



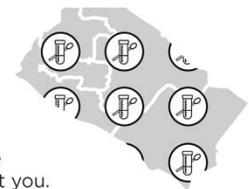
California State Association of Counties Challenge Awards
EXECUTIVE SUMMARY – Disaster/Emergency Response & Management

- 1) OVERVIEW:** Employing a comprehensive marketing and community outreach strategy, Orange County HCA effectively communicated in multiple languages that free COVID-19 testing is widely available to residents.
- 2) CHALLENGE:** In mid-March, the County of Orange, California, was thrust into the worst crisis the County had ever seen, the rapidly spreading Novel Coronavirus, COVID-19. On March 24, the County announced its first death from the virus.
- 3) SOLUTION:** In response, the Orange County Health Care Agency (OCHCA) initiated an extensive countywide COVID-19 Testing Network along with an integrated public relations, marketing and community outreach campaign aimed at the hardest hit populations.
- 4) INNOVATION:** Focusing on symptoms of COVID-19, the OC Health Care Agency launched an ad campaign featuring images of people coughing, holding their head and blowing their nose with the simple premise that you can get the answers you need with free COVID-19 testing. Marketing and advertising elements included not only traditional media in English, Spanish and Vietnamese, but also check cashing sleeves and mobile retargeting. Special inserts in Spanish and Vietnamese newspapers allowed opportunity for provided more details about COVID-19 and testing options. Additionally, Street Teams distributed more than 50,000 hardcopy flyers in eight languages - English, Spanish, Vietnamese, Farsi, Arabic, Korean, Chinese and Taiwanese across 13 cities/areas. We also used an online platform to reach more than 40,000 parents of school children in six Orange County school districts. All marketing, advertising and community outreach efforts drive people to call the COVID-19 hotline and/or drives traffic to the Orange County website (94% of people in Orange County have a computer and that 89.3% have broadband internet).
- 5) RESULTS:** One of the most measurable results of the campaign were our mobile retargeting ads served up to anyone who opened their web browser and who had location services turned on in their phone. More than half a million impressions were served up in the first week. From June 22 to July 13, the mobile retargeting ads accounted for 67.5% of users and 69.5% of new users to the ohealthinfo.com/covidtest website. They also

accounted for just under 2/3 of the sessions. Most importantly, the message is getting out that testing is free and widely available. As of Aug. 22, more than 580,000 people had been tested in Orange County – more than 9,429 people were tested on that day alone. As for enhancing the organization, OC Health Care Agency quickly changed its reputation as one that could quickly pivot, set up testing sites where they were most needed and efficiently get the word out to most vulnerable populations.

6) REPLICABILITY: The COVID-19 Testing Network and partnership with community health care providers and the State are completely scalable and replicable – as evidenced by the next phase in testing when the Anaheim and Costa Mesa Super Sites opened as public-private partnerships between the OC Health Care Agency, the Cities of Anaheim and Costa Mesa, and 360 Clinic. With this model, free, drive-thru testing is available to on a large-scale basis to anyone who meets public health criteria. To ensure that the testing facility performed at capacity, street teams again were employed – this time distributing simple cards with English on one side and Spanish or Vietnamese on the reverse alerting people to testing opportunities. OC Health Care Agency will use these same test sites for flu vaccines in the fall using the already established community outreach relationships developed throughout the County to connect with the hard-to-reach communities and those most vulnerable. Additionally, similar public relations, marketing and advertising avenues will be used that proved successful over the past few months. Ultimately, the same test sites and similar communication strategies and techniques will be used when a COVID-19 vaccine becomes widely available. Planning and strategizing for that messaging is already underway. This program can be used as a case study for similar-sized cities and counties trying to reach diverse, geographically spread out audiences by using a combination of traditional and newer marketing and advertising techniques coupled with significant community outreach including street team deployment.

Get FREE COVID-19 testing



The Orange County Health Care Agency cares about you. Several testing options exist for OC residents who meet Public Health criteria to get COVID-19 testing at NO CHARGE.

Free testing is available, often the same or next day.

Find an updated list of test sites with information on criteria and the appointment process at ochealthinfo.com/covidtest or call the HCA's Health Referral Line: (800) 564-8448.



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8) OPTIONAL SUBMISSION: Link to “Could it Be COVID?” :30 PSA - <https://youtu.be/DvBpYfkQcYU>