

RURAL PENNSYLVANIA COVID-19 MEDIA TOOLKIT



Health Initiative for Rural Pennsylvania

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Many of the infographics can be adapted with local cobranding and with different formats such as billboards, flyers, social media posters, etc. Contact Erika Tuller (ekt5249@psu.edu or 814-865-3775) to customize.



COVID-19 VACCINE



COVID-19 VACCINE LOCATIONS NEAR 12345

FIND A COVID-19
VACCINE AT
[VACCINES.GOV](https://www.vaccines.gov)

Store name+ phone
number
Address
Vaccines available

Store name+ phone number
Address
Vaccines available

Store name+ phone
number
Address
Vaccines available

Store name+ phone number
Address
Vaccines available

Store name+ phone
number
Address
Vaccines available

HAVE YOU HEARD ABOUT THE NOVAVAX COVID-19 VACCINE

The Novavax is available at:

- Facts about the Novavax COVID-19 vaccine
 - Not an mRNA vaccine and is built using similar technology to the annual flu vaccine
 - Currently approved by the FDA and is recommended as a two dose series for people ages 18 and older

COVID-19 VACCINE BOOSTERS

COVID vaccines continue to work well and prevent severe illness, hospitalization, and death due to COVID, including from the Omicron variant. We urge everyone who is eligible to get a booster shot to protect themselves and those around them.

Why are booster shots important?

Booster shots provide a boost in protection. Along with the primary shots, they are our best defense against COVID. Protection from the initial COVID shots may decrease over time. The booster shot helps extend the vaccine's effectiveness.

Who should get a booster shot?

The CDC recommends that all people 12 and older should get a booster:

- 5 months after second dose of Moderna or Pfizer
- 2 months after initial dose of Janssen

Please visit www.cdc.gov for the latest guidelines.

How do I find a vaccine?

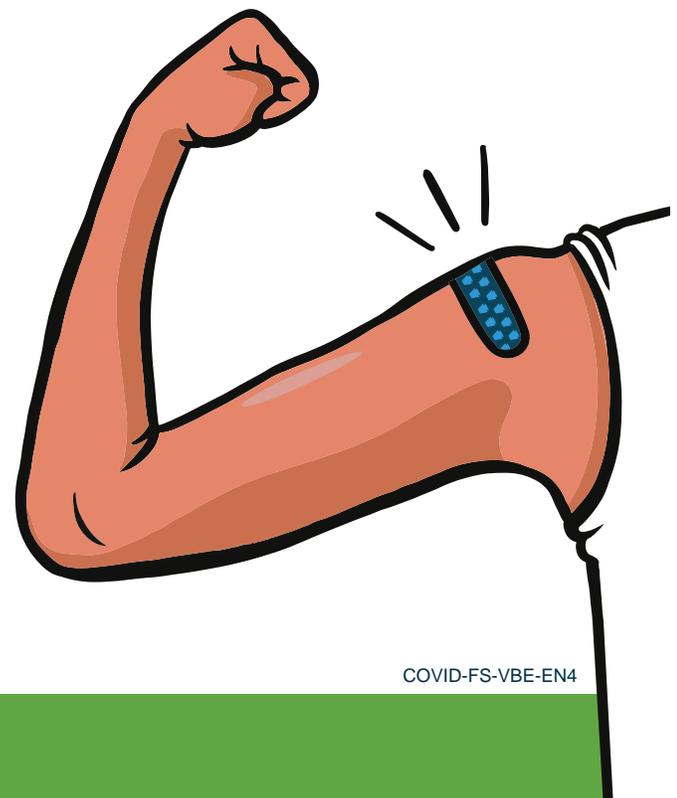
There are three ways to find vaccines near you:

- Go to www.vaccines.gov
- Text your zip code to 438829
- Call 1-800-232-0233

Are booster shots effective against Omicron?

Yes, booster shots are effective against Omicron

- Data from South Africa and the UK show that a booster shot provides 70-75% protection against symptomatic Omicron infection
- Pfizer and Moderna found that the booster shot helps you fight COVID, including the Omicron variant



COVID-FS-VBE-EN4

Should I get a booster shot if I already had COVID?

Yes, you should still get a booster shot even if you had COVID. Your last infection may not protect you from the Omicron variant.

After having COVID, you may receive a booster shot as soon as you are released from quarantine. If you were treated with an antibody therapy, please consult a trusted healthcare provider to understand when you are eligible for a booster.

Does the need for a booster shot mean the vaccine is not working?

No, COVID vaccines are working and very effective. They continue to protect against severe COVID infection. However, protection becomes weaker over time.

The Omicron variant makes it increasingly important that booster shots are used to maximize protection.

Should I receive the same COVID vaccine brand as my initial COVID vaccine(s)?

You may receive any FDA-authorized COVID vaccine regardless of the brand of vaccine you initially received.

**Pennsylvanians
are **essential**: at
home, at work
and at school.**



**Vaccines offer the
best protection to
keep you healthy
and out of the
hospital.**

**Find a local
vaccine
provider at
vaccines.gov**

**COVID-19 VACCINES
ARE**

SAFE, EFFECTIVE

AND

FREE

Visit vaccines.gov to find a
local vaccine provider

**It's OK to have
questions
about the
COVID-19
vaccines.**

Get the facts.

**Ask your health care provider
or visit [vaccines.gov](https://www.vaccines.gov)**



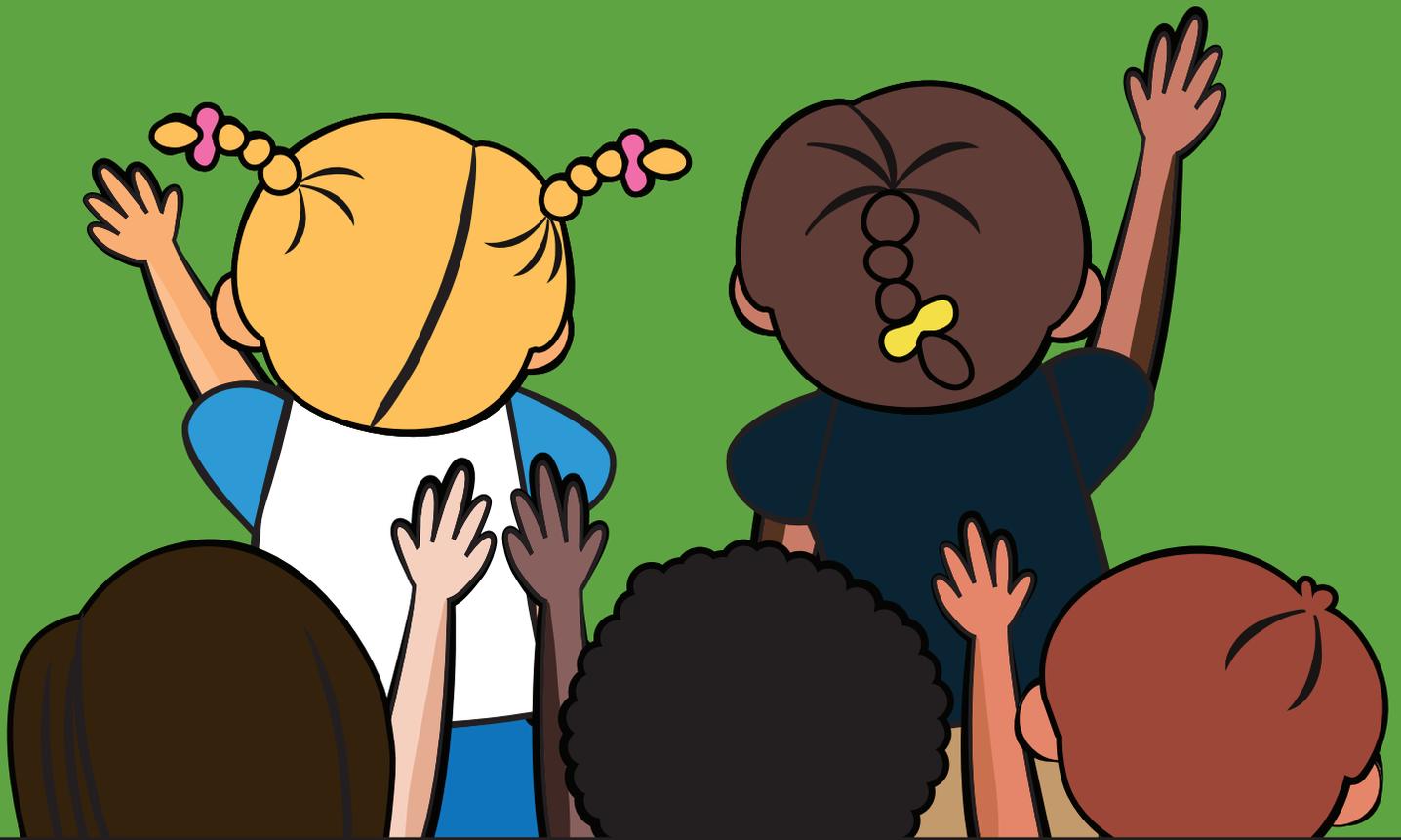
MATERIALS FOR CHILDREN



COVID-19 VACCINES ARE SAFE FOR KIDS 6 MONTHS AND UP.

GIVE YOUR CHILD THE POWER TO LEARN, PLAY & BE A KID.

The free COVID-19 vaccine is FDA-authorized and CDC-recommended for kids 6 months and up. And it's as safe as other childhood vaccines. Vaccines are the best way to protect your child from the worst effects of COVID-19.



Call your pediatrician if you have questions about the COVID-19 vaccine. COVID-19 vaccines have been used under the most intensive safety monitoring in U.S. history, which includes clinical trials and studies in young children and teens.

[PA.GOV/COVID](https://www.pa.gov/covid)

COVID-POS-VK1-EN2

**PA UNITES
AGAINST
COVID**



“OUR DAD SAYS GETTING
VACCINATED HELPS PROTECT US
FROM GETTING REALLY SICK.”



Safe and effective COVID-19 vaccines are available for everyone ages 6 months and older. Learn more about protecting your child at www.cdc.gov/covid-19/children-teens.html



“GETTING THEM VACCINATED AGAINST COVID-19 MEANS LESS WORRY AND MORE PLAY.”

Safe and effective COVID-19 vaccines are available for everyone ages 6 months and older. Learn more about protecting your child at www.cdc.gov/covid-19/children-teens.html

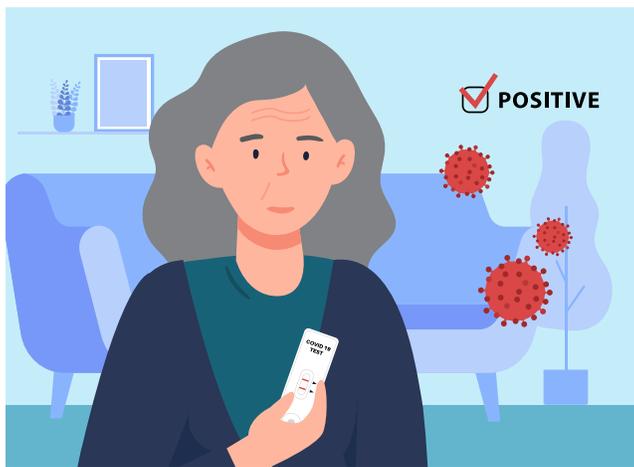
TEST-TO-TREAT



DON'T DELAY: TEST SOON AND TREAT EARLY

| COVID-19 |

If you are at high risk of getting very sick from COVID-19, and test positive, treatment may be available.



Get tested as soon as possible after your symptoms start.

Contact your healthcare provider right away if your result is positive.



Don't delay. Treatment must be started early to work.



cdc.gov/coronavirus

HAVE YOU HEARD ABOUT THE NEW ANTIVIRAL MEDICATIONS TO TREAT COVID-19?

Paxlovid and Lagevrio are FDA approved antiviral COVID-19 treatments, are now available with a prescription at the following locations:

-

If you test positive for COVID-19, talk with your health care provider as soon as possible. You may be eligible for medications that will lessen the severity of COVID-19, if you start treatment within 5 days.

COVID-19 TESTING



COVID-19 TESTING LOCATIONS NEAR 12345



01

Store name

Address

Restrictions?

02

Store name

Address

Restrictions?

03

Store name

Address

Restrictions?

04

Store name

Address

Restrictions?



Source: Pennsylvania Department of Health



Health Initiative for Rural Pennsylvania

GET FREE AT-HOME COVID-19 TESTS

Every home in the U.S. is eligible to order free at-home COVID-19 tests

The tests are rapid antigen at-home tests, not PCR

Can be taken anywhere

Give results within 30 minutes (no lab drop-off required)

Order yours at: [covid.gov/tests](https://www.covid.gov/tests)



You tested positive for COVID-19

As of August 2022, CDC guidelines suggest the following steps:

- Stay home for at least 5 days and away from other people
- End isolation after 5 full days if you are fever free for 24 hours and symptoms are improving
- Wear a mask for the next 5 days and avoid travel
- If you become very sick from COVID-19, consult your health care provider

**If you are feeling sick and had a negative test result, repeat the test 5-7 days after exposure*



**Health Initiative for
Rural Pennsylvania**

COVID-19 vaccines are safe, effective and free

Vaccines are available in your community at the following locations:

If you tested positive for COVID-19

Talk with your health care provider as soon as possible. Adults may be eligible for medications that will lessen the severity of COVID-19 if you start treatment within 5 days. ____ location currently has the medications available with the following restriction.

ISOLATION/ QUARENTINE GUIDELINES



Recommendations for People with COVID-19

Have you tested positive for COVID-19 or have mild symptoms and are waiting for test results?

Here's What To Do:

Isolate. Stay at home for at least 5 days.*



To keep others safe in your home, wear a mask, stay in a separate room and use a separate bathroom if you can.



Do not travel for **10 days**.



If you can't wear a mask, stay home and away from other people for **10 days**.



To calculate the recommended time frames, **day 0** is the day you were tested if you don't have symptoms, or the date your symptoms started.



Contact your healthcare provider to discuss your test results and available treatment options. Watch for symptoms, especially fever. If you have an [emergency warning sign](#), such as trouble breathing or persistent chest pain or pressure, seek emergency medical care immediately.



Day 6: Do a self-check. How are you feeling?

You could have loss of taste or smell for weeks or months after you feel better. These symptoms should not delay the end of isolation.



No symptoms or symptoms improving. No fever without fever-reducing medication for 24 hours: You can leave isolation. Keep wearing a mask around other people at home and in public for **5 more days** (days 6-10).



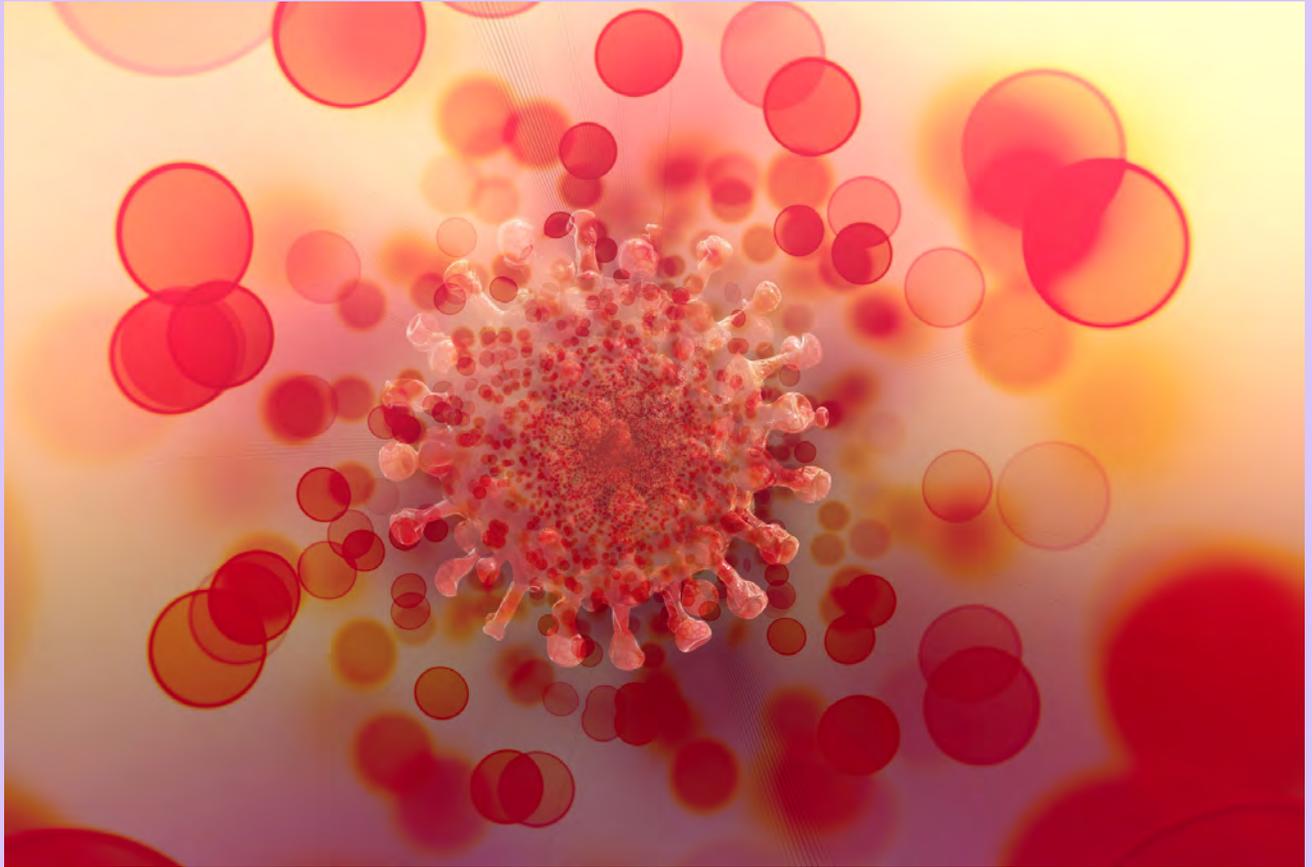
Symptoms not improving and/or still have fever: Continue to stay home until 24 hours after your fever stops without using fever-reducing medication and your symptoms have improved.

After you feel completely better, keep wearing a mask around other people at home and in public through **day 10**.

*If you are [moderately or severely ill](#) (including being hospitalized or requiring intensive care or ventilation support) or [immunocompromised](#), please talk to your healthcare provider about when you can [end isolation](#). Please refer to [COVID-19 Quarantine and Isolation](#) for guidance on isolation in healthcare settings and high risk congregate settings (such as correctional and detention facilities, homeless shelters, or cruise ships).

COVID-19

COMMUNITY LEVEL



Your COVID-19 Community Level: What does it mean?

High

- **Wear a mask indoors in public**
- **Stay up to date with COVID-19 vaccines**
- **Get tested if you have symptoms**

Medium

- **If you are at high risk for severe illness, talk to your healthcare provider about whether you need to wear a mask**
- **Stay up to date with COVID-19 vaccines**
- **Get tested if you have symptoms**

Low

- **Stay up to date with COVID-19 vaccines**
- **Get tested if you have symptoms**

#StopTheSpread

COVID-19 COMMUNITY LEVELS

COVID-19
cases are **high**
in your
community.

We're all in this
together so let's
make good choices
and keep everyone
healthy.

Let's keep the cases
down. Get
vaccinated, stay
home if you are not
feeling well, and take
a COVID-19 test.

#StopTheSpread

COVID-19 COMMUNITY LEVELS

COVID-19
cases are at
medium in
your
community.

We're all in this
together so let's
make good choices
and keep everyone
healthy.

Let's keep the cases
down. Get
vaccinated, stay
home if you are not
feeling well, and take
a COVID-19 test.

#StopTheSpread

COVID-19 COMMUNITY LEVELS

COVID-19
cases are at
low in your
community.

Our community is
working together to
support the health and
wellness of everyone.

Let's keep the cases
down. Get vaccinated,
stay home if you are not
feeling well, and take a
COVID-19 test.

COVID-19
CASES ARE
HIGH
IN YOUR
COMMUNITY.

We're all in this
together so let's make
good choices and keep
everyone healthy.

Get vaccinated, stay home if not feeling
well, and wear a mask when you can.

COVID-19
CASES ARE
MEDIUM
IN YOUR
COMMUNITY.

We're all in this
together so let's make
good choices and keep
everyone healthy.

Let's keep the cases down. Get
vaccinated, stay home if you don't feel
well, and take a COVID-19 test.

COVID-19
CASES ARE
LOW
IN YOUR
COMMUNITY.

Our community is
working together to
support the health and
wellness of everyone.

Let's keep the cases down. Get
vaccinated, stay home if you are not
feeling well, and take a COVID-19 test.

PANDEMIC PREPAREDNESS



COVID-19 IS HERE TO STAY. HAVE YOU MADE A PLAN TO KEEP YOU AND YOUR FAMILY SAFE?

Pay attention to COVID-19 indicators in your community.

Have high-quality masks and at-home COVID-19 test kits on hand.

Get a booster (when you're eligible).

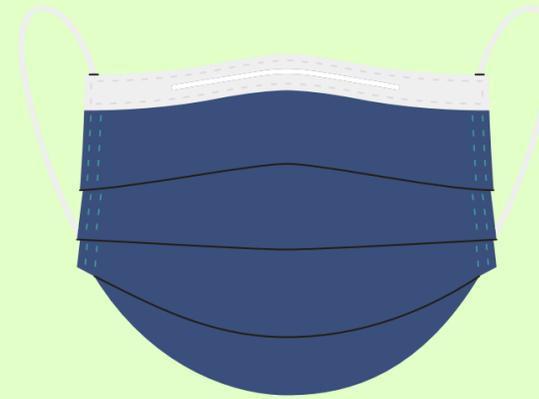
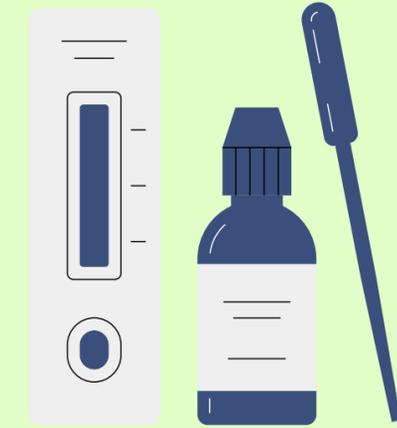
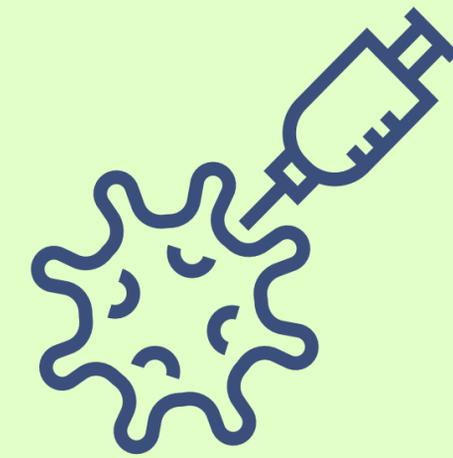
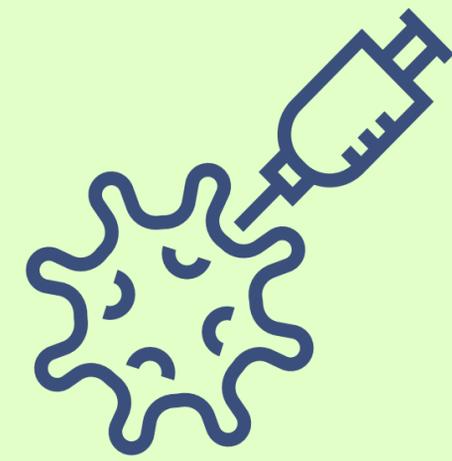
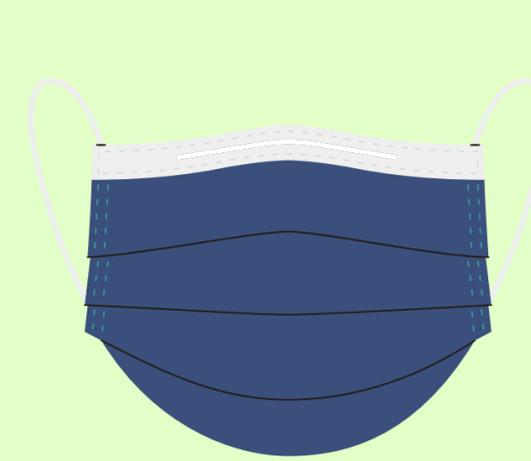
Make a plan for antiviral drug treatment.

Have backup plans for social events and travel.



COVID-19 is here to stay.

Have you made a plan
to keep you and your
family safe?



OTHER MITIGATION STRATEGIES



HANDWASHING

101



01

Wet your hands before applying soap

02

Rub soap all over your palms, the backs of your hands, and in between your fingers

03

Do this process for at least 20 seconds before rinsing

04

Wipe your hands with a clean towel or paper towel and void rubbing too vigorously.



Source: World Health Organization

SCRUB A DUB DUB.

YOU HAVE THE POWER TO MAKE A DIFFERENCE.



PA UNITES
AGAINST
COVID

WASHING YOUR HANDS FOR 20 SECONDS CAN HELP STOP THE SPREAD OF COVID-19. AND IT CAN HELP PROTECT YOUR FRIENDS AND CLASSMATES. THERE'S NO BETTER TIME OR REASON TO COME CLEAN.

LEARN MORE AT [PA.GOV/COVID](https://pa.gov/covid)

Wash hands often
with soap and
water for at least
20 seconds

[CDC.GOV/COVID19](https://www.cdc.gov/covid19)



Cleaning And Disinfecting Your Facility

Accessible version: <https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html>

Everyday Steps, Steps When Someone is Sick, and Considerations for Employers

How to clean and disinfect

Wear disposable gloves to clean and disinfect.

Clean

- **Clean surfaces using soap and water.** Practice routine cleaning of frequently touched surfaces.



High touch surfaces include:

Tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, sinks, etc.



Disinfect

- Clean the area or item with soap and water or another detergent if it is dirty. Then, use a household disinfectant.
- **Recommend use of EPA-registered household disinfectant.** **Follow the instructions on the label** to ensure safe and effective use of the product.

Many products recommend:

- Keeping surface wet for a period of time (see product label).
- Precautions such as wearing gloves and making sure you have good ventilation during use of the product.

- **Diluted household bleach solutions may also be used** if appropriate for the surface. Check to ensure the product is not past its expiration date. Unexpired household bleach will be effective against coronaviruses when properly diluted.

Follow manufacturer's instructions for application and proper ventilation. Never mix household bleach with ammonia or any other cleanser.

Leave solution on the surface for **at least 1 minute**

Bleach solutions will be **effective** for disinfection **up to 24 hours**.

To make a bleach solution, mix:

- 5 tablespoons (1/3rd cup) bleach per gallon of water

OR

- 4 teaspoons bleach per quart of water

- **Alcohol solutions with at least 70% alcohol.**



Soft surfaces

For soft surfaces such as **carpeted floor, rugs, and drapes**

- **Clean the surface using soap and water** or with cleaners appropriate for use on these surfaces.



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

- **Launder items** (if possible) according to the manufacturer's instructions. Use the warmest appropriate water setting and dry items completely.

OR

- **Disinfect with an EPA-registered household disinfectant.** [These disinfectants](#) meet EPA's criteria for use against COVID-19.

Electronics

- For electronics, such as **tablets, touch screens, keyboards, remote controls, and ATM machines**
- Consider putting a **wipeable** cover on electronics.
- **Follow manufacturer's instruction** for cleaning and disinfecting.
 - If no guidance, **use alcohol-based wipes or sprays containing at least 70% alcohol.** Dry surface thoroughly.



Laundry

For clothing, towels, linens and other items

- Launder items according to the manufacturer's instructions. Use the **warmest appropriate water setting** and dry items completely.
- **Wear disposable gloves** when handling dirty laundry from a person who is sick.
- Dirty laundry from a person who is sick **can be washed with other people's items.**
- **Do not shake** dirty laundry.
- Clean and **disinfect clothes hampers** according to guidance above for surfaces.
- **Remove gloves,** and wash hands right away.



Cleaning and disinfecting your building or facility if someone is sick

- **Close off areas** used by the person who is sick.
- **Open outside doors and windows** to increase air circulation in the area. **Wait 24 hours** before you clean or disinfect. If 24 hours is not feasible, wait as long as possible.
- Clean and disinfect **all areas used by the person who is sick**, such as offices, bathrooms, common areas, shared electronic equipment like tablets, touch screens, keyboards, remote controls, and ATM machines.
- If **more than 7 days** since the person who is sick visited or used the facility, additional cleaning and disinfection is not necessary.
 - Continue routine cleaning and disinfection.



When cleaning

- **Wear disposable gloves and gowns for all tasks in the cleaning process, including handling trash.**
 - Additional personal protective equipment (PPE) might be required based on the cleaning/disinfectant products being used and whether there is a risk of splash.
 - Gloves and gowns should be removed carefully to avoid contamination of the wearer and the surrounding area.
- **Wash your hands often** with soap and water for 20 seconds.
 - Always wash immediately after removing gloves and after contact with a person who is sick.



- Hand sanitizer: If soap and water are not available and hands are not visibly dirty, an alcohol-based hand sanitizer that contains at least 60% alcohol may be used. However, if hands are visibly dirty, always wash hands with soap and water.

- **Additional key times to wash hands** include:

- After blowing one's nose, coughing, or sneezing.
- After using the restroom.
- Before eating or preparing food.
- After contact with animals or pets.
- Before and after providing routine care for another person who needs assistance (e.g., a child).

Additional Considerations for Employers



- **Educate workers** performing cleaning, laundry, and trash pick-up to recognize the symptoms of COVID-19.
- Provide instructions **on what to do if they develop symptoms within 14 days** after their last possible exposure to the virus.
- Develop **policies for worker protection and provide training** to all cleaning staff on site prior to providing cleaning tasks.
 - Training should include when to use PPE, what PPE is necessary, how to properly don (put on), use, and doff (take off) PPE, and how to properly dispose of PPE.
- Ensure workers are **trained on the hazards of the cleaning chemicals** used in the workplace in accordance with OSHA's Hazard Communication standard ([29 CFR 1910.1200](#)).
- **Comply** with OSHA's standards on Bloodborne Pathogens ([29 CFR 1910.1030](#)), including proper disposal of regulated waste, and PPE ([29 CFR 1910.132](#)).

For facilities that house people overnight:

- Follow CDC's guidance for [colleges and universities](#). Work with state and local health officials to determine the best way to isolate people who are sick and if temporary housing is needed.
- For guidance on cleaning and disinfecting the bedroom/bathroom for someone who is sick, review CDC's guidance on [disinfecting your home if someone is sick](#).

