



COUNTY of VENTURA

COVID-19 Public Outreach as of 10/9/2020

The County of Ventura has implemented an extensive communication effort since the beginning of the COVID-19 pandemic. Public information efforts include social media, radio, advertisements, videos, website, e-news, community outreach, business ambassadors, relief funding, sign boards, banners, print materials, messaging with community partners, press conferences, town halls, public meetings, emergency alerts and more to provide COVID-19 information.

County coordination: Public Health, Emergency Medical Services, Sheriff Office of Emergency Services, Healthcare Providers, Human Services Agency, Care Facilities, First Responders, Cities, Schools, Businesses, Community Based Organizations, Homeless Shelter and Service Providers, Federal and State Agencies/Departments.

Regular Calls/Updates with Multi-Agency Coordination Groups: Government (Local, State, Federal), Medical/Health, Education, Community Partners, Disability, Access & Functional Needs, Care and Shelter, PIO/Joint Information, Public Safety/Response Planning, Recovery Programs, Business, Farmworker Resource Program

Ongoing Outreach Efforts

Social Media: Daily posts on all platforms. Live video interviews. Video messages. Resource posting.

- Facebook @countyofventura
- Spanish Facebook @ Condado de Ventura en espanol
- Facebook Group Pages @Ventura County Coronavirus News Group – Official
- Facebook Group Page Spanish @ Grupo informativo de Coronavirus Ventura – Official
- Facebook @Ventura County Public Health
- Nextdoor County of Ventura
- Twitter @Countyofventura
- Instagram @countyofventura

Farmworker Resource Program Messaging

- Whats App Espanol 805-655-0986
- WhatsApp Mixteco 805-665-0980
- Agricultural Worker Protection advisory issued by the Agricultural Commissioner
- Regular outreach at farms, with farmworkers and growers
- Backpack medicine team provides site visits, medical education and testing
- Donation coordination for farmworkers in need providing food and resources
- County funded expanded food share hours and site locations
- Public health responds to concerns of any outbreaks at agricultural facilities. Workers are tested and provided with guidance and resources when needed.

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Radio Public Service Announcements running in English & Spanish

- Q95.9 FM
- Live 105.5 FM
- La Voz 1520 AM | 96.3 FM
- Old School 104.7 FM
- Radio Bronco 1400 AM | 102.5 FM
- KVTA 1590 AM
- KLJR 96.7 FM
- KOXR 910 AM | 102.1 FM
- KXLM 102.9 FM
- 100.7
- 95.1
- 103.3
- 106.3
- 1450 am
- Farmworker Resource Program has weekly spot on Radio Indigena (MICOP station)

Print advertisements weekly in English & Spanish

- El Latino
- Fillmore Gazette
- Ojai Valley News
- Santa Paula Times
- Pacific Coast Business Times
- The Acorn Newspapers
- VC Star
- Ventura Breeze
- VIDA
- VC Reporter
- Ventana

Supermarket Advertisements Print and Public Service Announcement Radio in the Stores

- Vallarta Supermarkets – Oxnard, Simi Valley
- Treserras Supermarket – Santa Paula, Simi Valley, Oxnard
- Vons – Ojai
- Shopping cart ads (in seat of shopping card and on outside of shopping cart)

Printed Materials

- Businesses
- Community partners
- Farms
- Schools
- Churches
- With meals to older adults and those with disabilities with the Area Agency on Aging

News

- Regular news interviews in English and Spanish including major news networks
- Weekly Wednesday Press conference in English and Spanish as needed
- Regular press releases in English and Spanish on key messages, updates to information and prevention information.

Website/E-Updates

- Daily weekday email update (English/Spanish). Information also shared with community partners for their e-news and virtual meetings
- Register for updates at <https://www.venturacountyrecovers.org/subscribe/>
- Spanish: <https://www.venturacountyrecovers.org/subscribe-sp/>
- Website: www.venturacountyrecovers.org
- Spanish: www.venturacountyrecovers.org/coronavirus-information-sp/
- Wellness: <https://www.wellnesseveryday.org/>
- Spanish: <https://www.saludsiemprevc.org/>

Virtual Meetings

- Townhalls Hosted by Elected Officials/Community Partners: Spanish/English
- Community Council/Community Group Presentations: Public Health and CEO's Office provides regular community presentations via zoom by request in English/Spanish.

Videos

Educational Videos in English/Spanish/Mixteco: Doctor Question/Answer time, hospital tours, mental health and wellness, how to wear a mask, what to expect at testing sites, how to protect the most vulnerable, tips for seniors, spotlights on programs and others.

- 146 videos in English/Spanish made with CAPs Media
- Weekly Farmworker Resource Program Videos in English/Spanish/Mixteco
- Weekly informational videos on testing, masks, social distancing, resources etc.
- 44 press conferences

Outreach in the community

- Cultivating Health in Agriculture: Ventura County Medical Center Doctors in partnership with the Farmworker Resource Program and Logrando Bienestar provide health/mental wellness outreach.
- Logrando Bienestar park outreach with City partners (provide mental health resources)
- Public Health team provides information/resources at pop up food sites
- Community outreach door to door at businesses/community groups
- Coordinated efforts with community partners including churches and City Public Information Officers
- Resources including audio scripts provided to Ventura County Office of Education for schools to distribute information to families via calls, e-news and in print at school lunch sites.
- Business partners providing outreach information to business community, business seminars in English/Spanish and business support in English and Spanish. Registration site: <https://www.venturacountyrecovers.org/business-registration/>. Spanish: <https://www.venturacountyrecovers.org/business-registration-sp/>
- Business ambassadors check on businesses to answer questions and make sure businesses are complying.
- Businesses must display covid compliance hotline flyer and follow all safety prevention protocol

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- State partners also checking on businesses including ABC, County Environmental Health, and local City Code Enforcement for all Cities.
- Business e-newsletter with resource information provided weekly to businesses who have registered with VCReopens, those who have signed up for alerts and with all business partners throughout the county (in English and Spanish).

Financial Assistance

- Rental, Business Assistance and Farmworker Assistance – Extensive marketing outreach for relief programs
- Human Services Agency providing outreach and resources for Medi-Cal, CalFresh, CalWorks, Veteran Services, Child Support <https://www.ventura.org/human-services-agency/>
- Sign Boards: Electronic sign boards with covid prevention messaging (the County has provided signboards in Santa Paula/Oxnard) City partners are also displaying their sign boards in their cities in Fillmore, Ventura, Port Hueneme, Simi Valley, Thousand Oaks, Moorpark.
- Banners: Santa Paula, Fillmore, Oxnard (displayed in Downtown areas) with COVID-19 prevention messaging.

Conference Calls

- Weekly conference calls with elected officials, community-based organizations, city partners, county agencies and other partners.
- Communication coordination with all City and County Public Information Teams.
- Coordination of all efforts with all 10 cities including Ventura, Camarillo, Port Hueneme, Oxnard, Ojai, Simi Valley, Thousand Oaks, Moorpark, Fillmore, Santa Paula and unincorporated areas.

PPE Distribution

- 1,000,000 masks have been made available for frontline workers including agricultural, grocery and services workers.
- EMS providing PPE for businesses in need.

County Clinics

County clinics have waived all fees for anything COVID-19 related and are also offering testing and tele-health visits.

COVID-19 Testing: Free. No appointment needed. Offered at 13 regular sites and pop up sites throughout the County.

- English information: https://vcportal.ventura.org/covid19/docs/2020-10-08_COVID19_TestingSitesInfo.pdf
- Spanish information: https://vcportal.ventura.org/covid19/docs/2020-10-08_COVID19_TestingSitesInfo_sp.pdf

Emergency Alerts

- Sent countywide (users receive in the language that they have selected on their device)
- Reverse 911 calls provided by school districts to all parents via phone call and email

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Marketing Efforts in Process:

- Bus stop ads (32 in Oxnard)
- Billboards (Oxnard, West Ventura and Santa Clara Valley)
- Bus ads on routes in S. Oxnard/Santa Clara Valley

Important messages week of 10/9/20

- Santa Paula testing site has been relocated to the corner of E. Main Street and N. Ojai Street in Santa Paula. Will reopen on October 16.
- Ojai pop up testing offered October 19 and 26 from 12 pm to 5 pm at 510 Park Road in Ojai.
- Full testing information at https://vcportal.ventura.org/covid19/docs/2020-10-08_COVID19_TestingSitesInfo_sp.pdf Spanish: https://vcportal.ventura.org/covid19/docs/2020-10-08_COVID19_TestingSitesInfo_sp.pdf
- Ventura County now in the Red Tier. Learn more at: https://vcportal.ventura.org/covid19/docs/2020-10-08_COVID19_TestingSitesInfo_sp.pdf
- Spanish: https://vcportal.ventura.org/CEO/VCNC/2020-10-06_VCNC_NewsRelease_CountyMovesToTier2_sp.pdf
- New Health Order Issued: https://vcportal.ventura.org/CEO/VCNC/VC_Public_Health_Officer_Order_10-06-2020.pdf
- Spanish: https://vcportal.ventura.org/CEO/VCNC/VC_Public_Health_Officer_Order_10-06-2020_sp.pdf
- Halloween Guidance: https://vcportal.ventura.org/CEO/VCNC/2020-09-16_VCPH_InterimHalloweenGuidance_v02.pdf
- Spanish: https://vcportal.ventura.org/CEO/VCNC/2020-09-16_VCPH_InterimHalloweenGuidance_v02_sp.pdf
- Press Conference: English <https://vimeo.com/466305836>
- Spanish <https://vimeo.com/466313631>

Key messages

(State/CDC toolkits provide videos/print materials and social media graphics for key messages)

- Covid is still spreading. Important to wear masks, social distance and only gather with members of your household. (State and CDC toolkits have videos and graphics to use with messaging)
- Testing is available 7 days a week. No cost. No appointment needed. Testing available for all residents. No symptoms necessary.
- Gatherings are still not allowed. You can only gather with members of your household. COVID spreads when people gather. Please connect virtually.
- Resource information – regular posts on resources.
- Stigma – Viruses don't discriminate, and neither should we.
- Stigma – Anyone can contract coronavirus. Regardless of race, gender, age or other personal qualities.
- Red Tier – Information on business guidance for new tier

Additional Resources:

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- CDC Social Media toolkit provides resources for messaging on masks, social distancing and prevention: <https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html> (offered in Spanish and English)
- PSAs: <https://www.cdc.gov/coronavirus/2019-ncov/communication/public-service-announcements.html>
- Print Resources: <https://www.cdc.gov/coronavirus/2019-ncov/communication/print-resources.html?Sort=Date%3A%3Adesc>
- California Blueprint for a Safer Economy: <https://covid19.ca.gov/safer-economy/>
- California Social Media toolkit: <https://toolkit.covid19.ca.gov/>

Oxnard

- Sign Boards:
 - (1) - CMS Board at 1531 Saviers Road facing traffic traveling Southbound on Saviers Road.
 - (1) - CMS Board at intersection North of Rose Avenue and Camino Del Sol facing traffic traveling Southbound on Rose Avenue (Near Del Sol Park).
- Additional board to be placed at Saviers Road/Bard Rd
- Large banner 20ft+ in English/Spanish in Downtown Oxnard
- Print ads on testing in English/Spanish – VC Star, Vida, El Latino, Grocery Ads
- Radio Public Service Announcements
- Daily e-blast English/Spanish to 66,000 subscribers
- Social Media – Spanish/English Press Conference streamed live, posts on masks, testing, social distancing, resources, no gatherings, red tier information
- Conference calls with partners – City of Oxnard (City Manager and PIO)
- Business messaging – RMA/Code enforcement/State inspectors reporting compliance in Oxnard
- Business attestation information (English/Spanish) once registered weekly information is provided to the businesses
- Testing/COVID prevention outreach material provided to Ventura County Office of Education for schools to provide in print/via email/via voice message
- Logrando Bienestar providing outreach in local parks
- Farmworker Resource Program FB Live Spanish/Mixteco on Micop Radio
- Work in progress – ads on busses with routes in Oxnard, Billboard placement, 32 Bus Stop Ads transitioning from Census messaging to COVID-19 messaging, FB Live with doctors in Spanish/English for week of 10/12, resource bags with hand sanitizer/masks/resource info for distribution at food pop up sites
- Testing at Oxnard College and Clinics in Oxnard