



## CFDMC COVID-19 Mitigation Campaign Strategy Tips

Please join the Central Florida Disaster Medical Coalition in a campaign to stop the spread of COVID-19 in our communities. We encourage all businesses to develop an organizational campaign that focuses on both employees and patients/customers. We have put together some resources for you, along with tips on how you can use these to educate your employees and customers.

**Protect...Don't Infect! Flyer** promotes vaccines, wearing a mask and social distancing (attached)

**Myths and Facts About COVID-19 Vaccines** (provided by Sarasota Memorial Hospital - attached)

- ◆ Your organization's logo can be added to the Protect flyer (top right)
- ◆ Distribute these (printed or electronic) to your employees and customers
- ◆ Add these to your website and distribute through your social media platforms

**Florida Hospital Association Public Service Announcements** (YouTube)

- ◆ Add the PSAs to your waiting room video loops
- ◆ Add these links to your website
- ◆ Share these through your social media platforms
- ◆ Show these in staff meetings to reinforce the importance of getting vaccinated

**60-second TV Public Service Announcement / English – “Mommy”**

Juana Diaz, RN – COVID-19 ICU: *“We're still in the same circumstances that we were when there wasn't a vaccine. Where you're watching people just pass away. You know, and just -- it's so devastating to watch unfold. We had someone in her 30s, a young mommy. She left her husband and three little kids, ages four, two, eight. They're saying, 'Mommy, come home. Mommy, I miss you.' She's not saying anything because she's intubated. It's rough. It's rough to watch every day. It's very rough.”* Link: <https://www.youtube.com/watch?v=tvwgr5iNvG0>

**30-second TV Public Service Announcement / Spanish – “Normal”**

Dr. Madelyn Espinosa Butler – OB/GYN: *“Las infecciones de COVID han aumentado porque la nueva variación se transmite más fácilmente. La única forma que vamos a poder tener nuestra vida normal otra vez es que todo el mundo se vacune contra el COVID-19. Para poder volver a nuestros trabajos, a nuestras familias y todas las cosas que nosotros hacíamos normalmente antes de la pandemia. Para poder volver a la normalidad.”* Link: <https://www.youtube.com/watch?v=Gw6l3YiRRTQ>

**30-second Radio Public Service Announcement / English – “After Effects”**

Dr. Sanjay Pattani – Emergency Medicine Physician: *“My name is Sanjay Pattani, and I'm an emergency medicine physician. It's the after effects of getting COVID that the young population should be concerned about. There's chronic fatigue syndrome, blood clotting disorders, heart problems. There are long chronic lung problems. The essence of this vaccine is not to prevent you from getting coronavirus. It is from preventing you from getting seriously ill and potentially dying.”* Link: <https://www.youtube.com/watch?v=n1A9zgiAsXM>

For more information and resources, visit the CFDMC COVID page at <https://www.centralfladisaster.org/covid-19> or contact us at [info@centralfladisaster.org](mailto:info@centralfladisaster.org)