



# **Novel Coronavirus (COVID-19) Update**

**APRIL 7, 2020**

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# Agenda

1. **Public Health Officer Briefing**
2. **General Situation Update**
3. **Current Response Actions**
4. **Public Information Update**



# Public Health Officer Briefing



# Latest Updates

- Cases numbers, trends and what this means for Sonoma County
- Face covering Guidance for the public from Health Officer
- Imperial College of London Modeling for County preliminary data analysis

# Questions

# General Situation

- Federal and State
- Local
- County
- COOP

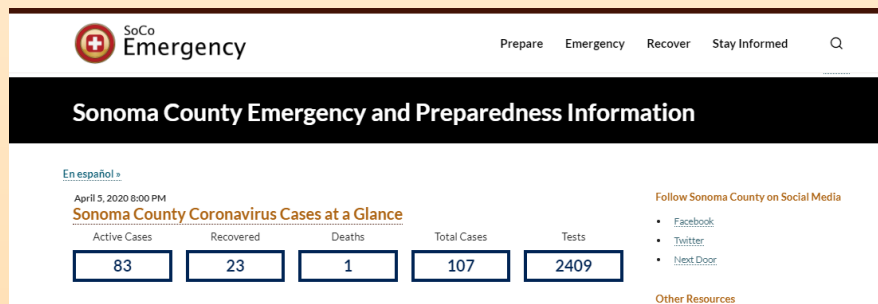


# Current Response Actions

- Operations
- Logistics
- Finance
- Planning



# Public Information Update



## Sonoma County responds to Coronavirus

The County of Sonoma has declared a local emergency to respond to COVID-19, commonly known as coronavirus, in our community.

We have activated our Emergency Operations Center and are working closely with local, state, and federal agencies to protect public health and stop the spread of this virus. We are dedicated to providing official updates, resources, and helpful information to our community members and healthcare providers throughout this emergency.

Please help by staying home except to access essential services, such as groceries and necessary medical care.

## Latest Information

### Health Officer Guidance on Face Coverings for General Public in All Age Groups

The CDC has released guidance that COVID-19 can be spread during an asymptomatic period for 48 hours before

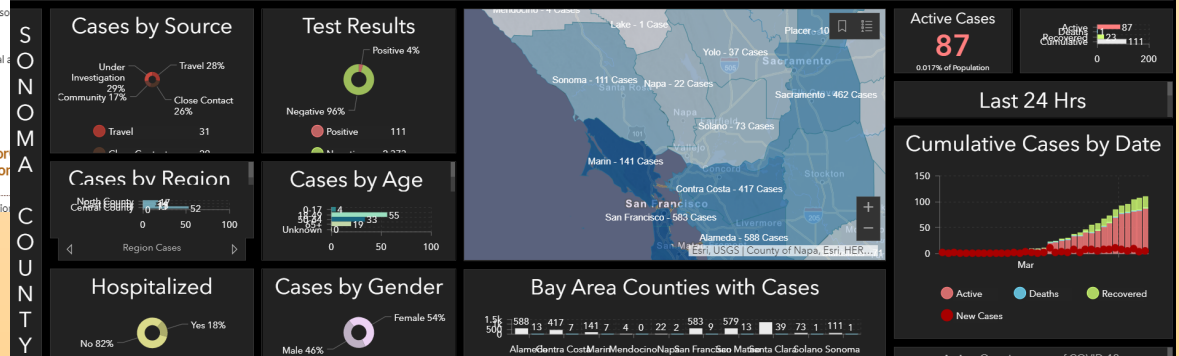
### April 7 Virtual Town Hall on Nor Media with Spanish Simulcast on 104.1 FM

Virtual Town Hall to share more information

## Sonoma County Novel Coronavirus (COVID-19)

Sonoma County World | USA | California Planning Report

## Sonoma County Novel Coronavirus (COVID-19) Cases Dashboard





# Public Information

- Facebook, Twitter, NextDoor remain staples
- SoCoEmergency:
  - Almost a million hits in the month of March
- Robust lineup of video updates
  - Daily (M-F at 3:30pm) updates from Dr. Mase on Facebook Live - followed by a Spanish-speaking physician
  - Weekly video update from Chair of Board of Supervisors
  - Weekly update from additional Board member
  - Videos with health care workers and EOC employees on the front lines
  - Continue to coordinate weekly virtual town halls on KRCB and KBBF
- Media response
  - First virtual press conference on Thursday, April 2<sup>nd</sup>
  - Daily briefings with Dr. Mase
  - Numerous radio interviews by expert staff and Supervisors
- Information sharing with regional partners through the virtual Joint Info Center
- Coordination with Economic Development on essential business guidelines

# Public Information: En Español

- Social media, press releases, website content since day one
- Weekly calls - Supervisor Gore and Latinx stakeholders
- System for tracking and answering questions
- Daily email updates to Latinx stakeholder group
- PSAs on local Spanish speaking radio stations (KBBF, Radio Lazer, La Mejor, Exitos, Latino, El Patron and La Z)
- PSA campaign for Latinx grocery stores in Petaluma, Healdsburg, Santa Rosa areas
- Engaged Sonoma Valley Latinx grocery stores and provided education through Nuestra Comunidad
- Shared graphics with business owners for their awareness and for their customers
- [www.SoCoEmergencia.org](http://www.SoCoEmergencia.org)
- Created guidelines for County Spanish translators
- Ongoing media response (Local and Bay Area)

## STAY SAFE SONOMA COUNTY!

HELP US STOP THE SPREAD OF CORONAVIRUS

### STAY HOME

Stay home unless you need to go out to complete essential activities like buying groceries, medicine, or if you are considered an essential worker.

If it is necessary to leave your home to perform an essential task, such as purchasing groceries, only CDC personnel should go.

### WASH YOUR HANDS OFTEN

Wash your hands frequently with soap and water for at least 20 seconds, or use a hand sanitizer that contains at least 60% alcohol.

Avoid touching your face with unwashed hands.

### IF YOU ARE SICK

Stay home and maintain distance between you and others in your household.

Call your primary health provider.

### AVOID CLOSE CONTACT

Maintain a distance, of at least 6 feet, between yourself and others when away from home.

Avoid close contact with people who are sick.

### COVER AND CLEAN

Cover your mouth and nose with a tissue when you cough or sneeze or use the inside of your elbow.

Clean and disinfect frequently touched surfaces daily.

### NEED ASSISTANCE?

Call 2-4-1-1 or visit [www.SoCoEmergencia.org](http://www.SoCoEmergencia.org)

## LISTA PARA REALIZAR COMPRAS SEGURAS

- Lleve un desinfectante con usted a la tienda.**  
Podría ser una toallita comercial, un desinfectante para manos o un desinfectante casero.
- Limpíese las manos y limpie el carrito de compras.**  
Haga esto cuando comience y termine de comprar.
- Mantenga su distancia de otros compradores.**  
Esta es una forma clave de prevenir la propagación del virus.
- Solo toque los artículos que tiene la intención de comprar.**  
Tocar artículos deja gérmenes para los demás y lo pone en riesgo de contacto con los gérmenes de otros.
- Compre cuando la tienda esté menos ocupada.**  
Esto suele ser temprano en el día.
- Considere tener solo un comprador por hogar.**  
Deje a los niños en casa, si es posible. Los niños deben quedarse en casa y evitar las tiendas donde pueden tocar artículos y entrar en contacto con otros.
- Si usa una tarjeta de crédito o débito.**  
Limpie el teclado o pantalla con su toallita desinfectante antes y después de que termine. Puede elegir utilizar un sistema virtual como Apple Pay para no tener que tocar su billetera o panel táctil.
- Sea solidario.**  
Pregunte a sus vecinos que pueden tener dificultades para llegar al supermercado si puede comprar algo para ellos y dejar las compras afuera de la puerta de su casa.

**Cuando regrese a casa:**

Coloque los alimentos sin limpiar en un lado de su mostrador o en la mesa y, a medida que limpie, muevalos al otro lado (el lado limpio) hasta que todos los alimentos estén limpios.

**Alimentos Empaquetados:** Lave o desinfecte todas las superficies de envoltorios de plástico, latas y paquetes de cartón y colóquelos en el lado "limpio" del mostrador.

**Frutas y Verduras:** Lave las frutas y verduras como se lavarían las manos: 20 segundos de fregado. Enjuague, seque y almacene.

Cuando termine, deseche las envolturas / bolsas. Lávese bien las manos y el mostrador.

# Questions / Discussion

