

DFW COVID-19 Prevalence Study

COMMUNITY OUTREACH TOOLKIT

Thank you for your willingness to help promote participation in the **DFW COVID-19 Prevalence Study**. We have prepared this toolkit with materials you can use to promote the study within your organizations and areas of influence. This toolkit includes:

- Talking points
- An email message
- Newsletter and/or web copy
- Social media assets
- Flyer
- Frequently Asked Questions

We have attached an electronic copy of the flyer, and will also be delivering flyers to you for posting and distribution.

Thank you again for your support of this important study.

TALKING POINTS

Use the following talking points when discussing the study with your organization:

- UT Southwestern and Texas Health Resources are conducting a study to find out how common COVID-19 is in Dallas and Tarrant counties, and I would like to encourage everyone to participate in this important study.
- We are calling for volunteers to participate by visiting www.utswmed.org/covidstudy and completing a brief survey.
- After answering a few questions, some people will then be offered free COVID-19 testing and a \$20 gift card; others will be offered a longer survey. Every 50th person who submits a completed survey will receive a \$20 gift card.
- Your participation is important and will help impact decisions that affect you and your family, such as returning to school, returning to work and returning to our faith communities.
- Your participation and answers will be private and only shared with those doing the study.
- I encourage you to log on to www.utswmed.org/covidstudy, take the survey, and help make a difference in our community.

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EMAIL MESSAGE

I would like to encourage you to join the **DFW COVID-19 Prevalence Study** being conducted by UT Southwestern and Texas Health Resources. The study is designed to help researchers better understand how common COVID-19 is in Dallas and Tarrant counties. Your participation will help guide decisions being made in our communities to keep you and your family safe and healthy.

To participate in the study, visit www.utswnmed/covidstudy and complete a brief survey. Some people will then be offered free COVID-19 testing and a \$20 gift card. Others will be offered a longer survey. Every 50th person who submits a completed survey will receive a \$20 gift card.

Your participation and answers to the survey will be kept **private** and only shared with the study team. Your name will **not** be listed in any study reports. Reports will sum up the findings of all who volunteered for the study. We will share the reports with you and community leaders on the website above.

Thank you in advance for helping our community fight COVID-19. You can find information about COVID-19 and community resources [here](#).

NEWSLETTER COPY

(see next page)

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NEWSLETTER COPY

Cut and paste the following messages in your organization's newsletter or post it on your organization's website. (Please use message 1 first and message 2 several weeks later.)

MESSAGE 1:

Help Fight COVID-19

Join the **DFW COVID-19 Prevalence Study** to help researchers better understand how common COVID-19 is in Dallas and Tarrant counties. By volunteering, you will help guide decisions being made in our communities to keep you and your family safe and healthy. The study is being conducted by UT Southwestern and Texas Health Resources.

To participate in the study, visit www.utswmed.org/covidstudy and complete a brief survey.

- Some people will then be asked to complete a brief survey, and offered free COVID-19 testing and a \$20 gift card.
- Others will be asked to complete a 10-minute survey about their experience during the COVID-19 pandemic. Every 50th person who submits a completed survey will receive a \$20 gift card.

Your participation will help us get back to school, get back to work and get back to our faith communities.

MESSAGE 2:

Time is Running Out: Join COVID-19 Study Today

Join the **DFW COVID-19 Prevalence Study** today to help researchers better understand how common COVID-19 is in Dallas and Tarrant counties. Your participation will help guide decisions being made in our communities to keep you and your family safe and healthy. The study is being conducted by UT Southwestern and Texas Health Resources.

To participate in the study, visit www.utswmed.org/covidstudy and complete a brief survey.

- Some people will then be asked to complete a 10-minute survey, and offered free COVID-19 testing and a \$20 gift card.
- Others will be asked to complete an additional 10-minute survey about their experience during the COVID-19 pandemic. Every 50th person who submits a completed survey will receive a \$20 gift card.

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Your participation will help us get back to school, get back to work and get back to our faith communities.

SOCIAL MEDIA

Twitter

- Tweet 1:
Let's get back. #BacktoSchool. Back to work and back to #church. By participating in the DFW #COVID Study, you can help your community and your family get back to their lives. Click to learn more: utswmed.org/covidstudy #dfwanswerthecall #covid19 @utswnews @texashealth



- Tweet 2:
Your participation in the DFW #COVID Study can help us understand where the #virus is spreading and why some people are affected worse than others. Click here to learn how you can contribute to this life-saving effort, for your family and community: utswmed.org/covidstudy. #dfwanswerthecall



- Tweet 3:

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Your participation in the DFW #COVID Study can help us understand more about this disease. Participants may be eligible for free testing. Click here to learn how you can contribute to this life-saving effort: utswmed.org/covidstudy. #dfwanswerthecall

Facebook

Did you know you can participate in a study to find out how and where COVID 19 is spreading and why certain people are affected more than others? UT Southwestern and Texas Health Resources are doing a large study to answer this question. Your participation can help researchers get people back to school and work and save lives. You can help your community and your family with a simple, free COVID test. Click to take a short survey and participate: utswmed.org/covidstudy.



Instagram:

Choose one of the above photos

- Post 1:
Did you know #TexasHealth and @UTSWNEWS are conducting a study to find out how and where #COVID19 is spreading and why certain people are affected more than others? Your participation can help us get people back to school and work and save lives. You can help your community and your family with a simple, free COVIDtest. Find the study here: utswmed.org/covidstudy.
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#covid #coronavirus #staysafe #virus #pandemic
- Post 2:
Your participation in the DFW #COVID Study will help the community and could even save lives! This study will help researchers at @utswnews and @texashealth to find out how this disease is



www.utswmed.org/covidstudy

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spreading and how to stop it. Share this with your friends and family to let them know why you answered the call! #DFWAnswertheCall.

FREQUENTLY ASKED QUESTIONS

Use the following answers to address questions you receive about the study and to further promote participation.

Why is this study being conducted?

UT Southwestern and Texas Health Resources are conducting the study to better understand how common COVID-19 is in Dallas and Tarrant counties. Results of the study will help guide decisions being made in our communities to keep you and your family safe and healthy.

Is COVID-19 testing safe?

Yes. The testing staff is trained and wear masks and gloves for everyone's protection. Testing sites also use social distancing to keep everybody safe.

What does COVID-19 testing include?

COVID-19 testing through the **DFW COVID-19 Prevalence Study** includes two tests:

- A COVID-19 nose swab for active infection (also called a PCR test). Trained medical staff will show you how to swab your nose to get a sample.
- A COVID-19 antibody blood test to see if you've ever been infected. Trained medical staff will collect a small amount of blood from your arm.

Do I have to do both the nose swab and give my blood?

Yes. If you are selected for COVID-19 testing, you must complete both tests to receive your \$20 gift card.

How long does COVID-19 testing take?

The visit at the testing site takes 15 to 20 minutes.

Where are the testing locations?

A number of testing locations are available throughout Dallas and Tarrant counties. You will receive a list of locations once you complete the survey.

If I have already had COVID-19 testing, should I still participate?

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Yes. If you tested negative before, you could have been exposed to COVID-19 since that time. If you tested positive, the blood test can tell how many antibodies you have against the virus.

If I have no symptoms of COVID-19, should I still participate?

Yes. You still could have had or been exposed to COVID-19 without any symptoms.

When will I get my testing results?

If your testing results show that you have COVID-19, a member of the study team will call you within two days of the test date. Otherwise, results of both tests will be mailed to you within one to two weeks.

How do I get my \$20 gift card?

When you get your COVID-19 test results in the mail, you will receive a code to activate a \$20 gift card. If you did not get the COVID-19 testing, but you completed the 10-minute survey and were the 50th person to submit it, we will contact you for your \$20 gift card.

What happens if my results show I have COVID-19?

If your testing results show that you have COVID-19, a member of the study team will call you within two days of your test date to discuss next steps.

Why are some people not selected for COVID-19 testing?

Our goal is to make sure our study results represent the diverse communities in Dallas and Tarrant counties. If you were not selected for COVID-19 testing, you can still help by answering a 10-minute survey about your experiences during the pandemic. We have to reserve some testing spots to make sure all communities are included. We will provide information about other locations in Dallas and Fort Worth where COVID-19 testing is available.

Will my results be shared?

Your participation, answers and testing results will be kept private. They will only be shared with the study scientists. Your name will **not** be listed in any study reports. Reports will sum up the findings of all who volunteered for the study. We will share the reports with you and community leaders via this website.