

**COVID-19 Final Report for Crook County Health Department (Non-RHIP)
“Crook County COVID-19 Outreach Campaign”****Summary of Results:**

- The project was specifically to reach vulnerable populations in Crook County with messaging about COVID-19.
- The project directed funding towards communication strategies to vulnerable populations due to poverty and geography.
- This included the creation of materials in Spanish.
- The project was successful in that the department was able to create daily Facebook posts to communicate to the public along with updates on our website weekly.
- It was challenging at times with the push back from the community on mask wearing, but we kept providing information and coordinated messaging with the Chamber of Commerce.
 - Facebook Messages increased
 - Newspaper and press releases regularly
 - Created communication specifically for businesses
 - Reached out through the Faith-Based Network to reach a large audience.
- Outcomes include increased knowledge and compared to other similar size counties, Crook County had less cases and deaths.

Quotes:

"Crook County Health Department really made an effort to reach out to our residents to help them through this pandemic and we believe we made a difference."