



Novel Coronavirus (COVID-19) Update

APRIL 21, 2020

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Barbie Robinson	Director, Department of Health Services
Christopher Godley	Director, Department of Emergency Management
Hannah Euser	Public Information Officer, Emergency Operations Center

Agenda

1. Public Health Officer Briefing
2. Response Efforts
3. Public Information Update



Public Health Officer Briefing



Public Health Questions

Response Efforts

- Public Health
- Federal and State
- Emergency Operations Center
- Continuity of Operations Program (COOP)





Public Information Update

- Social Media Update
- SoCoEmergency Website Update
- 2-1-1
- Latinx Outreach



Public Information

County Social Media

Platform	Visitors/ Viewers	Time period
Facebook	8,328 new followers	March 1 – April 19
<i>Dr. Mase live briefings</i>	94,300 total views	April 6 – April 17
YouTube	13,300 views	March 1 – April 19
Twitter	878 new followers	March 1 – April 19

**HEALTH ORDER
FOR FACE COVERINGS**



Mandatory as of April 17, 2020

Cloth face coverings should:

- Fit snugly against your face
- Be secured with ties or loops
- Be multiple layers of fabric
- Be able to be laundered and dried without damage
- Be worn at all times when you are outside of your home and cannot maintain a six foot distance from others



SoCoEmergency.org

6,902 people reached

**GUIDANCE FOR IMMIGRANT
COMMUNITY ACCESSING HEALTHCARE**



COVID-19

The Immigration and Citizenship Service (USCIS) will not consider examinations, treatment, or receiving preventive services related to coronavirus as a reason for deportation or to no longer be eligible for legal immigration status.



www.SoCoEmergency.org

5,460 people reached

**PRICE GOUGING
CONSUMER ALERT**



COVID-19

If you see price gouging in your community, file a complaint:

-  Online at: [OAG.CA.Gov/Report](https://oag.ca.gov/report)
-  Call (800) 952-5225
-  Contact local law enforcement

www.SoCoEmergency.org

7,351 people reached

Public Information

SoCoEmergency Website

- Number of visitors: 1.8 million
- Most popular page: Novel Coronavirus

County of Sonoma California county/home

SoCo Emergency

Prepare Emergency Recover Stay Informed Q

Sonoma County Emergency and Preparedness Information

En español

April 18, 2020 7:30 PM

Sonoma County Coronavirus Cases at a Glance

Coronavirus Cases	Total	Active	Recovered	Deaths	Tests
Current Case Count	180	91	87	2	4,389
Change in Last 24 Hours	+0	+0	+0	+0	+43

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 partners to protect public health and stop the spread of this virus.

Health Orders & Guidance **Latest News**

211 Sonoma County 211

Questions or concerns can be directed to Sonoma County 211 by calling 2-1-1 or sending your zip code to 888-211 to talk/text, which will take 24/7. You can also text "COVID19" to 211211 for pre-recorded information and resources.

Virtual Local Assistance Center (VLAC)

The Virtual Local Assistance Center (VLAC) is a resource listing of recommendations and support services to help residents impacted by COVID-19.

sign up! Sign Up for Alerts and Stay Informed

ch feature.

Video Library (14 on COVID-related topics):

- How to care for someone who is ill with COVID-19
- Taking care of your Dental Health
- Donations are needed
- Virtual Press Conference: COVID-19 Modeling Data



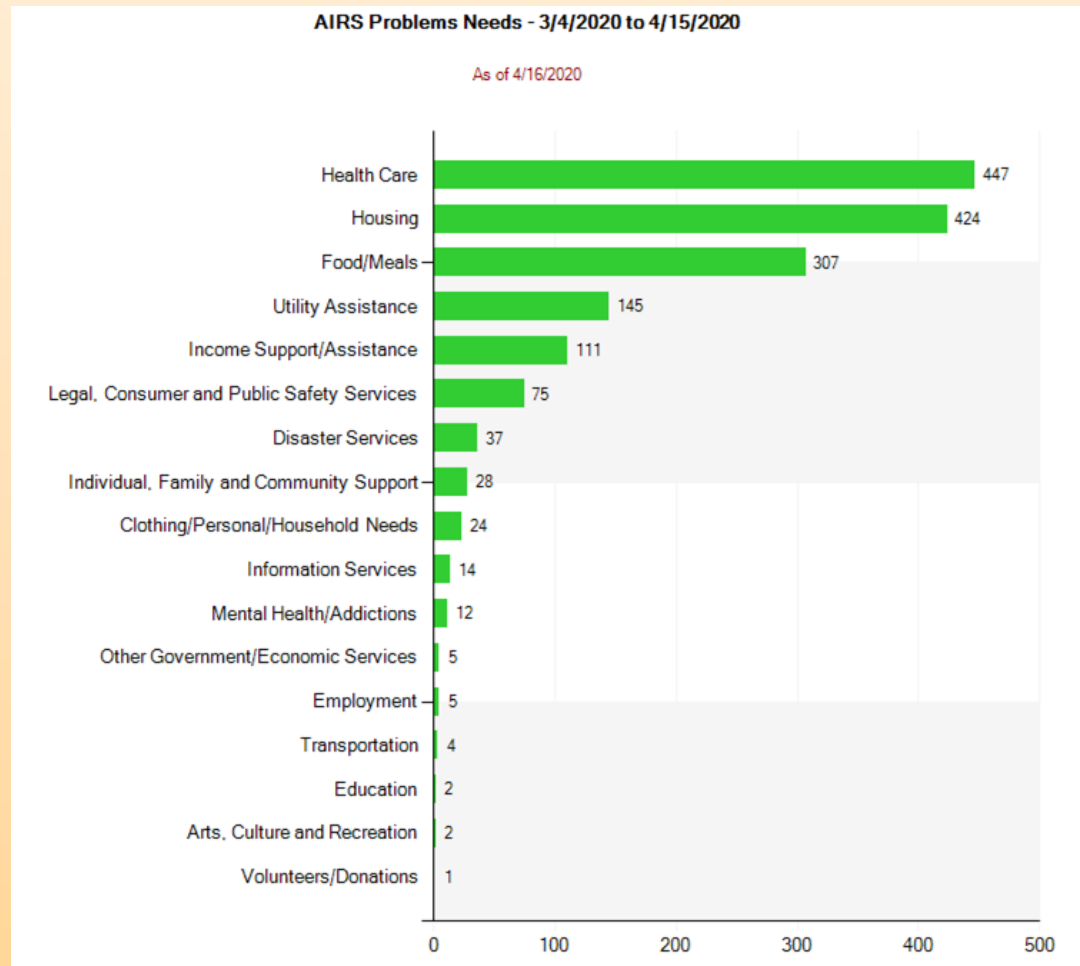
Caroline Judy, Director of General Services, talks about the importance of donations in the Covid-19 pandemic.

Public Information

2-1-1

- **2,587 contacts** (calls and texts) between March 4 and April 15
- As of April 14th, **725 unique Sonoma County users** of the COVID-19 211-211 text campaign
- Sonoma County has received the **3rd highest amount of contacts** among 2-1-1s

Areas of Caller questions:



Public Information

Latinx Outreach

- Ongoing review SoCoEmergencia.org for accuracy
- Daily emails with updates and resources to stakeholders
- Weekly calls. Switching to a forum format w/ invited guests – this week: Mexican consulate
- Distributed 1000+ flyers/posters for businesses and nonprofits.
- Interviews with radio Lazer, KBBF, and Telemundo in addition to the weekly town hall.
- Exploring the possibility recording KBBF town halls on Zoom so can share next day on social media
- Developed flyers on use of face coverings per request of Community Based Organizations
- Public Service Announcements continue for supermarkets and Spanish language radio stations

USO DE COBERTURAS FACIALES

La Orden de Salud Núm. C19-07 requiere que el público use coberturas faciales empezando el 17 de abril del 2020.

¿Qué es un una cobertura facial?

Una cobertura facial es cualquier pedazo de tela para la cara que cubre la nariz y la boca, como un pañuelo, una bufanda o una cubierta casera.

¿Cuándo debo usar una cobertura facial?

Todas las personas deberán usar coberturas faciales:

- Antes de ingresar a cualquier lugar cerrado que no sea su residencia.
- En cualquier espacio abierto en el que no pueda mantenerse todo el tiempo a seis pies de distancia de otros.

¿Cómo evitan las coberturas faciales la propagación del COVID-19?

- Las coberturas faciales pueden reducir el riesgo de propagar el virus de alguien con COVID-19 a otras personas, incluso si no tienen síntomas.
- Usar una cobertura facial ayuda a asegurarse de que no esté enfermado a otros sin saberlo debido a que no todas las personas con COVID-19 saben que están enfermas.
- Las coberturas faciales pueden ayudar a frenar la propagación general del virus y mantener nuestra comunidad más segura si todos las usan cuando están fuera del hogar realizando actividades esenciales.

¿Cómo usar una cobertura facial de tela?

Cuando se usen, las coberturas de tela o mascarillas caseras deben ser:

- Usadas solo por una persona
- Cubrir la boca y la nariz completamente
- Incluir múltiples capas de tela
- Ajustadas cuidadosamente para evitar ajustes frecuentes. Recuerde practicar un lavado de manos estricto antes y después de tocar y ajustar la cobertura en la cara.
- Resistentes al lavado. Deben ser lavadas frecuente, idealmente después de cada uso, o al menos diariamente. Si debe volver a usar su cobertura facial antes de lavarla durante el día, lávese las manos inmediatamente después de volver a ponérsela y evite tocarla la cara.
- Desechadas si ya no cubre la nariz y la boca, si está estirada o dañada y si ya no se ajusta bien a la cara o tiene agujeros/rasgaduras en la tela.



Para más información llame al 2-1-1 o visita www.SoCoEmergencia.org

