Contact Tracing Communications Packet

Contact Tracing is key in supporting COVID-19 patients and notifying potential contacts in order to help stop the spread of the disease. As businesses begin to reopen and social distancing guidelines relax, Contact Tracing is the safe way to bring people back to work and help reopen our economy. **Your commitment to the health and safety of our fellow Kentuckians is critical as we continue to safely and sustainably reopen the Commonwealth.** We have one chance to get this right.

Together with the Department for Public Health (DPH), your access to, and engagement within our local communities is an important asset to the success of Contact Tracing. This packet provides you with the necessary information to explain and promote the effort.

Communications Packet Contents

Below is a list of the packet contents with brief descriptions of what they are and how they can be shared. Please continue to visit **kycovid19.ky.gov** to access additional materials for you to distribute.

Contact Tracing Overview

- This brief overview explains the Contact Tracing effort and outlines how partners can assist in helping to spread the word.

Public Poster

- The public-directed poster is intended to be distributed to "public-facing" entities as a **.pdf** file. These entities are encouraged to print and display these posters to help spread awareness about Contact Tracing.

- Potential locations include, but are not limited to:

    o Grocery Stores
    o Hardware Stores
    o Medical Offices
    o Healthcare Facilities
    o Testing Sites

- o Schools
- o Government Buildings
- o Please follow Team Kentucky's [Healthy at Work](#) guidelines for more information.

Health Poster

- This health-directed poster is intended to be distributed to the staff of healthcare and public health entities. These entities are encouraged to print, share, and display these posters to help spread awareness about Contact Tracing.

- Potential locations include, but are not limited to:

  - o Local Health Departments
  - o Medical Offices
  - o Healthcare Facilities
  - o Testing Sites
  - o Government Buildings

Frequently Asked Questions

- Frequently Asked Questions (FAQs) are included to help you prepare for answering any questions concerning Contact Tracing from your individual networks.

Talking Points

- Talking points are a set of focused statements that can be used to explain or write about the Contact Tracing effort.

Contact Tracing Video

- This animated video provides another overview of Kentucky's Contact Tracing effort. Please consider sharing with your networks as an additional advertising and outreach tool.
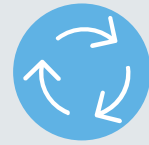
Contact Tracing

Contact Tracing is key in supporting COVID-19 patients and notifying potential contacts in order to help stop the spread of the disease

Public Health workers reach out to individuals who have contracted COVID-19 to assess their situation and **track any recent in-person contacts**.

Contacts are notified that they may have been exposed to COVID-19, are **provided instructions** and **connected to local resources**.

By **following instructions** provided, contacts help **stop the spread** of COVID-19 and **save the lives of Kentuckians**.

MATERIALS

Public Poster
Overview of Contact Tracing for all Kentuckians

Health Poster
Information and tips for Public Health staff

FAQs and **Talking Points**
Support for Contact Tracing conversations and outreach

Contact Tracing Video
Animation that covers Contact Tracing for all Kentuckians

To help with this effort, you can:

✓ Make audiences **aware** that they may be contacted by a Public Health worker to gather information

✓ Help audiences **understand the importance** of this process, encourage them to answer these calls, and follow instructions provided

✓ Provide audiences with any **materials** as they are made available

✓ Be on the look-out to share **communications** from kycovid19.ky.gov and Governor Beshear's social media

Together, we can:

Enable public health organizations to collect information about COVID-19 throughout the Commonwealth to reduce the risk of spreading to others

Thank you for continuing to support Kentuckians through this process!

Communicate the importance of Contact Tracing to support bringing people back to work and reopening Kentucky's economy

Kentucky Public Health
Prevent. Promote. Protect.

TEAM KENTUCKY

CHFS
KENTUCKY
Cabinet for Health and Family Services

Contact Tracing
A Confidential Public Health Resource

Contact Tracing is a process used by the Kentucky Department for Public Health to help stop the spread of diseases like COVID-19.

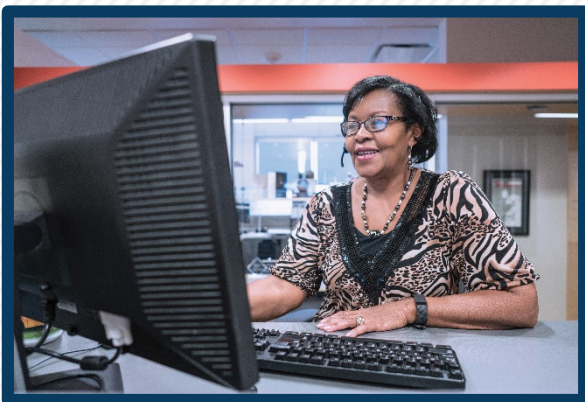TEAM **KENTUCKY** NEEDS **YOU**

What is Contact Tracing?

Public Health workers reach out to individuals who have contracted COVID-19 to assess their situation and **track any recent in-person contacts**.

Contacts are notified to **provide instructions and connect them to local resources**.

By **following instructions** provided, contacts help **stop the spread** of COVID-19 and **save the lives of Kentuckians**.

What if I am contacted?

✓ Answer Contact Tracing calls

✓ Report information clearly and completely

✓ Work together with Public Health workers

✓ Follow instructions provided

Kentucky Public Health
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Contact Tracing
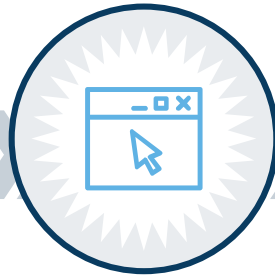## A Confidential Public Health Resource

What is Contact Tracing?

Contact Tracing is a process used by the Kentucky Department for Public Health to help stop the spread of diseases like COVID-19.
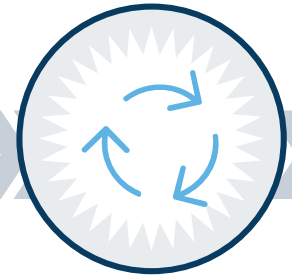
Goal: Stop the Spread and Save Lives

Public Health workers reach out to individuals who have contracted COVID-19 to assess their situation and **track any recent in-person contacts**.

Tracers reach out to identified contacts to **provide instructions and connect them to local resources**.

By **following instructions** provided by the Tracer, contacts help **stop the spread** of COVID-19 and **save the lives of Kentuckians**.

Calm and Center Yourself First	Seek First To Understand Then To Be Understood	Validate How Someone Feels	Help People Find Options	Allow for Choice
Remain calm, cool, and collected to help create a positive situation for you and the caller	Be an active listener in order to understand what the caller needs; this will help you help the caller quickly and efficiently	Understanding someone's circumstance can help relax callers and release tension on both sides of the phone	The caller may not see all possibilities and it is easier for you to provide perspective	People will choose what they feel is best, and someone else's decisions are not a reflection of you or your work

Contact Tracing
Frequently Asked Questions

What is Contact Tracing?

Kentucky is implementing Contact Tracing to help stop the spread of diseases like COVID-19 and help Kentuckians stay healthy and safe. Contact Tracing is key to safely get back to work while also kickstarting the economy.

- Public Health workers reach out to individuals who have COVID-19 to assess their situation, provide helpful resources, and ask about any recent in-person contacts who may have been exposed to the disease. Instructions are provided about how to stop spreading the disease and what to do until they recover.
- Recent in-person contacts are notified that they may have been exposed to COVID-19 and are offered instructions and connected to local resources.
- Individuals receive follow-up calls to see how they are doing and gather any new information.
- By following the instructions provided by Public Health workers, contacts help stop the spread of COVID-19 and save the lives of Kentuckians.

This is part of an existing process used by the Kentucky Department for Public Health. The purpose of Contact Tracing is to reduce health risks to others and protect communities from any further exposure. Resources are provided to help both individuals who have COVID-19, as well as individuals who may have been exposed to COVID-19. All information gathered by Public Health workers is private and is not released or made public.

Why am I being asked for my information?

The Kentucky Department for Public Health needs your medical information to determine your COVID-19 status and the best next steps for you. Your personal information is needed to get in touch with you and provide you with instructions and helpful resources. Information on the people you have been in contact with recently is needed so they may be told they have been exposed to COVID-19 and be provided with necessary instructions.

Is the information I give private?

Yes, the information you give is kept completely private and confidential. Information regarding the individuals who have COVID-19 and people they have made in-person contact with recently is not released or made public.

How did DPH get my information?

Healthcare providers are required to report anyone with a positive COVID-19 lab test, or someone who is highly likely to have COVID-19, to the local health department.

If you came into contact recently with someone who has COVID-19, we received your information from them. They identified you or a place where you have been that may have potentially exposed you to COVID-19.

Will I be contacted by DPH?

There are two reasons why you may be contacted: You have COVID-19 or you were recently around someone who has COVID-19 and you may have been exposed to the disease.

If you have COVID-19:

- A Public Health worker will ask how you are doing and see if there is anything you need to connect you with resources.
- A Public Health worker will explain what to do now that you have COVID-19.
- A Public Health worker will ask for a list of people you have recently been with in-person, so we can let them know they may have been exposed to COVID-19. Your information will be kept completely private.

If you are someone who may have been exposed:

- A Public Health worker will tell you that you were potentially exposed to COVID-19.
- A Public Health worker will ask how you are feeling and see if there is anything you need to connect you with resources.
- A Public Health worker will determine next steps to take based on any symptoms you may have.

The goal of Contact Tracing is to stop the spread of COVID-19 in the community and save the lives of Kentuckians. By following instructions provided by Public Health workers, you can help keep your loved ones and people you know from getting sick.

How does giving my information benefit me?

There are many benefits. They include:

- Help stop the spread of COVID-19 from your loved ones and your community.

- Gain access to resources you may need during this time including:

    o How to get tested and where.

    o What to do if you get COVID-19.

    o How to get food during self-isolation.

- Get answers from a Public Health worker.

What will be done with the information I provide?

Your information will be kept completely private and only used for public health purposes. We do not release confidential information to the public.

If you are a person with COVID-19, any people you name as potential contacts will not be told who they were exposed to. This means we are keeping your information private.

If you are a contact:

- Nothing you say will be told to the person who has COVID-19.

- Your personal information will not be released.

- Your symptoms and disease status will be used to make sure you get better, and that the disease does not spread any further.

Contact Tracing Talking Points

What if I am asked about Contact Tracing?

In addition to the Frequently Asked Questions above, general talking points are listed for you below:

- Contact Tracing combines public participation and the power of technology to help public health officials and health care providers contain the spread of COVID-19.

- Contact Tracing is a collaborative, technology-driven way for us to protect the health and safety of Kentuckians as we gradually return to some of our normal routines.

- To protect patients' confidentiality, contacts will not be told the identity of the person who may have exposed them. They will be told what they need to do to care for themselves, reduce the risk to others, and protect their communities from any further exposure.

- This statewide system will allow us to follow where a virus may travel … across county lines or beyond … so we can warn people and stop further viral spread.

- We need every tool to protect our people.

- Team Kentucky needs you.

- And remember - we will get through this, and we will get through this together.

Contact Tracing Video

This animated video provides another overview of Kentucky's Contact Tracing effort. Feel free to share on your organization's social media page and website, email to your staff and leaders of your affiliates, and share during upcoming meetings and presentations. You can find this animated video at kycovid19.ky.gov.