



Dear Community Partner,

Connecticut continues to advance in its fight against COVID-19. We have taken steps to reduce the spread — by taking precautions such as staying home when possible, wearing masks, and washing our hands. Still, the pandemic is not over, and the threat of a second wave is real. As we reopen, more of us will be out — increasing the risk of virus spread. COVID-19 testing helps to identify if and where there is an outbreak, so we can stop it BEFORE it spreads. To increase testing in our most vulnerable populations, we must challenge the reluctance, fear, and stigma that exists with positivity, facts and information delivered by trusted sources.

- Testing is free, painless, and available for everyone — symptomatic or asymptomatic.
- You do not need to be documented or have insurance to get tested.
- Your info remains private and confidential.
- Testing is the best way to ensure you are not infecting loved ones.
- COVID-19 testing helps to identify if and where there is an outbreak, so we can stop it BEFORE it spreads to more loved ones.
- Knowing is Better so we can protect ourselves and our loved ones.

As a trusted community organization, we look to you to help share these critical messages with those most at risk such as our elderly, frontline workers, and others in our communities. To assist with outreach, we created a communications “toolkit” with images, text and social media posts that includes space to add any relevant info from your organization. Please use or share this free toolkit as needed and let us know any feedback. Without your help we will not succeed in stopping the spread of COVID-19 in our communities. But together we are stronger than COVID.

CT COVID-19 Response Team

INCLUDED IN THIS TOOLKIT

PRINTABLE POSTERS:

Print-ready posters or walk cards that can be modified to include new information such as pop-up testing sites.



KEY BENEFITS TO GETTING A TEST

Images, guide map, & bullets for e-blasts.



SOCIAL: Images, text, #hashtags for social media posts.



“It’s free, it’s painless, and there’s support if you test positive. Get your FREE Covid-19 test today, to protect yourself and those you love and need you. No insurance or documentation needed; your results are confidential. Even with no symptoms, you may be spreading COVID, so let’s test today and stop the spread! Testing is available at...”

- #maskup
- #knowingisbetter
- #iamessential
- #fueracovid
- #togetherwetest
- #gettestedtoday
- #testforher
- #testforhim