



## PIO/JIC & IMT COLLABORATIVE EFFORTS

September 21, 2020

### Weekly Update

**1. Submission of the PIO/JIC Communication Playbook:**

- Includes strategies and tactics for reaching Community and addressing topics

**2. Listen Up! Elder PSA**

PR & Marketing will create a script for the Elder PSA to “scold” the younger generation to *Stay At Home*

- Ms. Thomas will be attending the District Elder Meeting on Friday (9/25) and has recruited Ms. Jackie Zillioux and Joseph Davis to participate in the PSA.

Target PSA

Age Group 25-45. This group has the most positive documented cases

- Listen Up! Out of respect for your children and elders stay home do not engage in risky behaviors
- I got tested for...

GRHC PR & Marketing Department will film PSA

**3. Second Edition of the COVID Elder Newsletter is in review with leadership from Elderly Concerns and CSD, CPAO and THS**

**4. Text App 797979**

Remember we are allowed 60 characters to relay one message. A document or website link can be also added

Current text message consist of

- COVID Data Stats - M, W, F @ 3pm
- Census Message - 1 day per week until 9/30
- Stay at Home – Multiple messages

Recommended messages via the app

- Reiterate
  - **Stay At Home** Message. This may be extended via Executive Order – TBD
  - **Data Stats**

- Mask Wearing Executive Order
- Contact Tracing (Tribal Health Message)

**5. Messaging to GRIC Families of students/student athletes living within and outside of the GRIC (Urban Members)**

- Messaging to families with students, athletes living on and off of GRHC about importance of COVID Testing: Include language ***It is recommended that families be tested every two weeks***
- 1 Flier with All Testing Blitz Dates – October to include Urban Member Testing Dates

Here is the info for the GRIC Urban Member Testing. This verbiage is taken from mygilariver.com, here is the link: <http://www.mygilariver.com/index.php/covid-19-virus-testing-for-urban-members>

GRIC Urban Members COVID-19 Testing September 26, 2020,

- Free Covid-19 Virus testing for urban Community members that reside off-Reservation in Maricopa County and Pinal County.
- If you have already signed-up through the portal system below to take a prior test, you do not need to sign up again to take the Covid-19 Virus tests during the month of September 2020.
- Testing for Maricopa County residents will be held on the first floor of the Native American Community Services Center located at 4520 N Central Ave, Phoenix, AZ 85012. Testing begins at 8:00 a.m. and ends at 10:00 a.m.,
- Testing for Pinal County residents will be held at the Revolution Cheer Company & Dance Studio located at 986 N. Mission Pkwy, Casa Grande, Arizona 85122. Testing begins at 8:00 a.m. and ends at 10:00 a.m.