**Appendix D: Widespread Notifications following COVID-19 Exposures**

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# Social Media Template for exposures

For clusters that occur in organized, public facing locations such as bars or clubs, places of worship, or retail stores, using social media to notify all potentially exposed patrons or members is often the fastest and most effective way to notify everyone. Posting a message like the below on the local health department’s website and through the organizations social media is suggested:

Hi everyone,

At our recent [event] on [date] we learned that there was a person infectious with COVID in attendance. In the effort to try to keep everyone safe and informed, we are letting you all know early, and hopefully we can all get tested quickly to prevent any further spread.

You should get yourself tested as soon as you can by visiting a state testing site or ordering a self-test kit, you can get them at local pharmacies or online through places like Amazon or Walmart.

If you have any symptoms, you should also stay home to keep our community safe! Thanks everyone!

# "DIY contact tracing" for social gatherings

This approach can be used for social gatherings or other types of groups where the case is unwilling to provide names/phone numbers to us. It standardizes the message and gives people a way to access public health support and information.

1. Modify the template on the next page for the situation. Add your name and email address, since you will be the focal point for all communications from the event participants.
2. Send the email template to the case and ask them to forward to the event participants (email or text message).

## Email for social gatherings—for close contacts that need to be quarantined.

[Dear XXX],

This email is to let you know that [someone at event X] tested positive for COVID-19. After discussing with a state contact tracer, I'm pretty sure we were all exposed on [date] at the [event]. You need to get tested and quarantine. Please don't go to work, or see other family or friends until you have completed quarantine. If you develop symptoms, even after a negative test, please get retested. We all have to do our parts in keeping the spread of COVID low in the community.

The contact tracer gave me the following links:

* [insert test site finder here]
* [insert local quarantine and isolation guidance here]

If you have any questions, please email the state contact tracer, [Name and email]. They can help if you have questions about this event, or if you need help staying at home during quarantine.

There is more information about COVID-19 prevention and treatment on the [insert local guidance website here] that you can read if you have questions.

Sorry for the bad news, but if we all stay home and get tested, we can prevent more transmission from occurring in the community, so please get tested- even if you’re asymptomatic or vaccinated! I know this is a difficult email to receive, but I wanted to make sure you were able to get tested ASAP and take precautions necessary to protect your family, friends, and colleagues.

I’m here if you need anything, hopefully we’ll all get through this in a few days!

[Attendee]

# "DIY contact tracing" for very organized entities

This approach can be used selectively for certain entities like businesses and sports leagues, if you feel that they are very well organized and committed to testing and tracing.

Empowering business owners and other points-of-contact to have respond quickly and communicate openly about COVID-19 keeps the community healthy. The best way to interrupt an outbreak, is to tell everyone immediately- not just those who are deemed to be close contacts. It’s also important that everyone gets tested, regardless of symptoms and vaccination.

Business owners and points-of-contact who are engaged with public health and COVID-19 response can identify a point person who can take charge of these communications, and in doing so, interrupt chains of transmission quickly so as to be minimally disruptive to business operations.

1. Figure out who is going to be the focal point for all communications.
2. Prepare an outbreak response plan including widespread notifications to the entire location. Make sure the point of contact understands the importance of this: widespread notifications stops outbreak transmission!
3. Identify a secure method of sharing information with the POC. This could be a google doc, Microsoft SharePoint, secure email, or Fax machine.
   1. The list should contain everyone in the team or workplace.
   2. Name, phone number, email response, test result, test date, etc.
4. Check in with the focal point regularly.
   1. Has everyone been notified?
   2. How many close contacts were identified/quarantined?
   3. Who has been tested?
   4. Have there been any new cases?
5. Update the focal point of any testing and vaccination resources nearby. They can help to have conversations about testing and vaccination with staff, and refer them to these locations following outbreaks and exposures.

## Email for businesses to non-close contacts that were exposed and should get tested (same as in Business Protocols).

Hello,

This email is to inform you of a potential exposure to COVID-19 at [location] on [date] and to request that you get tested as soon as possible.

We recently learned that at [times] on [date] a person with COVD-19 visited [location]. We have communicated with the Local Board of Health about this exposure and are following Department of Public Health guidelines to protect our employees and customers.

At this time, you have not been identified as a close contact, but it is still strongly recommended that you get yourself tested due to your possible exposure. To protect your family and friends, you should get tested regardless of symptoms and vaccination on [date- 5 days after exposure] or later.

If you develop any of the following symptoms you should isolate yourself immediately and call a physician to determine if you should be tested for COVID-19:

* Fever (100.0° Fahrenheit or higher), chills, or shaking chills (CDC has lowered the temperature from 100.4 to 100.0)
* Cough (not due to other known cause, such as chronic cough)
* Difficulty breathing or shortness of breath
* New loss of taste or smell
* Sore throat
* Headache when in combination with other symptoms
* Muscle aches or body aches
* Nausea, vomiting, or diarrhea
* Fatigue, when in combination with other symptoms
* Nasal congestion or runny nose *when in combination with other symptoms*

There is more information about COVID-19 prevention and treatment on the [insert local guidance website here] that you can read if you have questions. Additionally, these websites can help to find testing and vaccination locations near to you:

* [insert test site finder here]
* [insert vaccination site finder here]

Another testing option is Pixel LabCorp, which can send a PCR test right to your home. It takes about 3 days to get the test, but you can self-administer and return the test through FedEx pick-up or a FedEx drop-box. If you meet eligibility criteria, Pixel can be free and does not require insurance.

Remember: even some of the lesser symptoms, headache/nasal congestion/sore throat can be signs of COVID-19, even in vaccinated individuals. With the presence or development of any sign or symptom, you should get tested for COVID-19.

Thank you for your understanding,

[Business owner]

## Voicemail script for non-close contacts that were exposed and should get tested:

Hello, my name is \_\_\_\_\_. I’m calling from the [organization] on the COVID-19 response. We are calling to inform you that you may have been recently exposed to COVID-19. At this time, you have not been identified as a close contact, but it is still recommended you get tested due to your possible exposure and seek vaccination. Please get tested even if you are not experiencing symptoms, and even if you are vaccinated. This is important in stopping the spread of COVID-19 in the community. If you would like more information, please call [number]. Once again, the phone number to call us back is [number]. Thank you for your response to this important public health matter.