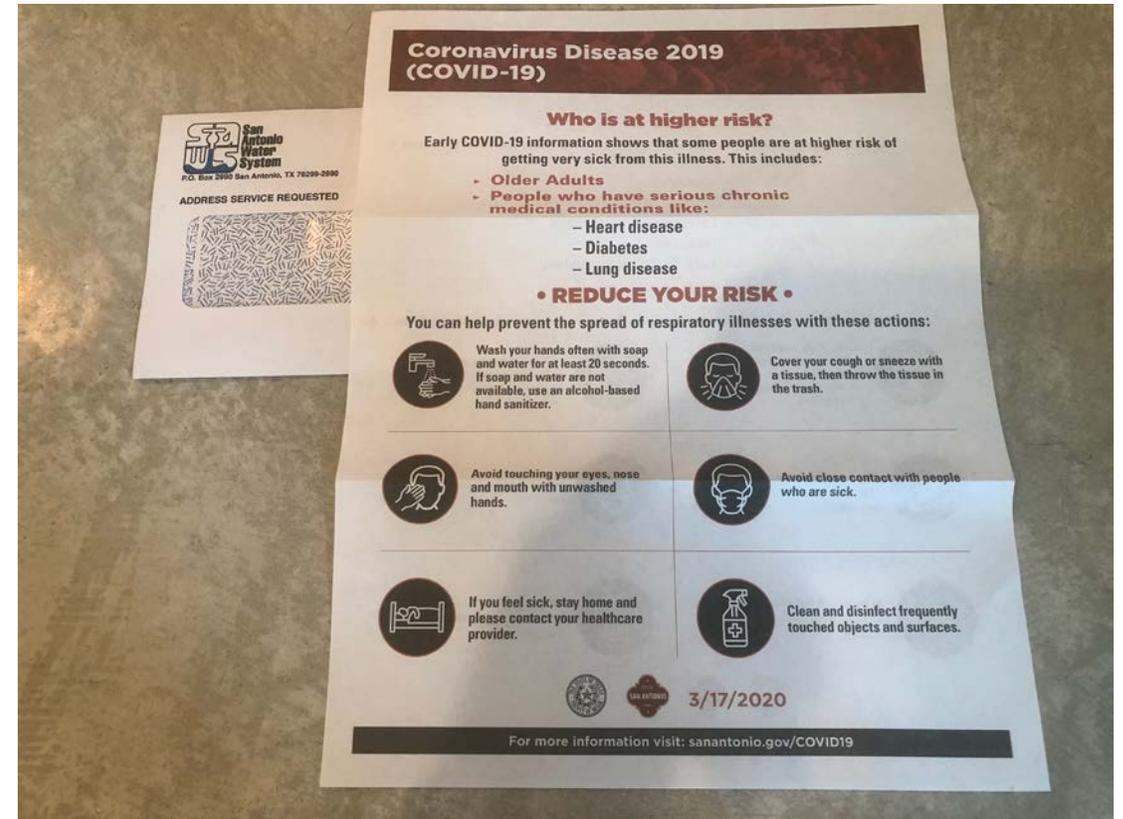
**QUÉDESE EN CASA, TRABAJE
DE UNA MANERA SEGURA**

Lea la orden: [Sanantonio.gov](https://www.sanantonio.gov)

Llame al 311



Mailers and door hangers



Social Media Content



Social Media Content



HOUSEHOLD AND FAMILY ARE NOT THE SAME
Families should not gather beyond their household

SanAntonio.gov/covid19 | #StayHomeSA

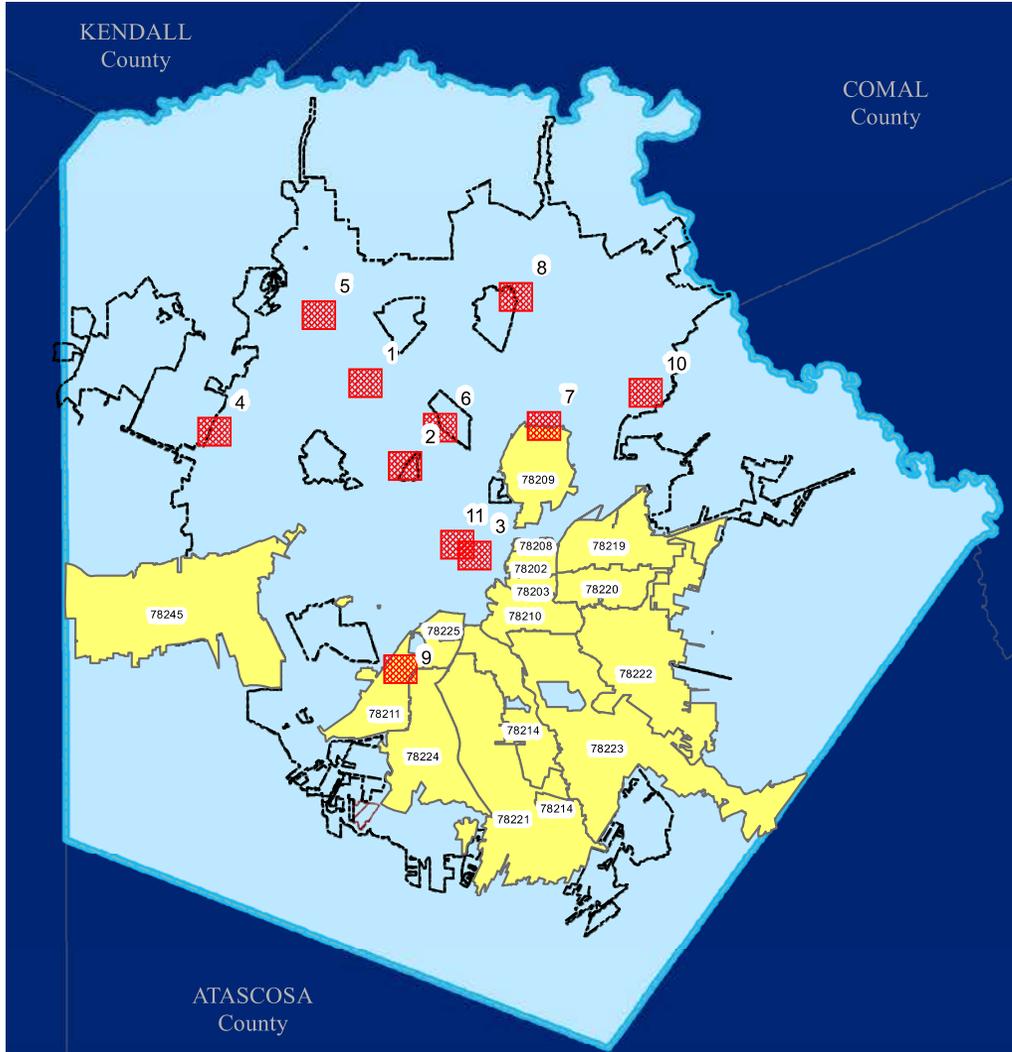
The graphic features a white house icon in the top left corner. Below it, a family of four (a man carrying a child on his shoulders, a woman, and a young girl) is shown. To the right of this family is a diverse group of people representing a larger community. The background is a solid purple color.

HOGAR Y FAMILIA NO SON LO MISMO
Las familias no deben reunirse fuera de sus hogares

SanAntonio.gov/covid19 | #StayHomeSA

The graphic features a white house icon in the top left corner. Below it, a family of four (a man carrying a child on his shoulders, a woman, and a young girl) is shown. To the right of this family is a diverse group of people representing a larger community. The background is a solid purple color.

Reach vulnerable populations through targeted outreach



- Red = digital billboards
- Yellow = Community Health Prevention Team Coverage
- All areas receive messaging via radio, TV, digital and social media

Línea de ayuda - Telemundo



Línea de ayuda sobre el COVID-19

Expertos de la Ciudad de San Antonio contestarán a tus dudas sobre la enfermedad.

Por **TELEMUNDO SAN ANTONIO** • Publicado el 08 de abril del 2020 • Actualizado a las 5:38 pm del 10 de abril del 2020



APOYANDO A NUESTRA
COMUNIDAD

LÍNEA DE AYUDA: COVID-19
VIERNES 10 DE ABRIL
4:00 PM A 6:00 PM

EXPERTOS RESPONDERÁN SUS PREGUNTAS SOBRE EL COVID-19 Y DÓNDE HAY AYUDA DISPONIBLE



Univision special

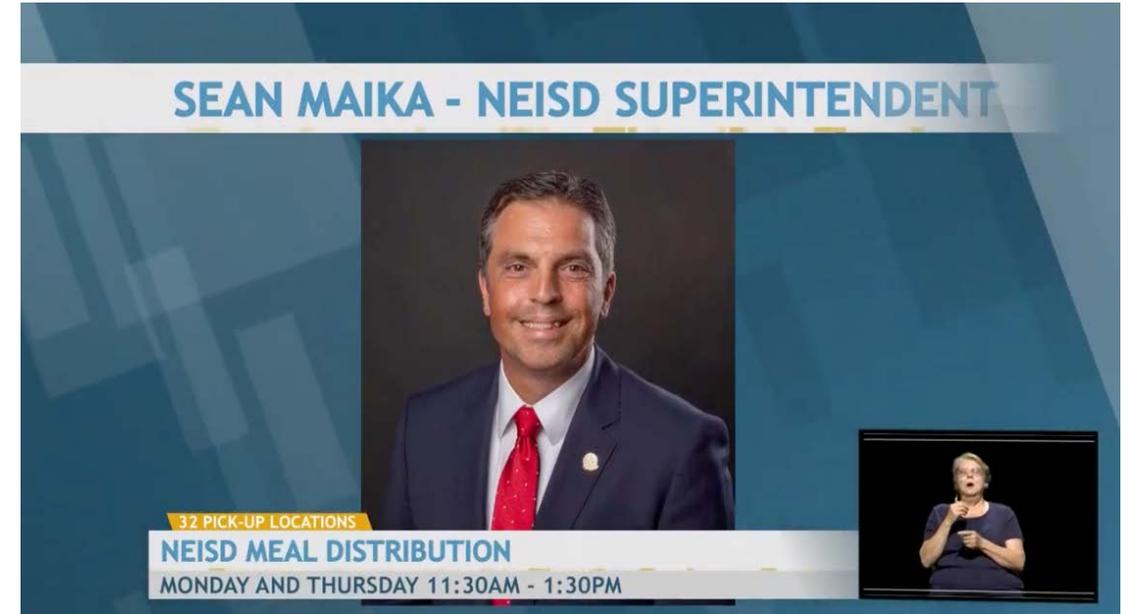


Children's Town Hall

A video feed from a Children's Town Hall event. It features two main video windows: one on the left showing a woman with glasses and an orange top, and one on the right showing a man in a suit speaking at a podium with an American flag. A smaller video window in the bottom right shows a sign language interpreter. A banner at the bottom left contains the text: "TEXAS HEALTH AND HUMAN SERVICES", "MENTAL HEALTH SUPPORT LINE", and "833-986-1919".

TEXAS HEALTH AND HUMAN SERVICES
MENTAL HEALTH SUPPORT LINE
833-986-1919

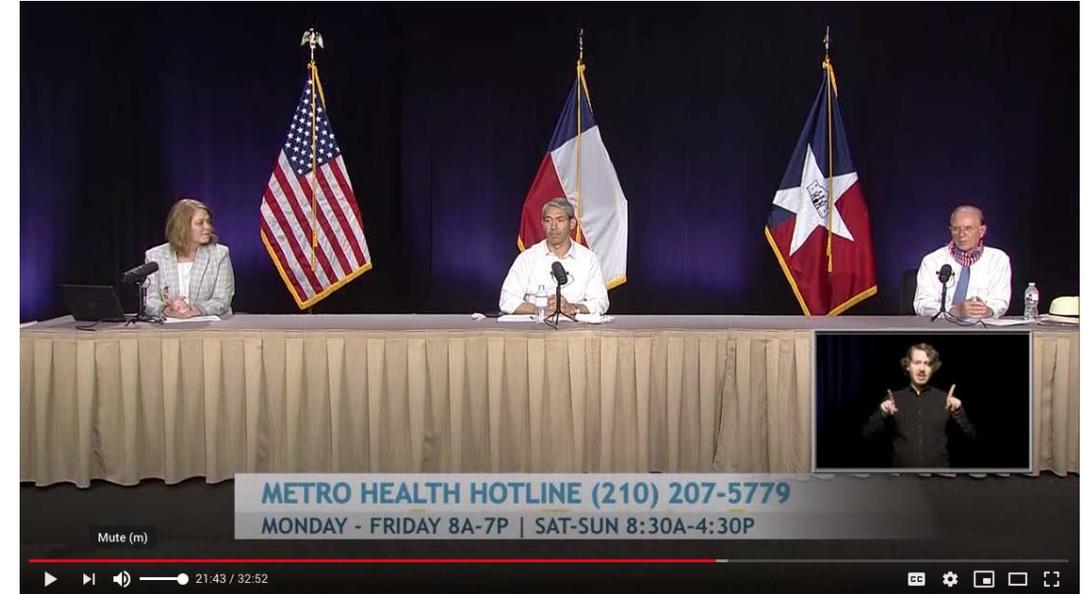
School District Town Halls



Translation and interpretation services



Uso de mascara de tela para cubrir el rostro



Select Language

› Select Language	Bulgarian	Esperanto	Haitian Creole	Italian	Latin	Mongolian	Russian	Spanish	Ukrainian
Afrikaans	Catalan	Estonian	Hausa	Japanese	Latvian	Myanmar (Burmese)	Samoan	Sundanese	Urdu
Albanian	Cebuano	Filipino	Hawaiian	Javanese	Lithuanian	Nepali	Scots Gaelic	Swahili	Uyghur
Amharic	Chichewa	Finnish	Hebrew	Kannada	Luxembourgish	Norwegian	Serbian	Swedish	Uzbek
Arabic	Chinese (Simplified)	French	Hindi	Kazakh	Macedonian	Odia (Oriya)	Sesotho	Tajik	Vietnamese
Armenian	Chinese (Traditional)	Frisian	Hmong	Khmer	Malagasy	Shona	Pashto	Tamil	Welsh
Azerbaijani	Corsican	Galician	Hungarian	Kinyarwanda	Malay	Persian	Sindhi	Tatar	Xhosa
Basque	Croatian	Georgian	Icelandic	Korean	Malayalam	Polish	Sinhala	Telugu	Yiddish
Belarusian	Czech	German	Igbo	Kurdish (Kurmanji)	Maltese	Portuguese	Slovak	Thai	Yoruba
Bengali	Danish	Greek	Indonesian	Kyrgyz	Maori	Punjabi	Slovenian	Turkish	Zulu
Bosnian	Dutch	Gujarati	Irish	Lao	Marathi	Romanian	Somali	Turkmen	

METRO HEALTH HOME

- ABOUT US >
- DONATE GIVE BACK
- FOOD LICENSING & PERMITS >
- HEALTHY EATING & ACTIVE LIVING >
- HEALTHY ENVIRONMENT >
- HEALTHY LIVING >
- HEALTH SERVICES >
- NEWS, REPORTS & PRESENTATIONS >

Utilize data to help public understand the scope and stage of the outbreak



COVID-19 SURVEILLANCE DASHBOARDS

COVID-19 Bexar County Case Status by Zip Code



[COVID-19 SURVEILLANCE](#)



[KEY INDICATORS](#)



[VIEW SELF-SCREENING DATA BY ZIP CODE](#)

[COVID-19 OPEN DATA PAGE](#)

Utilize data to help public understand the scope and stage of the outbreak



SURVEILLANCE IN BEXAR COUNTY

CASE STATUS AND SOURCE OF EXPOSURE	NUMBER	PERCENT
Total Confirmed cases Bexar County*	1080	
Travel-related	186	17%
Close contact	448	42%
Community transmission	370	34%
Under investigation	76	7%

*Includes public, commercial, and military laboratory results
Posted on 4/21/2020 at 7:00 PM

CONFIRMED CASES BY GENDER

GENDER	NUMBER	% OF CASES
Male	534	49%
Female	546	51%

Posted on 4/21/2020 at 7:00 PM

DEATH CASES BY GENDER

GENDER	NUMBER	% OF CASES
Male	21	54%
Female	18	46%

Posted on 4/21/2020 at 7:00 PM

COVID-19 CASE STATUS

CASE STATUS	NUMBER	PERCENTAGE
Recovered	325	30%
Still Ill	716	66%
Deceased	39	4%

Posted on 4/21/2020 at 7:00 PM

ENFORCEMENT OF PUBLIC HEALTH EMERGENCY DECLARATION

	TOTAL - 4/20/2020 ONLY					TOTAL - DECLARATION PERIOD				
	DSD	CCDO	HEALTH	SAPD	TOTAL	DSD	CCDO	HEALTH	SAPD	TOTAL
Number of Calls Received	72	24	22	22	140	1,640	640	543	1,086	3,909
Violations Observed (total locations)	16	17	18	5	56	811	402	402	308	1,930
Warnings Issued	16	17	18	5	56	811	402	402	308	1,930
Citations Issued	0	0	0	0	1	10	9	5	4	28
No Violation Observed	56	7	4	17	84	829	238	134	779	1,979

ALL HEALTHCARE SYSTEMS

STAFFED BEDS	AVAILABLE STAFFED BEDS	AVAILABLE PERCENTAGE
4730	1752	37%

VENTILATORS	AVAILABLE VENTILATORS	AVAILABLE PERCENTAGE
713	554	78%

COVID POSITIVE PATIENTS	PUI* PATIENTS	TOTAL PATIENTS
82	50	132

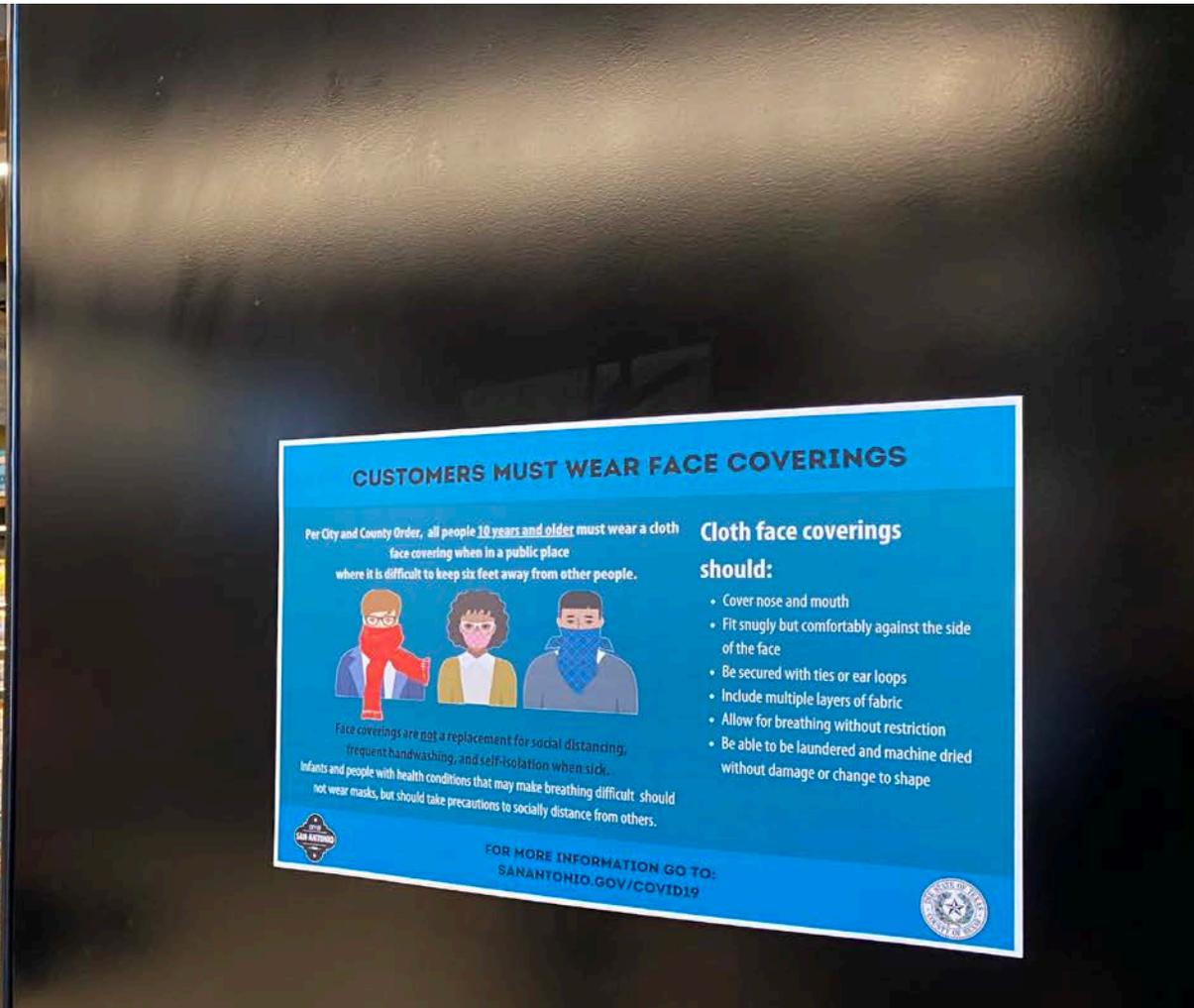
*Person Under Investigation (PUI) is a person who is awaiting test results but is hospitalized with symptoms
Posted on 4/21/2020 at 7:00 PM

Distribute usable content for stakeholders to share with their networks

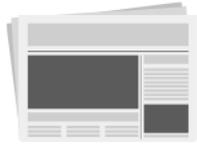


- City Council
- County Commissioners Court
- State and Federal Legislative Delegations
- Joint Base San Antonio
- Bexar County Medical Society
- San Antonio Medical Foundation
- Neighborhood Associations
- Chambers of Commerce
- Faith-based community
- Non-profit council
- San Antonio Area Foundation
- SA2020
- San Antonio Restaurant Association
- Health care providers
- School districts
- COSA department lists
- Small business resource partners

Shareable, printable content for businesses



Utilize full suite of communications channels to reach audiences.



News Release / Request for Coverage

Official communication tool for media



Official City Social Media Channels

Facebook, Twitter and Instagram



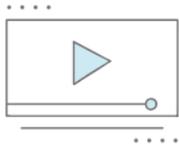
SanAntonio.gov

Official website



All COSA Emails

Email alerts to employees



YouTube

City's official video channel



COSA Texts

Texts for subscribers



TVSA

Official TV Channel



NextDoor.com

Neighborhoods page, city wide



Ready South Texas

App with emergency alert capability

Adapting the message for the channel



Thursday 7:31 PM

COSAGOV: Updates to Stay Home, Work Safe measures that require cloth face coverings & limits on business occupancy: t.zipy.us/mev3e Txt STOP to OptOut

COSAGOV: La orden de Quedarse en Casa ahora requiere el uso de cubre bocas y limita ocupacion en negocios esenciales: t.zipy.us/mezs8 Txt STOP to OptOut



General



Public Engagement Officer Ashley Alvarez
City of San Antonio Government & Public Affairs

City of San Antonio issues updates to Stay Home, Work Safe measures requiring cloth face coverings and limiting occupancy in certain essential businesses

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City of San Antonio 🍷 + 🐶 = 100 🗳️ @COSAGOV · Apr 19

#SATX residents older than 10 must wear a cloth face covering in public where it is difficult to keep 6 feet away from others and when working in areas that involve close proximity to others. Here's what you need to know about proper use of cloth face coverings. #COVID19SA



7

27

32



Social Media Rapid Response



Kayla Benefield · 28:41 I get denied for SNAP, so I have to go to the food banks because I can't afford my bills plus food. I think the way funding for snap is not fair. You have people out here who are living paycheck to paycheck just to pay bills. And we get denied for food benefits because we make over a limit? We get no assistance at all. It's not fair.

Like · Reply · 6d



Most Relevant is selected, so some replies may have been filtered out.



City of San Antonio - Municipal Government · 0:00
Hi Kayla. We've created a webpage full of resources for residents who need help during this time:
<https://www.sanantonio.gov/Health/News/Alerts/CoronaVirus...>

Like · Reply · Commented on by Kelly Kapaun Saunders [?] · 6d · Edited



Kayla Benefield · 0:00 Yojani Hernandez thank you!

Like · Reply · 6d



giselle 🌙 @ellesigxx · Apr 13
Are city parks now open?



City of San Antonio 🍷 + 🍷 = 100 🟡 @COSAGOV · Apr 13
Hi! Yes, city parks reopened at 5 a.m. Just make sure to maintain social distancing of six feet.



Text COSAGOV to 55000 to subscribe to COVID-19 alerts



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