

CONTACT TRACING SOCIAL TOOLKIT



OVERVIEW AND KEY MESSAGES

Contact tracing is critically important to help bend the COVID-19 curve and prevent the pandemics of the future. However, responding to an outbreak requires skilled public health workers trained in contact tracing, community education, surveillance data collection, testing, and health care navigation. These are the core functions of public health STD prevention workers who do this work every day. STD Disease Investigation Specialists (DIS) are trained and uniquely skilled to carry out this lifesaving work.

To date, the majority of the 1,600 STD DIS are redeployed to fight COVID-19 through contact tracing and emergency response, but there are not enough of these workers to meet the growing need. The CDC must allocate at least \$200 million to hire, train and shore up the DIS workforce not only to fight back against COVID-19, but to adequately prepare for future health threats and the STD pandemic our country is facing.

At a time when states across the country are desperate to safely restart the economy and get Americans back to work, investing in the DIS workforce would be a major part of the solution to our current health crisis. Expanding DIS will make our public health emergency response much more effective to mitigate the effects of COVID-19 and get America working again.

LINKS TO SHARE

NBC Nightly News - Legion of contact tracers work to track coronavirus cases and prevent spread <https://www.nbcnews.com/nightly-news/video/legion-of-contact-tracers-work-to-track-coronavirus-cases-and-prevent-spread-82274373705>

CNBC - Apple and Google have an ambitious plan to help officials track coronavirus — here's what needs to happen now <https://www.cnbc.com/2020/04/15/apple-google-coronavirus-tracing-plan-what-it-needs-to-work.html>

Business Insider - Here's what it sounds like when a contact tracer calls to tell you that you might have been exposed to the coronavirus (features Daniel Daltry, NCS D Board member from VT) <https://www.businessinsider.com/what-is-a-contact-tracer-what-they-do-example-call-2020-4?r=US&IR=T>

RELEVANT ACCOUNTS AND HASHTAGS

NCS D Social Platforms:

- Twitter: @NCSDDC
- Facebook: <https://www.facebook.com/NCSDDC/>
- LinkedIn: <https://www.linkedin.com/company/national-coalition-of-std-directors/>

CDC Social Platforms:

- Twitter: @CDCgov
- Facebook: <https://www.facebook.com/CDC/>

- Instagram: @cdcgov
- LinkedIn: <https://www.linkedin.com/company/centers-for-disease-control-and-prevention/>

Hashtags:

- #ContactTracing
- #COVID19
- #DIS

GENERAL GUIDELINES

Where possible, tag NCSd and the CDC with their social handles to maximize interactions and use the hashtags #ContactTracing, #COVID19, and #DIS.

SAMPLE MESSAGING

Below are suggested posts that can be adapted for your individual organization. We thank you in advance for lifting up this important issue on social media.

Suggested Posts for Social Media:

- [ORGANIZATION] is proud to stand with @NCSd and #DIS workers across the country in the fight against #COVID19. We know #ContactTracing is a powerful tool to keep our country safe and get America working again.
- The #DIS workforce knows how to fight for and defend our communities during the #COVID19 crisis. #ContactTracing is essential to mitigate the effects of the pandemic and save countless lives. [INSERT LINK TO NBC STORY]
- Since WWII, #DIS have been deployed during public health crises like Ebola, Zika and more – and #COVID19 is no different. @NCSd is leading the fight to expand this workforce, increase funding for #ContactTracing and protect our communities.
- @NCSd makes the case for bolstering the #DIS workforce and expanding #ContactTracing efforts across the country. We must act NOW to increase funding and bend the #COVID19 curve. [INSERT LINK TO CNBC STORY]
- [ORGANIZATION] knows that #ContactTracing is critical in tackling the #COVID19 crisis and protecting lives. We stand with @NCSd to call on @CDCgov to invest in our #DIS workforce and scale their efforts in every state.
- #COVID19 is disproportionately impacting Black and Latinx communities; #DIS can help stop the spread. [ORGANIZATION] stands with @NCSd to call on @CDCgov to invest in our #DIS workforce and scale their efforts to protect communities of color.

