My COVID Toolkit
Helping the public get current facts and make smart choices

RADx • March 2022
Remember December?

In the US, Delta was passing, Omicron was on the way

Future of COVID uncertain, tests and vaccines readily available but uptake leveling, treatments still in the future

We realized rapid testing would not be sufficient for containing spread

Talk of “living with COVID” on the rise

We asked, what does the average person want to face the future with confidence?
WHO warns against treating COVID as "endemic"

Erin Deherty

People wearing face masks walk along a commercial area at the Vendrell train station in Tarragona in Spain on Jan. 5. Photo: Ramon Costas/SEPA Images/LightRocket via Getty Images

The World Health Organization warned Tuesday against treating COVID-19 as an "endemic" illness.

Driving the news: "We still have a huge amount of uncertainty and a virus that is evolving quite quickly, imposing new challenges," Catherine Smallwood, WHO's senior emergency
Coronavirus Updates

THE CORONAVIRUS CRISIS

Fauci says COVID-19 won't go away like smallpox, but will more likely become endemic

January 18, 2022 · 12:19 PM ET

Scott Neuman

Dr. Anthony Fauci, White House chief medical adviser and director of the NIH, testifies at a Senate Health, Education, Labor, and Pensions Committee hearing on Capitol Hill last week.

Dr. Fauci, the top White House medical adviser, says that the coronavirus pandemic won't end with the elimination of the virus. Instead, he says that a less
COVID-19 pandemic vs. endemic: What's the difference, and why it matters

Experts say they're not ready to call the coronavirus endemic just yet.

By Dr. Emily Molina
March 3, 2022, 5:55 AM • 7 min read

The United States marked a new stage in the government’s response to the COVID-19 pandemic when President Joe Biden announced in his State of the Union address Tuesday that “COVID-19 no longer need control our lives.”

The World Health Organization declared a global pandemic in March 2020 due to rapid spread of COVID-19 all across the globe.
Coronavirus Update: WHO warns treating COVID-19 as "endemic" possible

COVID-19 pandemic: What's the difference? What matters

"It's Looking Better": Experts Say COVID Transitioning To Endemic
Americans want to make smart choices for their situation.

COVID remains a threat, but we have the tools and knowledge to manage our risks and live our lives more fully

Guidance has been confusing; it’s always changing and impossible to centralize

People have particular needs; what’s acceptable in one place may be very risky in another

Americans value self-determination… even when they need help

Our goal: Equip people with fundamental knowledge to be resilient
My COVID Toolkit distills the best information into simple help.

6 integrated themes + priority-based guidance

No mandates, no judgement, minimized frightening language, presupposes little knowledge

Leverages latest knowledge from CDC, FDA, other credible research-based sources

Adaptable to new circumstances within same conceptual framework

Content designed to help you make the right choices for your situation
Accessible content drills down and links out for detail.

Top level guidance in about 15 seconds
Accessible content drills down and links out for detail.

Top level guidance in about 15 seconds

Information prioritized around you
Accessible content drills down and links out for detail.

Top level guidance in about 15 seconds

Information prioritized around you

Important detail included; links to credible sources
Use these tools to live more safely with COVID

Knowledge
Vaccines
Masks
Exposure
Rapid tests
Treatment

**Rapid tests** tell you if you’re infected and likely to be contagious.  
Learn more.
Use these tools to live more safely with COVID

- Exposure
- **Rapid tests**
- Treatment

*Rapid tests* tell you if you’re infected and likely to be contagious.  
[Learn more.](#)
Vaccines reduce your risk of serious illness.

Vaccines are the most important way to protect yourself and others. Boosters increase your protection. They sharply reduce your risk of going to the hospital or dying due to COVID. They also reduce your risk of getting long COVID. Right now, no cure for COVID works for everyone, every time. Being vaccinated and boosted gives you the best chance to avoid getting infected at all.

Learn more about vaccinations

Masks help filter droplets carrying COVID from the air you breathe.

A mask that fits closely over your nose, mouth, and chin reduces the amount of virus you breathe in. If you’re infected, it reduces the amount of virus you add to the air around you, where other people might breathe it in. If there’s a lot of COVID going around your area, wearing a mask will help protect you when:

- You’re indoors with people you don’t live with.
- You’re outdoors in a crowd.
If you have COVID symptoms or were recently around someone with COVID, a positive test result means you are almost certainly infected. You’ll need to isolate. If you’re at high risk, you should consider treatment.

In rare cases, you can test positive and not be infected, especially if you don’t have symptoms. A lab test can confirm whether this "false positive" is accurate or not. Isolate until you get your results.

**What is isolation, and why do I need to do it?**

**What’s the difference between isolation and quarantine?**

**I don’t have any COVID symptoms. Do I still need to isolate?**

Yes. Even if you don’t have any symptoms, you could still be contagious. Here’s what you need to do:

- **Isolate** yourself for at least 5 full days.
- For the next 5 days you should wear a mask whenever you’re around other people. If you can’t wear a mask, keep isolating for that second group of 5 days.
- It’s a good idea to get tested after the first 5 days have passed, because you may still be contagious. If you test positive, continue to isolate and test yourself again in a day or two. You may need to isolate for 10 days.
- If you are at high risk of getting very sick with COVID, talk with your health-care provider about starting treatment, even if you don’t have symptoms. If you don’t have a health-care provider, call Combat COVID at 1-877-332-6585 to find out who to talk with about treatment.
- If you get symptoms at any point, start your isolation process over and follow the instructions for people with symptoms.
Leveraging When To Test and other resources

My COVID Toolkit and When To Test point to each other and share communication strategies.

Toolkit also points to free or low cost public resources for vaccines, masks, and tests.
The website won’t cut it

Strategy for comprehensive awareness campaign:

  Media and KOLs for broad reach
  Influencers and cultural leaders to shift attitudes
  Partnerships for key population sectors
  Social media for targeted outreach

Meet people where they’re coming from to advance the dialogue
Coming up: Launch campaign on serial testing

Emerging need to correct public misperception that taking rapid test 1x is adequate for most cases

Opportunity for My COVID Toolkit launch campaign

Target search behavior and family caregivers; possible outreach to journalists

Message: Why / when testing 2x is important; how to get more tests
Next step: Grounding in the real world.

National and local partnerships for refinement and distribution

Content can be white labeled and locally customized

Parallel research to stay on top of perception changes

Begin promotion so awareness is present when next wave arrives

Vision: Equip Americans to respond to pandemics as readily as to the weather
How you can help

Share the websites with friends, family, and colleagues: mycovidtoolkit.org and whentotest.org

Help us connect with potential amplifiers / partners

Identify potential gaps in our messages