

RHIP and COVID-19 MINI-GRANT PROJECT SUMMARIES

COVID-19 Final Report for BendNEXT

“COVID-19 Education and Mask Wearing Campaign”

Reviewed by the Promote Enhanced Physical Health Workgroup

Summary of Results:

- We launched and completed the "Welcome Back" campaign, as described in our grant application, to educate the community on how to follow OHA safety guidelines and promote mask wearing.
- For this campaign, we worked with Central Oregon Daily to produce PSAs, we created social media posts, produced collateral for businesses to educate customers and sent nine different email communications to a list of approximately 4700 unique area users.
- We also produced and distributed 4000 branded masks.
- With the support of the Redmond Chamber, we were able to reach a significant number of individuals, helping them understand how best to safely engage with "reopened" businesses, and provided businesses with valuable resources and collateral.
- Below are details and links to some of the videos and materials we produced:
 - PSA Videos:
 - <https://www.youtube.com/watch?v=nTn9ORMqaAs>
 - <https://www.youtube.com/watch?v=h07HbzkN-mE>
 - <https://www.youtube.com/watch?v=BhFDP5SS6as>
- Social Media: 22 social media posts created, some featured the on-air talent from CO Daily News, county commissioners, and CEOs of the region's chambers of commerce.
- The Welcome Back Toolkit, including display materials and health guidance: https://docs.google.com/spreadsheets/d/16_7EIHmiNjzxxuKHriVLIPadXDaqMMqb3G2UJ0zSNE8/edit#gid=0

Quote:

“We received a number of thanks and comments from business owners, medical professionals and others. A nurse thanked us for encouraging proper hand washing. Other businesses thanked us for supplying masks.”