



## JIC EXTERNAL PLAYBOOK

December 23, 2020

### **JIC TOPICS FOR THE WEEK OF DECEMBER 21, 2020**

#### COVID-19 Vaccine Communication Plan – Activity

- Message Development: JIC is creating messaging for the next phase (Phase 1b) for those targeted audiences
- **New Weekly Vaccine Update – to be released 12/24/20**
  - Newly formatted communication piece for patients and GRIC members that will be concise and formatted in two pages. Information will be condensed to three pages for brief weekly updates the following categories: General vaccine (CDC/source), GRHC vaccine & GRIC Tribal Health vaccine info
- **New Messaging - Vaccine Testimonial PSAs w/ Leadership:** *"I go the COVID vaccine for [name]*, script finalized, requests sent to leadership for video shoot. Targeted release week of 12/28/20
- **Elderly Concerns Meeting:** JIC to provide communication/education report to this group
- **BHS and Youth Council Collaboration**
  - 12/22/20: BHS staff met with Youth Council. It was discussed that youth messaging will occur weekly with a Zoom gathering. It will be advertised to all GRIC youth aged 13-21 and scheduled later in the evening
  - Topics will include: education challenges, staying active, mental health and looking out for one another, substance abuse and communication.
  - Targeted rollout late January 2021:
    - A media release and parental consent will be needed for participation. The youth peer sessions will include a BHS staff in the event counseling or discuss is needed for any reason. Once dates are confirmed, cross promotion with social media and youth council will be used for recruitment and participation.
- **BHS and The Caring House Residents**
  - BHS staff will be meeting with TCH residents and staff to discuss the stress and anxiety that can be felt during the pandemic.
- **BHS and GRIC Departmental Departments**
  - A JIC work group was recommended with Priscilla Foote and her team regarding behavioral / mental health services that may be needed for GRIC/Entity employees.
  - The mental stress of COVID has brought GRIC staff (positive households and patients) a fear of unknown with the vaccine. There is a wide diversity with GRIC entity employees, many are very cultural and don't believe in modern medicine and have preconceived notions of behavioral health services (stigmas)
  - The JIC will release information about these services to all GRIC departments that request and/or zoom sessions on relaxation and mindfulness

## **Follow-Up from Previous Week**

### **1. GRIC Survey Underway**

- Survey launched December 15, 2020 with a targeted response group of 2,000
- GRIC Employee Survey: Candy Preston is working to will also launch a survey monkey with the same vaccine survey questions. GRIC enterprises have mentioned interest in participating in the survey

### **2. COVID-19 Vaccine Updates & Discussion Forums**

- Projected timeline: January 4 – 22, 2021: *Scheduling in process*
- The purpose of the forums are to build awareness and educate patients and members of the GRIC about COVID-19 vaccine distribution and administration. These sessions are vital to eliminate myths that may lead to vaccine apprehension. The forums aim to build trust and inform Community groups about vaccine benefits.
- Forums will be held via Zoom and live streamed via Facebook
- Collateral Suite: in development / seeking JIC input

## **VIDEO / PSA PRODUCTION AND COLLATERAL DISTRIBUTION**

### **1. Incident Command PSA:**

- Status: Released 12/24/20.
  - CPAO will assist with filming, GRIC members will be asked to share comments, their experience or a message with the community (ages 18-30), List of participants date, possible participants and script targeted for 12/11. Filming will be via Zoom or in-person with safety protocols. *No update reported*

### **2. GRHC Video Production**

- PSA for GRIC Disease Surveillance Team & GRHC Public Health Nurses (requested by Candy Preston). GRHC will work with THD and GRBC TV (filming). The video will consist of two perspectives (*Clinical staff (PHN, Rochelle Townsley) and patient (Mr. Kisto)*).
  - Timeline: Outline, script and storyboard completed / Shoot Date: early January 2021

### **3. CPAO Video Production**

- Awaiting update and videos on O'otham. CPAO will send information on GRIC Elders on updated PSA's
  - CPAO is working with five elders and will be creating video from a perspective of elders TBD
  - Additional collateral to be created in addition to the PSA

### **4. Live Chat Session with Youth Council – *In scheduling process***

- Dr. Santiago mentioned scheduling a live chat session with youth council to gain an understanding about what youth and young adults are seeking (healthcare, pandemic, etc.). This is a great idea for those youth that may be interested in a career in healthcare as well.

### **5. 2021 GRBC Broadcast / Q & A with Dr. Santiago: Scheduling underway**

**Next meeting: Wednesday, December 30, 2020**