



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

**APRIL 28, 2020**

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# Agenda

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



# Public Health Officer Briefing



# Public Health Officer Orders



# Public Health Questions

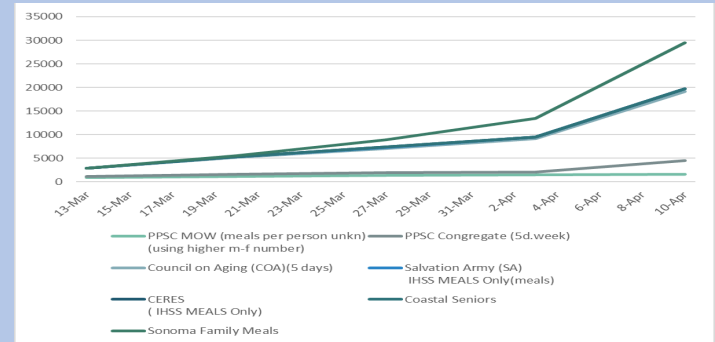
# Response Efforts

- Public Health
- Emergency Operations Center
- Food Resources Task Force
- Continuity of Operations Program (COOP)



# Food Resources Task Force

- All Community Food Distribution
- Organization's have seen significant increases in demand
- County-wide challenges in recruitment and retention of volunteers and staff
- Farmers markets and grocers challenged by social distancing and demand fluctuations
- County support to help agencies meet demand for food distribution
- County Task Force: 7 organizations under contract
- Total meals by end of April: 119,000



# Public Information Update

- Website Update
- Social Media Update





# Public Information: Website Traffic

County Home

SoCo Emergency

Prepare Emergency Recover Stay Informed

**Sonoma County Emergency and Preparedness Information**

En español »

April 26, 2020 6:00 PM

**Sonoma County Coronavirus Cases at a Glance**

Coronavirus Cases	Total	Active	Recovered	Deaths	Tests
Current Case Count	220	115	103	2	5,329
Change in Last 24 Hours	+2	+2	+0	+0	+42

Questions or concerns can be directed to Sonoma County 211 by calling 2-1-1 or texting your zip code to 898-211 to talk/text with a call taker 24/7. You can also text "COVID19" to 211211 for pre-recorded information and resources.

**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**

**Virtual Local Assistance Center (VLAC)**

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

**Sonoma County Warm Line**

Call (707) 565-2652 for free and private support if

## Sources of Traffic:

1. **Organic traffic** (Google searches) (25.46%).
2. **Direct traffic** of which a large portion may be people directly typing socoemergency.org (22.36%)
3. **Nixle** 19.45%
4. **Sonomacounty.ca.gov** 7.74%
5. **Facebook mobile** 7%

## SonomaCounty.ca.gov Most popular 5 pages:

1. Property Tax Payments on ACTTC
2. Health Services
3. Email Services
4. Animal Services
5. Permit Sonoma

Employees

Novel Coronavirus (COVID-19) Information »

Limited services available / Limited services available »

COUNTY OF SONOMA

Residents Discover, Engage & Thrive Business Trends, News & Resources Visitors Explore Sonoma County Your Government We Work for You

**WORRIED ABOUT CORONAVIRUS?**

**STAY INFORMED**

- VISIT [WWW.SOCOEMERGENCY.ORG](http://WWW.SOCOEMERGENCY.ORG)
- CALL 2-1-1

**IF YOU FEEL SICK**

- STAY HOME
- CALL YOUR HEALTH CARE PROVIDER

**Elected Officials**

- Board of Supervisors »
- Agendas, Item Materials, Minutes & Meetings »

**The Newsroom**

- Press Releases »
- Trending Topics »
- Upcoming Board Items »

**Public Safety**

- Hotlines and Emergencies »

**Find County Services**

- Job Opportunities »
- Departments & Agencies »

**COVID-19** Learn more about recommended health precautions and the impact of the coronavirus in Sonoma County

**Coronavirus Update**

- Order of the Health Officer: Facial Coverings »
- Order of the Health Officer: Isolation Order »
- Order of the Health Officer: Quarantine Order »
- Order of the Health Officer: Extension of Shelter in Place »
- Close of Schools & Businesses »

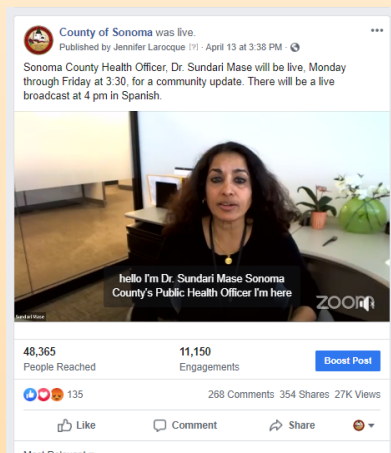
**Coronavirus update**

- Health Officer Order: Stipulates that members of the public must wear a facial covering »
- Health Officer Order: Isolation »
- Health Officer Order: Quarantine for Public Health Emergency »
- Health Officer Order: Extend Shelter Order at Home »

# Public Information: Social Media Reach

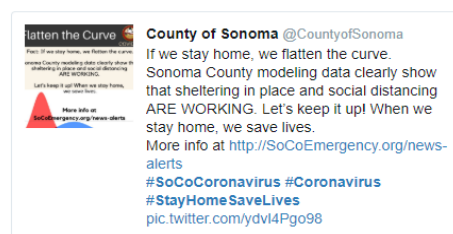
## Most popular video:

- Dr. Mase update from 04/13/20
- 48,365 people reached
- 11,147 engagements
- 354 shares
- 27K views



## Top Tweet:

*"If we stay home, we flatten the curve."* Posted on April 3, 2020, with 21,634 Impressions and 1,347 total engagements.



Twitter top tweet

Impressions	21,634
Total engagements	1,347
Media engagements	846
Detail expands	294
Link clicks	92
Likes	46
Profile clicks	28
Retweets	20
Hashtag clicks	16
Replies	5

**FOR INFORMATION ABOUT THE CORONAVIRUS IN SONOMA COUNTY...**

DIAL 2-1-1 OR TEXT YOUR ZIP CODE TO 898-211 OR VISIT 211SONOMA.ORG

**2.1.1** Get Connected. Get Help.™

United Way  
POWERED BY: United Way of the Wine Country

13,309 people reached

Thank you essential workers!  
We appreciate your dedication and commitment.

We are #StillSonomaStrong

10,593 people reached

**SONOMA COUNTY LIBRARY ONLINE** COVID-19

**While Sonoma County Libraries are closed, the online library is always open!**

- E-books and audiobooks
- TV shows and movies
- Spanish-language resources
- Cartoons and animated storybooks for kids, too!

Visit: [SonomaLibrary.org](http://SonomaLibrary.org)

12,030 people reached