

Race to End COVID

Partner Playbook for Testing and Vaccination Events



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

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Introduction

This playbook offers a framework for planning and conducting community-based COVID-19 testing and vaccination events at car racetracks. These events encourage participation by offering an incentive, namely the chance for participants to drive their own car around the track.

These events, referred to individually and collectively as the *Race to End COVID*, are envisioned as partnerships between state, tribal, local, and territorial (STLT) health departments; National Association for Stock Car Auto Racing (NASCAR); and/or local racetracks, whether league-affiliated and/or independently owned.

Race to End COVID events can be held at any point before or after a race, depending on the track and other partner availability and commitment. While community interest in a track event may be highest in the 2 to 3 weeks before or after a race, the event could also be paired with a non-race event at the racetrack to boost attendance.

In conjunction with the Alabama Department of Public Health, the Centers for Disease Control and Prevention (CDC), CDC Foundation, and the U.S. Department of Health and Human Services Increasing Community Access to Testing (HHS ICATT) team partnered with NASCAR, Talladega Superspeedway and the Alabama National Guard to hold the first *Race to End COVID* in May 2021. This playbook shares lessons learned and successful practices for STLT and private sector partners interested in replicating its success in other communities across the United States.

Race to End COVID events held at other tracks nationwide can offer important public health benefits, including:

- Increasing demand for COVID-19 vaccination and testing—critical interventions for slowing and stopping the spread of disease in communities.
- Informing and educating communities about COVID-19 vaccination, testing, and prevention behaviors with accurate information from trusted community partners.
- Normalizing COVID-19 vaccination and testing in a community.
- Linking people who get tested for COVID-19 with vaccination opportunities in the community, especially when two-dose vaccine series are started at the event (or an event is held with only testing).
- Understanding through evaluation what motivates people to seek testing and vaccination by engaging or participating in new partnerships and incentive offerings.

An effective public health response to the COVID-19 pandemic involves the whole community, including the local health authority (i.e., the STLT health department) and, potentially, members of the private sector. Public-private partnerships may offer a good way to promote public health messages and inform health behaviors to slow the spread of COVID-19.¹



¹Depending on venue (i.e., racetrack) considerations, some components of *Race to End COVID* events may not be possible during race events (e.g., providing vaccinations on race day). These models may involve delayed incentives for participants and are not addressed directly in this playbook.

Race to End COVID-19 – Case Study

It may help to consider a case study of a *Race to End COVID* event to decide if such an event is the right choice for your community. On May 15, 2021, the Alabama Department of Public Health successfully partnered with Talladega Superspeedway to hold the first *Race to End COVID* event in Lincoln, Alabama, on the Talladega Superspeedway grounds. Partners in the event included:

- Talladega Superspeedway
- Alabama National Guard
- U.S. Department of Health and Human Services, Increasing Community Access to Testing (HHS ICATT) team
- Centers for Disease Control and Prevention (CDC)
- CDC Foundation

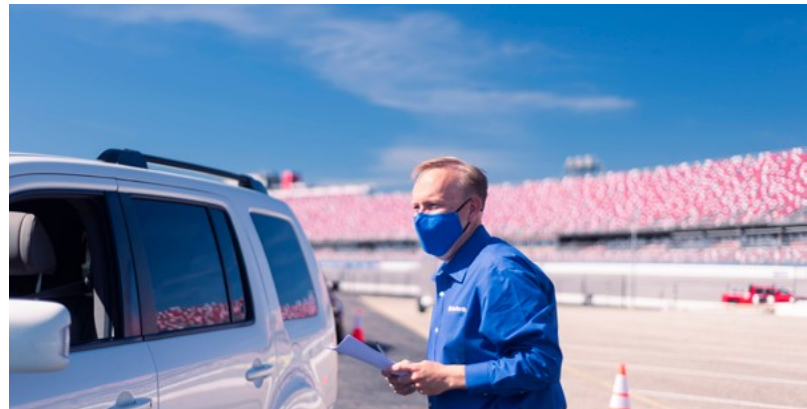
This 1-day pilot event, led by the Alabama Department of Public Health, included COVID-19 vaccinations, distributed by the Alabama National Guard, and COVID-19 testing, provided by the HHS ICATT team through its contractor, eTrueNorth. The pilot event was a drive-up only event to protect staff from potential exposure. A copy of the eTrueNorth testing playbook is included in this toolkit as Appendix A. CDC provided evaluation support, and a sample evaluation instrument can be found as Appendix G. CDC Foundation provided communication support and on-site photography.

Use of incentive(s)

Notably, NASCAR and the Talladega Superspeedway offered an incentive to encourage participation. Any participant who attended and received a COVID-19 vaccine or got tested for COVID-19 was offered the chance to drive two laps around the track in a personal vehicle at highway speeds behind a pace car.

The *Race to End COVID* event ran from 9 a.m. to 5 p.m. and drew hundreds of participants from as far away as northern Virginia. However, a true measure of success of this event was wide national and international media coverage, helping to increase interest in COVID-19 vaccination and testing and sending a clear message that these interventions are for everyone. A copy of the press release from the event and a media summary are included as Appendix B.

The event implementation steps in this toolkit reflect process improvements based on lessons learned from the Talladega Superspeedway pilot event.



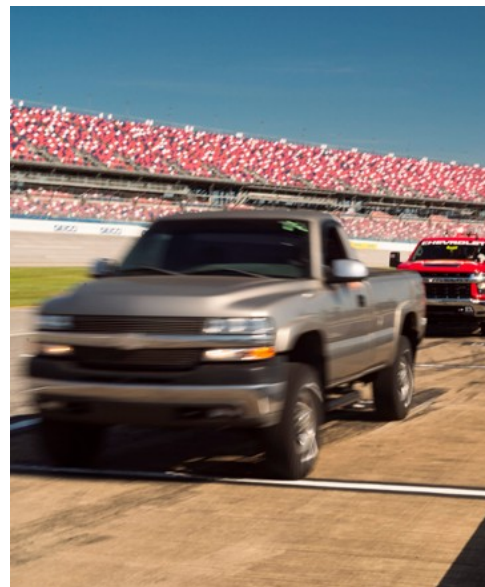
Steps for a Successful Race to End COVID-19

A *Race to End COVID* event can help people unaware of or hesitant to receive COVID-19 vaccination and testing to consider these potentially life-saving interventions. These events can also garner significant attention in the media, increasing the reach and impact of the event beyond those who attend. Consider these steps if you would like to host a *Race to End COVID* in your community.

Step 1: Deciding to Host a Race to End COVID

As with all activities initiated by a state or local health department, consider and follow the rules and regulations for interacting with private sector partners and for conducting community events. Consider the following questions to determine whether a public-private sponsored community event could be the right approach for your community:

- Does this partnership model reach the audience you are seeking to reach for testing and vaccination based on your epidemiologic and demographic data?
- Does your organization have at least one staff member and supporting leadership who can commit to designing and executing a community event?
 - If yes, what resources can your organization provide?
 - What resources do you need from the community or partners?
- How will your organization promote the event?
- What are the costs, and how will these costs be covered?
- How will you evaluate and/or identify lessons learned from this event to share findings or possibly host a similar event in the future?



The lead for the *Race to End COVID*, typically a state or local health department, will be responsible for leading the planning process for the event. Before engaging partners, consider whether you have internal support for the event and identify a project manager. The project manager can oversee outreach to partners such as those listed below and can manage progress toward the event goal. This could take up to 50% of the project manager's time, assuming no other staff are involved, for about 6 weeks.

Step 2: Engaging a Host Partner

A racetrack partner is key to implementing this partnership event. NASCAR developed this model with CDC and can help with outreach to its affiliated tracks. In this case, you can make contact with the track through CDC's COVID-19 Response Partnerships and Risk Management (PRM) Team. However, some tracks are independently owned. You can reach out to independently owned tracks directly, especially if a relationship already exists. If the health department team needs help with outreach, contact CDC's PRM Team at eocevent337@cdc.gov.

Tracks host major events regularly, year-round. Track availability is the first step in determining the timing for a *Race to End COVID* event. As you approach a potential track partner be aware that:

- In many cases, racetracks host one of the largest, if not the largest, events in a state each year. Therefore, it is unlikely their staff will be able to support activities related to a *Race to End COVID* event in the weeks leading up to a major race event.
- Vaccination and testing at major race events (during a NASCAR race weekend, for instance) are not a consideration for this model as the incentive of track laps could not be offered in this case.
- *Race to End COVID* events may be most successful, and most easily conducted, 2 to 3 weeks after a major race event. This allows the track staff ample time to prepare.

NASCAR provides a [list of NASCAR-affiliated racetracks](#) with key race dates (2021).

However, independently owned racetracks may also consider hosting a *Race to End COVID* event. You will need to reach out to the independent racetracks for their schedules.

Step 3: Engaging Additional Partners

To make your event a success, you'll need to engage several partners. While these may vary for each state, some partners to consider for the planning committee and rationale for outreach are on the following page.

- Racetrack Leadership
 - Provide oversight of track engagement
 - Engage other track staff to support logistics and promotion
 - Provide waivers for people participating in the incentive
- Centers for Disease Control and Prevention
 - Provide connection to NASCAR and/or track outreach
 - Share technical assistance based on experience with previous events
 - Connect with the CDC Foundation for promotional support
- HHS ICATT Team
 - For the first *Race to End COVID* event in Alabama, HHS provided COVID-19 testing, at no charge to the state, through its contractor eTrueNorth
- Local Health Department (possibly in partnership with National Guard or contractor)
 - Administer COVID-19 vaccines
 - Provide logistical support on the day of the event

Other partners may also be helpful. With so many partners, a memorandum of understanding is recommended. An example agreement is included as Appendix C. The racetrack will also require a space agreement.



Judy Monroe, CDC Foundation President and CEO, and Talladega Superspeedway President, Brian Crichton at the Race to End COVID pilot event at Talladega Superspeedway.

Step 4: Logistics

The planning process should begin as soon as possible before the event date, ideally at least 6 weeks before. Responsibilities for the public health department include:

- Direct the planning process
 - Facilitate about one to two calls per week with key partners for the first few weeks, then move to more frequent calls closer to the launch.
- Solidify legal agreements (space agreement and memorandum of understanding) with the partners, including the track.
- Lead promotion of the event, engaging all partners in the process.
- Work with the track to conduct community outreach and any pre-events for community influencers.
- Reach out to CDC for evaluation support.

On-site logistics will take a great deal of planning. It can be a challenge to estimate the number of participants expected at any event. Key logistical considerations include:

- Will pre-registration for testing and/or vaccination be required?
 - If so, where will the registration link be hosted?
 - What types of platforms will be used for testing and/or vaccination registration (e.g., website, phone number)?
- Will you take drive-ups that are not pre-registered?
 - If so, where will these cars park to fill out on-site registration paperwork?
- How will you handle situations where people in the same vehicle have differing times for vaccination and testing?
- Where on the track will testing and vaccine administration be conducted?
- How will cars be directed to the track for the incentive?
- How will cars be directed off the track after the incentive?
- Will people be required to remain in their cars?

- What vaccine(s) will be offered?
- Is a second dose needed?
- If so, is a second event scheduled at the same track?
- Do you have reminder cards on hand for the event?
- When will the walk-through to ensure proper setup and other logistics be conducted?
- When will the dry run be conducted?

Talladega Pilot Example: A map of the layout for the pilot event at Talladega Superspeedway is included as Appendix D. Testing and vaccination were conducted inside the track garages. This added significantly to the experience, allowing community members to have a behind-the-scenes look at the track. Pre-registration for testing was encouraged but not required. No pre-registration was available for vaccination. Pre-registration links were hosted on the [event page](#). At the pilot event, all participants were asked to stay in their vehicles. This provided a safer environment for the staff conducting testing and vaccination services and for the track staff, reducing the risk of COVID-19 spread.

A walk-through of the setup at the racetrack, with all planning partners represented, was organized 5 days before the event. Setup and multiple dry runs were conducted the day before the event. All materials were left on-site so that the event could begin with minimal setup on the day of the event.

Based on experience with the pilot event, future Race to End COVID events should ideally be planned for more than 1 day. Ideally, the event would be conducted for at least 2 days, if not 2 full weekends. This approach allows time for word-of-mouth to build and may increase attendance and impact.

Step 5: Promoting Your Event

One critical element of planning a *Race to End COVID* event is developing a promotion plan. Track partners may leverage their existing marketing efforts to promote the event via their website, social media, and traditional media. Media and community outreach should happen at least 2 weeks before the event. Having a discussion early in the planning process about promotions helps public and private partners bring together their promotional resources, align messages, and amplify event messaging. Decide early on which logos will be used in the promotional materials: Will all partners be listed? Or will promotions focus on the lead public health partner and the private partner?

Consider the possible need for disclaimers on promotional materials. Always allow time for partners to review and approve materials that include their brand name. If shared logo use is desired, allow time for these agreements to be established.

Based on experience with the pilot event, we recommend that you:

- Develop a communication plan and social media toolkit for the event.
 - Include a timeline for communications and outreach.
 - To ensure success, outreach must happen at least 2 weeks before the event.
 - Include sample tweets and Facebook posts, including sample cover and profile photos.
 - Develop shared talking points and FAQs.
 - Identify organizational spokespeople who can conduct interviews before and during the event.
 - Include stock photos and video clips that the racetrack may have for media.
- Press releases by the lead organization and the racetrack should go out 2 weeks before the event.
 - Expect the track press release to generate increased interest outside of the state.
 - Be prepared for interviews on the track in advance of the event.
- Consider engaging local, state, or national celebrity influencers at the event or in advance of the event through social media.
- Consider outreach to local businesses and other community organizations.
 - Explore a pre-event for local business owners, chief executive officers (CEOs) and human resource directors 2 weeks before the *Race to End COVID* event, to encourage their employees to participate—especially if the event is held during business hours.
 - Invite these representatives to the track to do a walk-through of the site and hear about the incentive.
 - Educate these representatives on the importance of this effort for the community.
 - Encourage these representatives to allow their employees to attend the *Race to End COVID* event and ask them to consider incentivizing employee participation.

- Partner with local school districts to advertise to school staff and parents that there will be vaccines available for various age groups at the time of the event (e.g., the Pfizer-BioNTech vaccine for children ages 12 - 18 years).
 - At the Talladega event, drivers younger than 16 were permitted to drive on the track with a parent or guardian based on track guidelines and state driving age requirements.
- Outreach to community centers, places of worship, and universities could bolster local participation.
- Work with site partners to ensure you have good signage on-site and around the community.
- Advertise the event with flyers.
 - Look for business partners that may be able to direct patrons to the *Race to End COVID*, such as gas stations or grocery stores.
 - Share flyers with community influencers like stylists at hair salons/barber shops, dentists and family physicians, and pediatricians.
- Consider tailored social media ads, such as on Facebook or other platforms, to reach the target population.

Additional considerations and resources:

- A copy of the press release for the pilot event can be found as Appendix B.
- A copy of the social media toolkit for this event can be found in Appendix E.

Step 6: Holding Your Event

Now is the time to see your hard work and preparation pay off! Below is a list of helpful tips as the event approaches:

- Fully set up the event the night before to avoid any delays on the day of the event.
- Have plenty of staff on hand for the day of the event to help set up, hand out materials and answer questions from attendees.
- Designate specific people to serve as event representatives to talk to media.
- As previously noted, it may be helpful to have prepared talking points on how to answer general questions.
- Be sure public health staff who can answer community questions and represent local public health authorities are present.
- Ensure that you have multilingual representatives who can answer questions from your community and that you have printed materials in multiple languages, if needed.

Other considerations for the day of your event:

- Have you alerted law enforcement agencies of the event (if necessary) for traffic control, security, and awareness?
 - Do you have Emergency Medical Services (EMS) available on-site in case of accidents, anaphylaxis, or other healthcare emergencies?
- Do you have a plan for traffic control?
 - Consult with the track as they are experts in traffic control around their race days.
- Do you have water, restrooms, and spaces for staff/volunteers to rest (this may be an especially important consideration for events held outdoors in hot or cold weather)?
- Do you have a place to take a break from the heat, if needed?
- Does the track have a process for people to sign waivers as soon as they enter the property?
 - Who will staff this station?
- Have you communicated your expectations for wearing masks to staff/volunteers?
- How will you handle any participants who take the incentive and then refuse to get tested or vaccinated?
- Is the signage effective in delineating "Testing," "Vaccination," and "Testing and Vaccination" lanes? Do you have a place for cars to park and fill out paperwork to avoid waits?
- Is the local radio station aware of the event, and have they been invited to participate?
- Are other local news outlets aware of the event and have they been invited to participate or cover it?
- Will you share real-time updates via social media?
- Do you want to hire a photographer to document the event?
- If you are evaluating the event, where will participants fill out their survey/be interviewed?

Step 7: Post-Event Wrap-Up

Congratulations! You've reached the finish line for your event. Creating and sharing a short report with event metrics with your partners can help show the impact of your partnership. In the days following the event, it may be helpful to generate as many metrics as possible to characterize the event's impact. Every event has elements of success and challenge. Consider gathering key members of the event staff for a debriefing. Gathering in this way can help you celebrate your successes as an organization and improve your performance at future events.

Key considerations as you evaluate your event:

- Can you assess the social media reach of your event?
 - For help with this, please contact CDC at eoevent337@cdc.gov.
- Can you assess the traditional media reach of the event?
 - A sample media summary can be found as Appendix B.
- How will you plan to share the results from your event—as a concrete number or as a generality (e.g., “Hundreds were tested and vaccinated.”)?
- Will you publicly thank all partners?
 - If so, are all partners comfortable with the framing of that message?
 - Will this be done via Facebook, Twitter, or on another platform?
- Will you conduct a follow-up event?
- Will any partners blog about the event?
- Can you quickly share event photos?
- How will participants or community members reach out after the event with any questions or concerns?



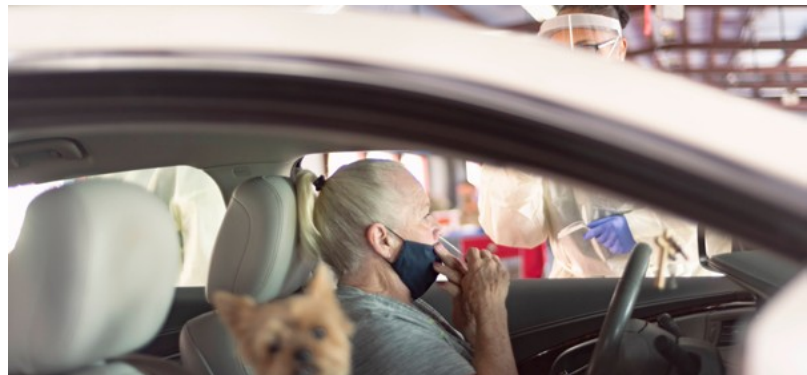
Expect partners and the media to be interested in quick access to event photos and numbers as soon as the event is over. For the pilot event, more general attendance numbers were provided. The CDC Foundation provided an on-site photographer to capture event images. The photo release forms for these photos allowed all partners to access the photos for their own use. The CDC Foundation also created a [blog post](#) summarizing the event.

It is a good idea to plan for how you will publicly acknowledge the partnerships and the event. For recognition of any *Race to End COVID* events, please include “and our friends at NASCAR,” with any tweets, posts, or mentions, as NASCAR is responsible for generously proposing the incentive that serves as the basis for this model. You can also publicly acknowledge tracks not affiliated with NASCAR.

CDC Links for COVID-19 Communication Tools

- [Communication Resources](#)
- [COVID Vaccinations](#)
- [COVID Testing](#)
- [Communication Toolkits](#)





Race to End COVID Checklist and Timeline

Major Task (Pre-Event)	Who Provides This (Organization/ Person Responsible)	Suggested Timeline	Status (e.g., Not started, ongoing, complete)	Critical current issues/notes
Identify internal project manager	State Health Department (SHD)	As soon as possible		
Set up opportunity exploration call with all partners	SHD	As soon as possible		
Set up calls and coordinate with all partners (e.g., one to two calls per week initially, daily calls 2 weeks before event)	SHD	4+ weeks before event		
Select dates	SHD & Track Partner	4+ weeks before event		
Confirm incentive(s)	SHD & Track Partner	4+ weeks before event		
Legal agreements signed by all partners <ul style="list-style-type: none"> • Memorandum of Understanding (MOU) • Space agreement 	All	4 weeks before event		
Promotion of event	SHD with partners' support	At least 2 weeks before event, preferably 4 weeks		
Engage local, state, or national celebrity influencers	SHD, CDC-Foundation	2-4 weeks before event		
Conduct community outreach	SHD, Track partners	2-4 weeks before event		
Engage CDC for evaluation support	SHD	4 weeks before event		
Conduct event walk-through on-site	All	1 week before event		
Conduct on-site walk-through and set-up (day before or day of)	All	1 day before event		

Testing Pilot Events Planning Status

Checklist Example 1: Meeting Agendas

Opportunity Exploration Call Topics

- Purpose, objectives, and project proposal
- Roles and responsibilities
- Promotion and media initial discussion
- Future meeting rhythm expectations

Ongoing Meeting Topics (week 1 through launch, see checklist below):

- Logistics
 - Sites, days, and times
 - Operations and testing flow
- Legal
- Promotion
- On-site management
- Incentives
- Community-based organizations (CBOs) or other partners

Example 2: Checklist for Ongoing Meetings

Logistics

- Location confirmed
 - Drive-up event
 - Walk-up event
- Dates confirmed
 - _____
- Walk-through planned
 - _____
- Walk-through summary communicated to all partners
 - Partner 1
 - Partner 2
 - Partner 3
- On-site signs to identify route of event
- Pre-registration has been set up for testing (eTrueNorth) and vaccinations (SHD) if applicable
- Walk-up/Drive-up registration is fully operational
- On-site signs to identify route of event
- Pre-registration has been set up for testing (eTrueNorth) and vaccinations (SHD) if applicable
- Walk-up/Drive-up registration is fully operational

Legal

- Memorandum of understanding (MOU) drafted with partner roles/ responsibilities
- MOU approved by the Office of General Counsel (OGC)
- MOU approved by each partner's counsel
- Limited-use space agreement reviewed by OGC
- MOU and use agreements are signed
- Legal documents are distributed to all partners

Promotion

- Promotion workgroup formed and all partners are represented
- Press release drafted and shared with all partners
- Quotes provided by all partners
- Gain approval for the use of logos and brand names
- Include disclaimers on promotional materials
- Partners reviewed and approved materials
- Social media plan developed
 - o Event hashtag: _____
- Identified on-site photographer
- Photo release forms have been shared with on-site staff
- Media clearances in place
- Talking points for media have been provided to staff
- Leadership is prepared for media interviews

On-site Management

- Testing contractor is in place
- Testing contractor has performed a setup day/dry run
- State Points of Contact have participated in the dry run
- All on-site staff are aware of procedures if there are any on-site challenges
- All on-site staff have a full list of contact information for headquarters staff

Incentives


- Confirm incentive(s)

Community Based Organizations/Other Partners

- All staff participating are clear on roles and responsibilities
- Partner staff are trained and participate in dry run

Appendix A: eTrueNorth Playbook

[eTrueNorth Playbook](#)




Pop Up Parking Lot COVID-19 Testing Program Playbook

Rapid and/or PCR Testing Onsite eTrueNorth-Staffed Model

Overview:

The purpose of this program is to provide a framework for self-administered Anterior Nares at Pop Up Retail or special event locations as part of Federally funded COVID-19 testing. The frequency and location of testing depend on local community requirements. The overall goal is to keep the specimen collection process as simple and straightforward as possible.

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SUBJECT TO CHANGE BASED ON APPLICABLE EMERGING REQUIREMENTS AND REGULATORY UPDATES.

Appendix B: Pilot Event Press Releases

[Pilot Event Press Releases](#)

Alabama Department of Public Health

The RSA Tower, 201 Monroe Street, P.O. Box 303017, Montgomery, AL 36130-3017

(334) 206-5300 • FAX (334) 206-5520 Web Site: alabamapublichealth.org

NEWS RELEASE

Join the *Race to End COVID* with testing and vaccination event at Talladega Superspeedway Participants offered a free drive on the track May 15.

FOR IMMEDIATE RELEASE

CONTACT:

NOTE TO MEDIA: Free photos and video are available for download at <http://www.dropbox.com/sh/3sddbllj0zzjgx6/AACuaOPSYcK62EUOhkWRHBaua?dl=0>

On Saturday, May 15, join the race to end COVID-19 by getting your free COVID-19 test and/or vaccine and then enjoying the exclusive opportunity to drive around the world-famous Talladega Superspeedway. The event is sponsored by the Talladega Superspeedway, the Alabama National Guard, the U.S. Department of Health and Human Services, the CDC Foundation and the Alabama Department of Public Health (ADPH).

At this drive-through event, COVID-19 testing and vaccination will be offered at no charge from 9 a.m. until 5 p.m.

As a special incentive, the track is offering people age 16 and older who choose to be tested and/or vaccinated the thrill of driving their car or truck on the 2.66-mile track. Drivers and their riders will take two laps behind a pace car at highway speed, including the 33-degree-high banks.

COVID-19 testing is essential in helping to control the spread of COVID-19 by detecting whether an individual has the virus and needs to take precautions to protect others. Preregistration is encouraged but not required to receive COVID-19 testing. Walk-ups are welcome!!!

Vaccines for COVID-19 are highly effective at preventing COVID-19 disease, especially severe illness and death. No registration is needed for vaccination. ADPH's goal is to get COVID-19 vaccine to Alabamians as speedily as possible. Vaccine will be administered by members of the Alabama National Guard, with a public health nurse present. After receiving the vaccine, people will wait 15-minutes to be observed for any rare allergic reactions.

At the drive-through event, all participants will be asked to review educational material about COVID-19 vaccine and sign a consent form. There will also be a consent waiver to participate in taking the laps around the track. Participants must be at least 19 years old with a valid driver's license, car registration in their name, and vehicle insurance. Participants 16 to 18 years old with a valid driver's license must have a parent or legal guardian in the vehicle to sign a minor release form. Links to the consent waivers are below.

- Consent Waiver for ages 19 and older: <https://www.alabamapublichealth.gov/covid19/assets/talladega-consent.pdf>
- Consent Waiver for minors 16 to 18: www.alabamapublichealth.gov/covid19/assets/talladega-minor-consent.pdf
- The racetrack is located just off I-20 at 3366 Speedway Blvd., Lincoln, AL.
- Talladega Superspeedway is offering its facilities in partnership with the Increasing Community Access to Testing program of the U.S. Department of Health and Human Services, its testing provider eTrueNorth, the U.S. Centers for Disease Control and Prevention, the CDC Foundation and ADPH.

Social Media Summary

Meltwater social media search using the following terms: ["Talladega Superspeedway" AND ("Vaccine" OR "Vaccinate" OR "Vaccination" OR "Test" OR "Coronavirus" OR "#RaceToEndCOVID")]. Over the last month, there were 245 mentions by 219 users, with 5.68M impression and a potential reach of 2.77M.

Key Metrics For Twitter

219

Users

245

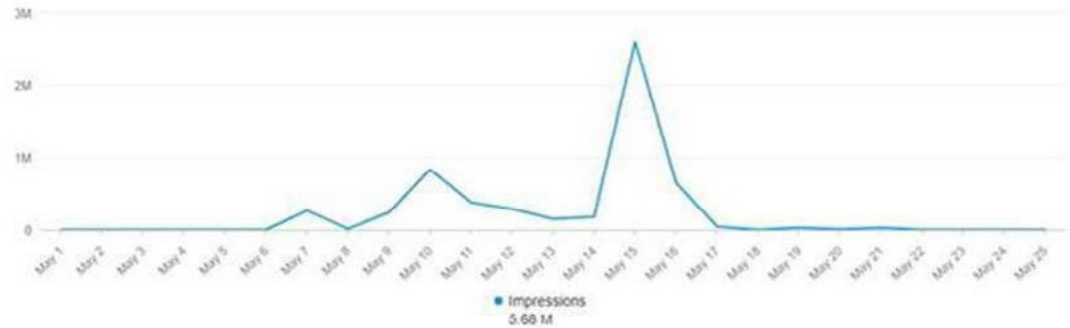
Mentions

5.68M

Impressions

2.77M

Reach



COVID-19 Response

Talladega Superspeedway Vaccination Event Media Coverage May 25, 2021

- In a push to get more AL residents vaccinated, Talladega Superspeedway held a vaccination event May 15th from 9 a.m. until 5 p.m. where the facility offered 2 free laps around the track for those 16 years old or older who got vaccinated or tested (-) at the speedway. [NYDN](#), [CBSSports](#), [KIRO7](#), [USAToday](#), [RocketCityNow](#), [NBC](#), [MSN](#), [Fox5ATL](#)
 - The event was conducted in partnership with by the AL Nat'l Guard, HHS, CDC Foundation, AL DPH, and Talladega Superspeedway.
 - Many outlets praised the incentive. [SBNation](#), [AL](#)
 - SM conversations of the event were largely positive with users primarily posting to promote the event and encourage people to participate. [@B_Hastings_EMA](#), [@SBNation](#), [@hayesblythe](#), [@craigfordtv](#)
 - Many prominent outlets highlighted incentives being offered across the US being used to encourage people to get vaccinated and included the event at Talladega Superspeedway. [WaPo](#), [CBS](#), [RollingStone](#), [People](#), [Guardian](#)

Appendix C: Sample Memorandum of Understanding

Testing to Increase Access Pilot

Memorandum of Understanding between:

[Racetrack A]

AND

[Department of Public Health X]

This Memorandum of Understanding (MOU) sets forth the terms and understanding of a partnership between [Race- track A], and [Department of Public Health X] to implement a pilot event for COVID-19 testing at [Racetrack A].

Background on Public Health Need:

While we continue to see declines in cases, more than 50% of counties in the United States continue to have a high burden of COVID-19. COVID-19 testing, even among people who have no symptoms of COVID-19, provides clear benefits within a community, offering a chance to save lives by reducing community spread of the SARS-CoV-2 virus. As many as half of infected people may not show any symptoms at all. Identifying infected people before they develop symptoms and finding those that may be asymptomatic can provide clear benefits to both the individuals and their communities.

If an individual tests positive early in the course of their illness, they can isolate at home, reducing the chances that others in the community will get sick. This also allows them to obtain treatment sooner, which could reduce the risk of long-term disability or death. For example, one state partner has reported reducing community incidence in a rural area 10-fold by implementing widespread screening testing approximately two times per week in the communities.

Despite the clear benefits, rates of COVID-19 testing are down significantly, including in states where incidence remains high. Barriers to testing may include a lack of ready testing availability within communities, including availability near where community members live and work. Additionally, there are scant incentives to testing and often clear disincentives (such as additional travel, cost, and isolation periods if positive, etc.).

Rapid Testing Events to Increase Access:

[Department of Public Health X] will engage in a partnership with [Racetrack A] to conduct a testing event. This event will take place at [Racetrack A] on [XX/XX/2021]. This event will serve to increase access to testing, by removing barriers and making testing opportunities more a part of everyday life. Significantly, this event will also serve as an opportunity to encourage testing among a population that Health Department A desires to reach. This event will allow Health Department X to rapidly assess participant motivations to test, through intercept interviews on site, and adjust in real time, providing invaluable information on what moves a person from test avoidance to test seeking.

[Racetrack A] is interested in this partnership because it builds upon their expressed and demonstrated commitment to fight the spread of COVID-19. [Racetrack A] is well-suited to support this testing pilot because they have demonstrated a commitment to employing prevention strategies at their races, which all take place outdoors. [Racetrack A] has demonstrated reach into the community by _____. The partnership with [Racetrack A] is intended to reach demographic groups who have low levels of COVID-19 testing.

PURPOSE:

To accomplish the goals of this partnership, the following activities may be conducted at the discretion of the state and other private-sector partners.

- Engaging local and/or national influencers to encourage COVID-19 testing through these events and generally and publicize the event with regional media and on social media;
- Providing an online presence where participants can register for testing; and
- Providing an evaluation team to assess the events and evaluate what motivates a person to seek testing by engaging novel partnerships and incentives.

ROLES AND RESPONSIBILITIES:

[Racetrack A] will (examples ONLY, details will be based on discussion with the track)

- Provide dedicated space in parking lots of the Racetrack for up to 12 hours each testing day (8 hours of testing and 2 hours each for set up and breakdown on days/times to be agreed upon by all partners).
 - Location of the testing project: [Racetrack A] address
- Provide the incentive to participants to test.
- Every vehicle with an individual that is tested will be able to take two laps around the track behind a pace car in their own vehicles.
- Each vehicle/family unit may participate in one experience. It will **not** be possible to allow each adult in the vehicle to participate as the driver, resulting in multiple experiences per car/family unit.
- Drivers must have a valid driver's license, vehicle registration in their name and insurance.
- Drivers under the age of 18 must have a parent or legal guardian in the vehicle and sign the minor waiver form.
- Provide all logistics for lap around the track.
- Support promotion of the testing events using existing channels and will make best effort to conduct outreach to local media.
- Link to the Racetrack website to the dedicated webpage with registration links and information for testing.
- Identify a point of contact (POC) at **[Racetrack A]** who can work directly with the other partners ahead of and during testing days.
- Provide any required security in the parking lots during the testing events.

[Department of Public Health X] will:

- Lead social and traditional media strategies, including planning, outreach and implementation with support from all stakeholders.
- Identify a POC(s) for each site who can work directly with the other partners ahead of the event.

LEGAL AUTHORITY – (States should consult with their legal counsel to populate this section) This MOU is authorized by _____.

PUBLICITY AND ENDORSEMENTS

[Racetrack A] shall not use the name or logo of **[Department of Public Health X]**, or any component agencies, except in factual publicity. Factual publicity includes dates, times, locations, and purposes involved with activities set forth in this MOU. Such factual publicity shall not imply that involvement of or serves as an endorsement of the general policies, activities, or products of **[Racetrack A]** or its vendors; where confusion could result, publicity should be accompanied by a disclaimer to the effect that no endorsement is intended. **[Racetrack A]** will clear all publicity materials for the events with prior to dissemination to ensure compliance with this paragraph.

INTELLECTUAL PROPERTY

This MOU does not, and is not intended to, transfer to any party any rights in any intellectual property of any other party. All parties agree that the material provided by **[Department of Public Health X]** is public domain material that it provides for all purposes, and/or to share with other collaborators/requestors. Per mutual agreement between **[Racetrack A]** and **[Department of Public Health X]**, **[Racetrack A]** grants full permission and a royalty-free, non-exclusive, irrevocable license to and/or to use, reproduce, publish, distribute, and exhibit materials arising from this MOU for use in education, training, and other purposes consistent with or **[Department of Public Health X]**'s mission.

PERSONALLY IDENTIFIABLE INFORMATION

[Racetrack A] will not access, use, or store Personally Identifiable Information obtained pursuant to this MOU.

PUBLIC AVAILABILITY

This partnership MOU shall be made publicly available.

FUNDING

Each party is expected to bear the costs of its participation in this event. Nothing in this MOU shall obligate either party to any current or future expenditure of resources in advance of the availability of appropriations from Congress.

LIABILITY – (States should add in state specific authorities)

Each party will be responsible for its own acts and the results thereof and shall not be responsible for the acts of the other parties and the results thereof. Each party therefore agrees that it will assume all risk and liability to itself, its agents or employees, for any injury to persons or property resulting in any manner from the conduct of its own operations and the operations of its agents or employees under this MOU, and for any loss, cost, damage, or expense resulting at any time from any and all causes due to any act or acts, negligence, or the failure to exercise proper precautions, of or by itself or its agents or its own employees, while conducting activities under and pursuant to this MOU.

GOVERNING LAW – (States should add in any relevant state laws) This MOU shall be governed by...

ENTIRETY

This MOU represents the entire agreement of the parties with respect to the subject matter hereof and supersedes all prior and/or contemporaneous agreements or understandings, written or oral, with respect to the subject matter of this MOU.

EFFECTIVE DATE

This MOU will become effective on the date of the last signatory to the agreement.

REVISIONS/AMENDMENTS

It is understood and agreed that all parties may revise or modify this MOU by written amendment hereto, provided such revisions or modification are mutually agreed upon by all parties.

TERMINATION

This MOU may be terminated by any party with five (5) days advance written notice to the other parties. In the absence of a mutual agreement by authorized officials from [Racetrack A] and [Department of Public Health X] to continue to further this partnership, this MOU shall end on .

APPROVALS

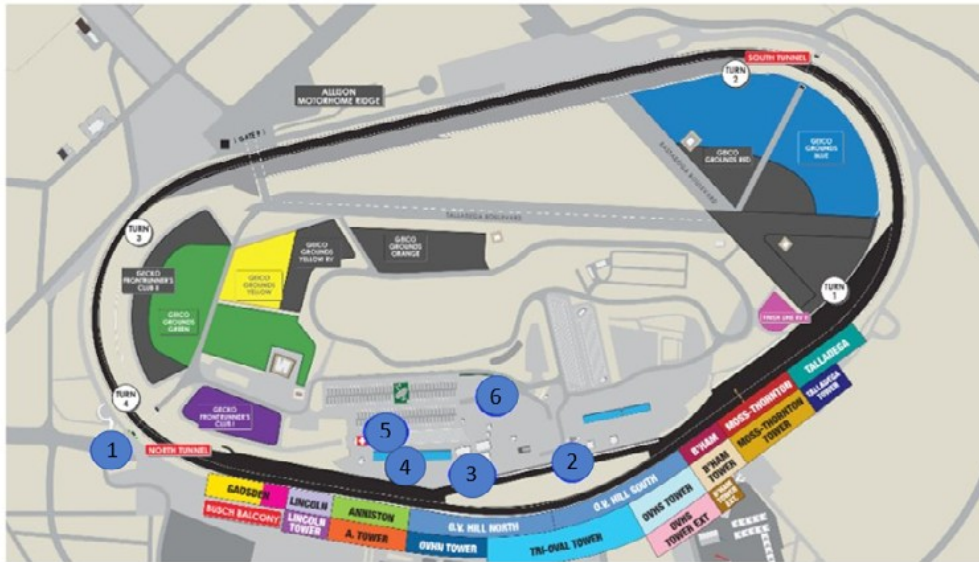
Racetrack President

Date

Department of Public Health State Health Official

Date

Appendix D: Map of Pilot Event Layout



Key Areas

- | | | |
|--|-------------------------|------------------|
| 1. Vehicle Entry/Liability Waiver/ Testing
On-site Registration | 3. Vehicle Track Exit | 6. Staff Parking |
| 2. Vehicle Track Entry Point | 4. Vaccine/Testing area | |
| | 5. Holding Area | |

Appendix E: Pilot Event Social Media Toolkit

<https://www.alabamapublichealth.gov/covid19/talladega.html>

Take Your Victory Laps Around the Track! #RaceToEndCOVID

As a special incentive, the track is offering people age 16 and older with a valid driver's license who choose to be tested and/or vaccinated the thrill of driving their car or truck on the 2.66-mile track. Drivers and their riders will take two laps behind a pace car at highway speed, including the 33-degree-high banks.

Drivers and passengers taking the laps around the track are required to complete a consent waiver (see links below). Drivers 19 and older must have a valid driver's license, car registration in their name and vehicle insurance. Sixteen- to eighteen-year-olds with a valid driver's license MUST have his or her legal guardian sign the minor consent form and be in the vehicle with the driver during the laps. Passengers under the age of 19 will need a parent to sign the minor consent form.

[Consent Waiver for ages 19 and older](#)

[Consent Waiver for minors 18 and under](#)

Vaccination Details

No registration will be needed for vaccination. At the drive-through event, all participants will be asked to review educational material about COVID-19 vaccine and sign a consent form (links above). Free COVID-19 vaccination is provided by the Alabama National Guard in partnership with the Alabama Department of Public Health. Vaccine will be administered by members of the Alabama National Guard, with a public health nurse present. After receiving the vaccine, people will wait 15-minutes to be observed for any rare allergic reactions. Those vaccinated will return to receive their second dose at the speedway.

Testing Registration

Free COVID-19 testing is provided by the U.S. Department of Health and Human Services (HHS) Increasing Community Access to Testing (ICATT) program contractor eTrueNorth. Registration for testing is encouraged but not required. You can register at doineedacovid19test.com.

Talladega Superspeedway is offering its facilities in partnership with the Increasing Community Access to Testing program of the U.S. Department of Health and Human Services, its testing provider eTrueNorth, the U.S. Centers for Disease Control and Prevention, the CDC Foundation and ADPH.

Social Media Messaging

Feel free to download our graphics and share this event using the proposed messaging below on your social media accounts. Use #RaceToEndCOVID on Instagram and Twitter.

- [Facebook cover \(landscape\) 1](#)
- [Facebook cover \(landscape\) 2](#)
- [Facebook cover \(landscape\) 3](#)
- [Facebook cover \(landscape\) 4](#)
- [Square image 1](#)
- [Square image 2](#)
- [Square image 3](#)
- [Square image 4](#)

Facebook Messaging:

Join the race to end COVID-19 on May 15 at Talladega Superspeedway! Get tested or vaccinated and take your victory laps around the track! Visit go.usa.gov/xHwFF for more. In cooperation with: U.S. Department of Health and Human Services, CDC Foundation, and Alabama National Guard.

Tag @TALLADEGA, @HHS, @CDCFoundation and @alabama.national.guard in your post.

Instagram Messaging:

Join the race to end #COVID19 on May 15 @talladega! Get tested or vaccinated at Talladega Superspeedway and take your victory laps around the track! Visit go.usa.gov/xHwFF for more. #RaceToEndCOVID @HHSGov @CDCFound

#COVID #coronavirus #COVID19Vaccine #COVID19Test #Talladega #TalladegaSuperspeedway #TalladegaAlabama

Twitter Messaging:

Join the race to end #COVID19 on May 15 @TALLADEGA! Get tested or vaccinated at Talladega Superspeedway and take your victory laps around the track! Visit go.usa.gov/xHwFF for more. #RaceToEndCOVID @HHSGov @CDCFound @AlabamaNG

Page last updated: May 7, 2021

Appendix F: CDC Pilot Incentives Evaluation Sample Instrument

Incentives Evaluation for Improving COVID-19 Antigen Testing

Thank you for your help with this important survey. This should only take about 5-8 minutes of your valuable time. The information you share about your COVID-19 testing experience today will help with decisions on public health efforts to slow the spread of COVID-19 in communities.

Taking the survey is optional and your answers will be kept confidential. If you do not want to answer a question, you can skip that question.

Thank you again for your participation.

Testing Location: _____

Throughout the survey, the reset button will allow you to erase your response and select another option.

1. Are you willing to participate in this survey?
 - Yes
 - No

2. Do you live within 5 miles of this location?
 - Yes
 - No
 - Unsure

3. What is your reason(s) for being tested for COVID-19 today? Select all that apply.
 - Incentive/Gift
 - Convenient location
 - Convenient time
 - I have COVID-19 related symptoms
 - Want to be tested to know my status
 - No reason/Do not know

4. If a reason for being tested for COVID-19 today was the gift or incentive, where did you hear about the incentive? (Select all that apply)
 - Advertisement on radio
 - Advertisement on TV
 - Advertisement on the internet
 - Flyer in the community
 - Flyer at store/venue
 - At the store/venue (ex. Store/venue staff, announcement on speaker system)
 - Testing staff mentioned the incentive while enrolling for test
 - Do not remember

5. Would you get tested again if NO incentive was offered?

- Yes, definitely
- Yes, if it is convenient
- Maybe
- No

6. Would you get tested again if the same incentive was offered?

- Yes, definitely
- Yes, if it is convenient
- Maybe
- No

7. Have you been previously tested for COVID-19?

- No (If selected, go to question 10)
- Yes, tested positive
- Yes, but never tested positive
- Yes, but results were inconclusive
- Yes, but haven't gotten the results yet
- Do not know (If selected, go to question 10)

8. How many times were you previously tested?

- Once
- 2-5 times
- 5-9 times
- More than 10 times
- Do not know

9. When were you last tested?

- Less than 3 months ago
- 3 to 6 months ago
- 7 to 11 months ago
- 12 months ago
- Do not know

10. Only answer if you have never tested for COVID-19. What are some reasons why you have not been tested? Select all that apply.

- Did not have COVID-19 symptoms
- Have not been exposed to anyone with COVID-19
- The test might be uncomfortable or painful
- Did not know where to get tested
- Distance to the testing location is too far
- The hours of the testing location are inconvenient
- Long waiting lines at testing location
- Getting tested costs money
- I cannot/do not want to isolate if I tested positive
- Others might avoid me or tease me
- None of the above

11. In the last 14 days, have you had close contact with a person who was visibly ill or who had a positive COVID-19 test?

- Yes
- No
- Do not know

12. Have you ever received a dose of a COVID-19 vaccine?

- Yes
- No
- Do not know

13. Do you currently describe yourself as male, female, or transgender?

- Male
- Female
- Transgender
- None of these

14. Do you consider yourself of Hispanic or Latino descent?

- Hispanic or Latino
- Not Hispanic or Latino

15. How do you describe your race? Select all that apply.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

16. What is your employment status?

- Working full time
- Working part time
- Temporary employment
- Not working

17. What is your age range in years?

- 18 to 24
- 25 to 34
- 35 to 54
- 55 to 64
- 65 to 79
- ≥ 80

18. How satisfied are you with your COVID-19 testing experience today?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly dissatisfied

Appendix G: Pilot On-Site Event Rules Example

[Pilot event rules example](#)

RACE TO END COVID: TALLADEGA DRIVE

- Date: Saturday, May 15, 2021
- Time: 9:00 a.m. to 5:00 p.m. CT
- Must agree to be COVID tested and/or vaccinated to participate in lap event.
- RACE TO END COVID: TALLADEGA DRIVE constitutes two laps, one vehicle, and as many occupants as there are seatbelts.
- All track rides will be paced single file at highway speed by Talladega Superspeedway staff. No vehicles allowed on the top lane of the speedway. No passing allowed!
- No motorcycles, tractor trailers, recreational vehicles, etc. may be used for track rides.
- All vehicles must have a valid license plate and all drivers must have a valid driver's license and vehicle registration.
- Drivers who are minors (Under 19 years of age) with valid driver's license must be accompanied by parent or legal guardian during the lap event and execute the Minor Waiver form.
- All participants are required to remain in their personal vehicle at all times.
- Vehicles deemed unsafe by TSS Staff will not be allowed onto race track for track drive.
- Once you enter the TSS Infield through the North Tunnel (Turn 4 Tunnel), please proceed to the staging area. The road will be marked by signage and traffic cones.
- No public restrooms available for participants.
- Face covering required for entry.
- Maintain distance between your party and others.

Appendix H: Pilot Promotional Flyer Example

[Promotional flyer](#)

**RACE TO
END COVID**

FREE COVID-19 TESTING AND VACCINATION Saturday, May 15, 2021
9:00am-5:00pm
Talladega Superspeedway
3366 Speedway Blvd.
Lincoln, AL

DRIVE-THRU AND WALK-UP AVAILABLE

People age 16 and older with a valid driver's license who get tested or vaccinated can take two paced laps around the track in their car or truck!

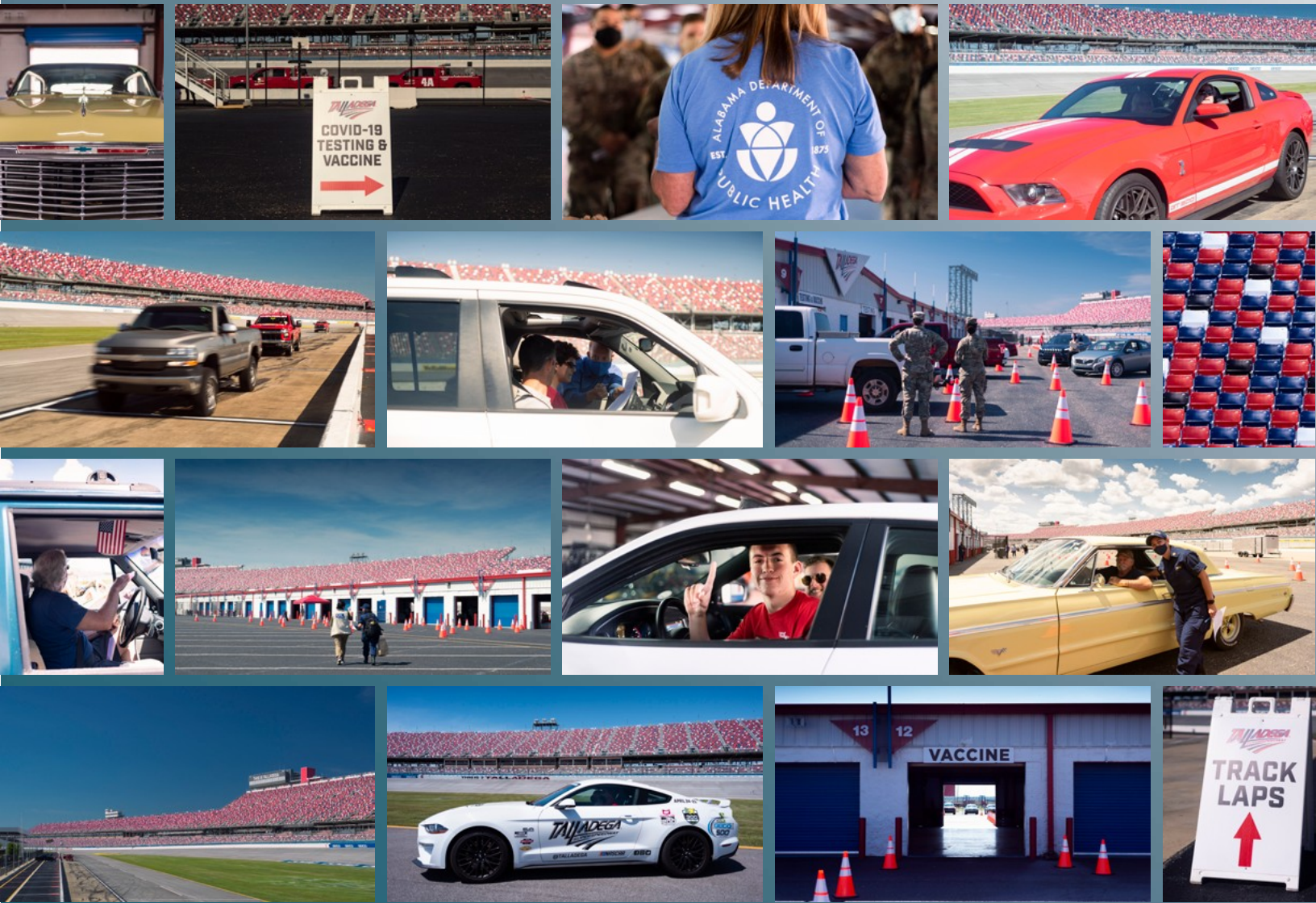
For Full rules and regulations For laps around the track, visit www.alabamapublichealth.gov/covid19/talladega.html



Free COVID-19 Testing is provided by the U.S. Department of Health and Human Services (HHS) Increasing Community Access to Testing (ICATT) program contractor eTrueNorth. Free COVID-19 Vaccination is provided by the Alabama National Guard in partnership with the Alabama Department of Public Health.





Photography by Ryan Johnson and CDC Foundation



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

cdc.gov/coronavirus