



Coronavirus Disease 2019

Interim COVID-19 Contact Tracing Communications Toolkit for Health Departments

Updated June 17, 2020

This page will be updated as new resources become available.

Main Message

We all need to work together with health departments to help slow the spread of COVID-19. Contact tracing and self-quarantining of people with COVID-19 and close contacts are critical to help slow transmission of COVID-19 in our communities.

The messages in this toolkit use COVID-19, but you may want to use “coronavirus” instead of COVID-19 if that’s the term most often used in your community.

Health Marketing Messaging Examples

Consider developing promotional messages to incorporate in communications to your community. Examples are included below.

- Answer the call to slow the spread.*
- Now that we’ve worked together to flatten the curve, it’s time to slow the spread of COVID-19.
- Cancel COVID.
- Choose to be part of the solution: slow the spread.

* Credit: [Massachusetts Community Tracing Collaborative](#). [↗](#)

Talking Points

- **General Messages**
 - We all need to work together with health department staff to slow the spread of COVID-19.
 - Now that we’ve worked together to flatten the curve, it’s time to slow the spread of COVID-19.
 - Be part of the solution to slow the spread.
 - Help your health department slow transmission in your community.
 - Your actions make all of us safer. Public health workers are here to help slow the spread of COVID-19.
- **Messages for people who have been diagnosed with COVID-19**
 - If you are diagnosed with COVID-19, an employee (case investigator) from the health department might call you to check-in on your health, discuss who you’ve been in contact with and, and ask you to stay at home to self-isolate.
 - Unless you give permission, your name will not be revealed to those you came in contact with, even if they ask.
 - The health department will ask you to stay at home and **self-isolate**.
 - Self-isolation means staying at home in a specific room away from other people and pets, and using a separate bathroom, if possible.
 - Self-isolation is critical to protecting those who you live with as well as your community.

- Self-isolation helps slow the spread of COVID-19 and can help keep your friends and neighbors healthy.
 - If you need support or assistance while self-isolating, then your health department or community organizations may be able to provide assistance.
- Seek medical care if symptoms become severe. Severe symptoms include trouble breathing, persistent pain or pressure in the chest, confusion, inability to wake or stay awake, or bluish lips or face.
- **Messages for Close Contacts of someone with COVID-19**
 - If you have been in close contact with someone with COVID-19, an employee from the health department (contact tracer) might call to inform you that you've been exposed. They will ask you to stay at home and self-quarantine.
 - Close contact means you were within 6 feet of a person with COVID-19 for at least 15 minutes.
 - You should stay at home and self-quarantine for 14 days, starting from the most recent day that you were possibly exposed to COVID-19. The contact tracer will inform you of the dates of your self-quarantine.
 - Self-quarantine means staying home, monitoring yourself, and maintaining social distancing (at least 6 feet from others at all times). You should remain in a specific room separate from other non-exposed people and pets in your home, and use a separate bathroom, if possible.
 - If you need to be around other people or animals in or outside of the home, wear a cloth face covering. This will help protect the people around you.
 - If you need support or assistance with self-quarantine, then your health department or community organizations may be able to provide assistance.
 - Self-quarantine helps slow the spread of COVID-19 and can help keep your friends and neighbors healthy.
 - You should monitor yourself for any symptoms of COVID-19 and notify your health department if you develop symptoms. Seek medical care if symptoms become severe. Severe symptoms include trouble breathing, persistent pain or pressure in the chest, confusion, inability to wake or stay awake, or bluish lips or face.
- **Key Actions**
 - Pick up the phone when your health department calls.
 - Follow health department guidance.
 - Notify your healthcare provider if you become ill.
 - Call your healthcare provider if you start to feel ill and you have not been tested for COVID-19.
 - If you have been in close contact with someone with COVID-19, you should stay at home and self-quarantine for 14 days, starting from the most recent day that you were possibly exposed to COVID-19. Monitor yourself, and maintain social distancing (at least 6 feet) from others at all times.
 - Notify those who you had close contact with recently if you become ill.
 - Know what symptoms mean you need to go to the hospital right away.
 - Seek medical care if symptoms become severe. Severe symptoms include trouble breathing, persistent pain or pressure in the chest, confusion, inability to wake or stay awake, or bluish lips or face.
- **The bottom line:** Making a choice to help your health department in the fight against COVID-19 keeps you, your family, and your community safe.
- **Messages around stigma**
 - People can fight stigma by providing social support in situations where you notice this is occurring.
 - Stigma affects the emotional or [mental health](#) of stigmatized groups and the communities they live in.
 - Stopping stigma is important to making communities and community members resilient. See [resources on mental health and coping during COVID-19](#).
 - Everyone can help stop stigma related to COVID-19 by [knowing the facts](#) and sharing them with others in your community.

Sample Public Service Announcements

15 second

The [*insert health department name*] is working hard to slow the spread of COVID-19. If you have been exposed, we will call you and ask you to self-quarantine at home based on when you were exposed. Help us slow transmission and **answer the call to slow the spread**.

30 second

The *[insert health department name]* is working hard to slow the spread of COVID-19. If you have been exposed to COVID-19, we will call you to notify you. You should self-quarantine at home and follow our instructions. Making a choice to help us in the fight against COVID-19 keeps you, your family, and your community safe. Help us slow transmission and **answer the call to slow the spread**. For more information, visit *[insert URL]*. This is a message from the *[insert health department name]*.

Additional COVID-19 Public Service Announcements

- COVID-19 Everyday Prevention Actions
 - [English](#) 
 - [Spanish](#)
- COVID-19 Readiness
 - [English](#) 
 - [Spanish](#)
- Cleaning and Disinfecting Surfaces
 - [English](#) 
 - [Spanish](#) 

Sample Graphics



CONTACT TRACING SLOWS THE SPREAD OF COVID-19



1200x1200

[Download the image](#) [JPG - 163 KB]

CONTACT TRACING SLOWS THE SPREAD OF COVID-19



1200x675

[Download the image](#) [JPG - 121 KB]

CONTACT TRACING SLOWS THE SPREAD OF COVID-19



1200x1200

Download the image  [PNG - 134 KB]

CONTACT TRACING SLOWS THE SPREAD OF COVID-19



1200×675

[Download the image](#) [PNG - 181 KB]

Sample Social Media Posts

Twitter

- We can work together to help slow the spread of #COVID19. You can do your part by answering your phone if the health department calls and self-quarantining if ill or exposed. Learn more: [\[insert link\]](#).
- You can help your health department in the fight against #COVID19 to help keep you, your family, and your community safe. Answer the call to slow the spread.
- If you have been in close contact with someone with #COVID19, someone from [\[insert health department name\]](#) might call you to inform you that you've been exposed and ask you to stay at home and self-quarantine. Answer the call to slow the spread.
- If a contact tracer contacts you and says you've been exposed to #COVID19, plan to self-quarantine for 14 days. Stay home, remain in a room separate from other non-exposed people and pets in your home, and use a separate bathroom, if possible.
- Contact tracing is essential to slowing the spread of #COVID19. Any information collected by public health workers is confidential. Learn more about how contact tracers will work with you to help slow the spread of COVID-19 [\[insert link\]](#).
- Contact tracing is essential to slowing the spread of #COVID19. If you have COVID-19, public health workers won't reveal your identity to your close contacts, even if they ask. Help us slow the spread of COVID-19.
- If you are sick with #COVID19, someone from [\[insert health department name\]](#) might contact you to check on your health, discuss who you've been in contact with and ask you to stay at home to self-isolate. Answer the call to slow the spread.

Facebook

- We can work together to help slow the spread of COVID-19. If you have been exposed to someone with COVID-19, we will call you and ask you to self-quarantine at home for 14 days from the day that you were exposed. Do your part to keep your family and your community safe: answer the call to slow the spread.

- If you have been in close contact with someone with COVID-19, someone from [*insert health department name*] might call you to inform you that you've been exposed and ask you to stay at home and self-quarantine. Staying at home helps keep you, your family, and your community safe. Choose to be part of the solution and help us slow the spread of COVID-19.
- If you are sick with COVID-19, someone from [*insert health department name*] might call you to check on your health, discuss who you've been in contact with and ask you to stay at home to self-isolate. This information is collected for health purposes only and will not be shared with any other agencies, like law enforcement or immigration. Your name will not be revealed to those you came in contact with, unless you give permission. Do your part to keep your family and your community safe from COVID-19: answer the call to slow the spread.
- If you are sick with COVID-19, plan to self-isolate for 14 days. Self-isolation means staying at home in a room away from other people and pets, and using a separate bathroom, if possible. Self-isolation is critical to protecting those who you live with, as well as your community. If you need support or assistance while self-isolating, we may be able to assist. Choose to be part of the solution and help us slow the spread of COVID-19.
- If you have been in close contact with someone with COVID-19, an employee from [*insert health department name*] might call you to inform you that you've been exposed and ask you to stay at home and self-quarantine. Choose to be part of the solution and help us slow the spread of COVID-19

Questions & Answers

What information will you share with people I've had close contact with?

We will only notify your close contacts that they might have been exposed to COVID-19. Your name will not be revealed to those you came in contact with, unless you give permission.

I feel fine. Why should I stay at home?

People with COVID-19 can still spread the virus even if they don't have any symptoms. If you came in close contact with someone who had COVID-19, it is critical that you stay home for 14 days from the last day that you were in close contact with that person. Staying home and distancing (at least 6 feet) from others at all times helps your health department in the fight against COVID-19 keeps you, your family, and your community safe.

What do I do if I feel sick?

If you become ill, notify your family and friends who you had close contact with recently. Notify anyone who you were within 6 feet of for 15 minutes or more in the two days before you first developed COVID-19 symptoms. Seek emergency care if you have trouble breathing, persistent pain or pressure in your chest, confusion, inability to wake or stay awake, or bluish lips or face.

Additional Considerations

In order to ensure community engagement and trust, health departments should be prepared to provide answers to some of the following questions based on jurisdiction-specific policies and resources. Please tailor these messages as appropriate.

- How can I be sure that my health information is secure?
- How will my health information be used?
- How long will my health information be stored and protected?
- Will the health department share information with others?
- How do I know that the person calling is from the health department?
- What options or opportunities are there for quarantine and isolation for those who are unable to self-isolate at home?
- If I need help with self-isolating and self-quarantining, what services are offered?
- What financial assistance is available for people who are asked to stay home but can't telework or don't have sick leave?

Additional Resources

What you should know about COVID-19 to protect yourself and others

Know about COVID-19

- Coronavirus (COVID-19) is an illness caused by a virus that can spread from person to person.
- The virus that causes COVID-19 is a new coronavirus that has spread throughout the world.
- COVID-19 symptoms can range from mild (or no symptoms) to severe illness.

Know how COVID-19 is spread

- You can become infected by coming into close contact (about 6 feet or less arm's length) with a person who has COVID-19. COVID-19 is primarily spread from person to person.
- You can become infected from respiratory droplets when an infected person coughs, sneezes, or talks.
- You may also be able to get it by touching a surface or object that has the virus on it, and then by touching your mouth, nose, or eyes.

Practice social distancing

- Buy groceries and medicine, go to the doctor, and complete banking activities online when possible.
- If you must go in person, stay at least 6 feet away from others and distract items you must touch.
- Get deliveries and takeout, and limit in-person contact as much as possible.

Prevent the spread of COVID-19 if you are sick

- Stay home if you are sick, except to get medical care.
- Avoid public transportation, ride-sharing, or taxis.
- Separate yourself from other people and pets in your home.
- There is no specific treatment for COVID-19, but you can seek medical care to help relieve your symptoms.
- If you need medical attention, call ahead.

Protect yourself and others from COVID-19

- There is currently no vaccine to protect against COVID-19. The best way to protect yourself is to avoid being exposed to the virus that causes COVID-19.
- Stay home as much as possible and avoid close contact with others.
- Wear a cloth face covering that covers your nose and mouth in public settings.
- Clean and disinfect frequently touched surfaces.
- Wash your hands often with soap and water for at least 20 seconds, or use an alcohol-based hand sanitizer that contains at least 60% alcohol.

Know your risk for severe illness

- Everyone is at risk of getting COVID-19.
- Older adults and people of any age who have serious underlying medical conditions may be at higher risk for more severe illness.

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Prevent the spread of COVID-19 if you are sick 

Additional Languages:

Amharic  | Arabic  | Burmese  | Dari  | Farsi  | French  | Haitian Creole  | Karen  | Kinyarwanda  | Korean  | Nepali  | Pashto  | Portuguese  | Russian  | Simplified Chinese  | Somali  | Spanish  | Swahili  | Tagalog  | Tigrinya  | Thai  | Ukrainian  | Vietnamese 

Guidance for Large or Extended Families Living in the Same Household

Older adults and people of any age who have serious underlying medical conditions are at higher risk for severe illness from coronavirus disease 2019 (COVID-19). If your household includes people in these groups, those all family members should act as if they, themselves, are at higher risk. This can be difficult if space is limited for large or extended families living together. The following information may help you protect those who are most vulnerable in your household.

This document explains how to:

- Protect the household when you leave for errands
- Protect household members at high risk for severe illness
- Protect children and others from getting sick
- Care for a household member who is sick
- Isolate a household member who is sick
- Eat meals together and feed a sick household member

How to protect the household when you must leave the house

Don't leave the household unless absolutely necessary!

For example, only leave if you must go to work, the grocery store, pharmacy, or medical appointments that cannot be delayed (such as for infants or for people with serious health conditions). Choose one or two family members who are not at higher risk for severe illness from COVID-19 to do the needed errands. If you must leave the household, follow these nine tips:

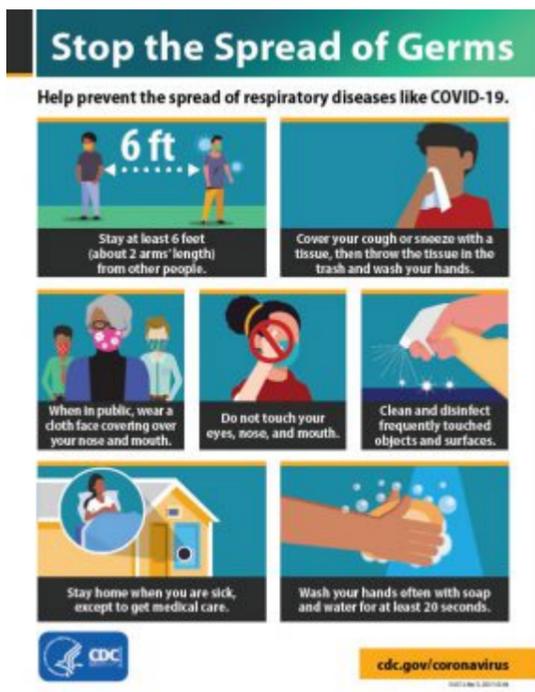
1. Avoid crowds, including social gatherings of any size.
2. Keep at least 6 feet away from other people.
3. Wash your hands often.
4. Don't touch frequently touched surfaces in public areas, such as elevator buttons and handrails.
5. Don't use public transportation, such as the train or bus, if possible. If you must use public transportation,
 - Maintain 6 feet of distance from other passengers as much as possible.
 - Avoid touching frequently touched surfaces such as handrails.
 - Wash your hands or use hand sanitizer as soon as possible after leaving public transportation.
6. Don't ride in a car with members of different households.
7. Wear a cloth face covering to help slow the spread of COVID-19.
 - Cloth face coverings fashioned from household items or made at home from common materials at low cost can be used as an additional, voluntary public health measure. Information about the use of cloth face coverings is available at www.cdc.gov/coronavirus/2019-ncov/protect-getting-sick/ty-cloth-face-coverings.html.

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Guidance for Large or Extended Families Living in the Same Household 

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Stop the Spread of Germs

Additional Languages:

Spanish



10 things you can do to manage your COVID-19 symptoms at home

Additional Languages:

Chinese | Korean | Spanish | Vietnamese | Amharic | Arabic | Burmese | Dari | Farsi | French | Haitian-Creole | Karen | Kinyarwanda | Nepali | Pashto | Portuguese | Russian | Somali | Swahili | Tagalog | Tigrinya | Ukrainian

Symptoms of Coronavirus (COVID-19)

Know the symptoms of COVID-19, which can include the following:



Symptoms can range from mild to severe illness, and appear 2-14 days after you are exposed to the virus that causes COVID-19.

***Seek medical care immediately if someone has emergency warning signs of COVID-19.**

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

This list is not all possible symptoms. Please call your medical provider for any other symptoms that are severe or concerning to you.

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Symptoms of Coronavirus (COVID-19)

Additional Languages:

Amharic  | Arabic  | Burmese  | Dari  | Farsi  | French  | Haitian Creole  | Karen  | Korean  | Kinyarwanda  | Kunama  | Nepali  | Oromo  | Pashto  | Portuguese  | Russian  | Simplified Chinese  | Somali  | Spanish  | Swahili  | Tagalog  | Thai  | Tigrinya  | Ukrainian  | Vietnamese 

Important Information About Your Cloth Face Coverings

Print Resources Web Page: <https://www.cdc.gov/coronavirus/2019-ncov/communication/print-resources.html>

As COVID-19 continues to spread within the United States, CDC has recommended additional measures to prevent the spread of SARS-CoV-2, the virus that causes COVID-19. In the context of community transmission, CDC recommends that you:

-  **Stay at home as much as possible**
-  **Practice social distancing (remaining at least 6 feet away from others)**
-  **Clean your hands often**

 **In addition, CDC also recommends that everyone wear cloth face coverings when leaving their homes, regardless of whether they have fever or symptoms of COVID-19. This is because of evidence that people with COVID-19 can spread the disease, even when they don't have any symptoms.** Cloth face coverings should not be placed on young children under age 2, anyone who has trouble breathing, or is unconscious, incapacitated, or otherwise unable to remove the mask without assistance.

How cloth face coverings work

Cloth face coverings may prevent the person wearing the mask from spreading respiratory droplets when talking, sneezing, or coughing. If everyone wears a cloth face covering when out in public, such as going to the grocery store, the risk of exposure to SARS-CoV-2 can be reduced for the community. Since people may spread the virus before symptoms start, or even if people never have symptoms, wearing a cloth face covering may protect others around you. Face coverings worn by others may protect you from getting the virus from people carrying the virus.



General considerations for the use of cloth face coverings

When using a cloth face covering, make sure:

- The mouth and nose are fully covered
- The covering fits snugly against the sides of the face so there are no gaps
- You do not have any difficulty breathing while wearing the cloth face covering
- The cloth face covering can be tied or otherwise secured to prevent slipping



Wash your cloth face covering after each use in the washing machine or by hand using a bleach solution. Allow it to completely dry.

For more information, go to: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-to-make-cloth-face-covering.html>

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Important Information About Your Cloth Face Coverings

Additional Languages:

[Spanish](#) 

Related Links

*Content describing non-CDC tools on this site is provided for informational purposes only and is **not intended to indicate endorsement**, actual or implied, of the tools. Additionally, information on this site is provided “as is,” for users to evaluate and make their own determination as to their effectiveness.*

[Federal Trade Commission: COVID-19 contact tracing text message scams](#) 

[Resolve to Save Lives: COVID-19 Contact Tracing Playbook Communications Webpage](#) 

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