

My COVID Toolkit

Helping the public get current facts
and make smart choices

RADx • March 2022

OPEN

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?



Jan 11, 2022 - Health

WHO warns against treating COVID as "endemic"

Erin Doherty



People wearing face masks walk along a commercial area at the Vendrell Tarragona in Spain on Jan. 5. Photo: Ramon Costa/SOPA 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

AXIOS Sections Local news

Jan 11, 2022 - Health

WHO wa treating "endem

Erin Doherty

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People wearing face masks walk
Jan. 5. Photo: Ramon Costa/SOF

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treating COVID-19 as

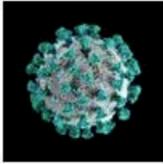
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Coronavirus Updates

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 NIAID, testifies at a Senate Health, Education, Labor, and Pensions Committee hearing on Capitol Hill last week.

Greg Nash/Pool/Getty Images

Dr. Anthony 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

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Jan 11, 2022 - Health

WHO was treating "endemic"

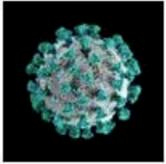
Erin Doherty

People wearing face masks walk Jan. 5. Photo: Ramon Costa/SOPA

The World Health Organization is treating COVID-19 as

Driving the news: "We have a virus that is even more challenging," Catherine

npr



Coronavirus Update

THE CORONAVIRUS CRISIS

Fauci says COVID-19 is not smallpox, but endemic

January 18, 2022 · 12:19 PM ET

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Dr. Anthony Fauci, White House chief medical advisor, says COVID-19 is not smallpox, but endemic. (Photo: Greg Nash/Pool/Getty Images)

Dr. Anthony Fauci, the top U.S. health official, says the COVID-19 pandemic won't end with a vaccine.

abc NEWS

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



HOW DID THEIR INVESTIGATION CHANGE WHAT WE KNOW ABOUT THE VIRUS

The source of COVID-19: What we know

A team assembled by the World Health Organization recently visited Wuhan to research... [Read More](#)
Matt Rourke/AP, FILE

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.

AXIOS Sections Local news

Jan 11, 2022 - Health

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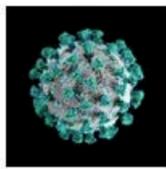
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People wearing face masks walk Jan. 5. Photo: Ramon Costa/SOF

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THE CORONAVIRUS CRISIS

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Dr. Anthony Fauci, White House chief medical advisor, speaks during a press conference at the Department of Education, Labor, and Pensions on January 18, 2022. Greg Nash/Pool/Getty Images

Dr. Anthony Fauci, the top U.S. health official, said the COVID-19 pandemic won't end with

abc NEWS

COVID-19 pandemic: What's the difference between pandemic and endemic matters

Experts say they're not ready to call the end of the pandemic

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



HOW DID THEIR INVESTIGATION GO? WHAT WE KNOW

The source of COVID-19: What we know

A team assembled by the World Health Organization is investigating the source of the pandemic. Matt Rourke/AP, FILE

The United States marked a new stage in the COVID-19 pandemic when President Joe Biden and the Union address Tuesday that "COVID-19 is now a disease that can be managed like the flu."

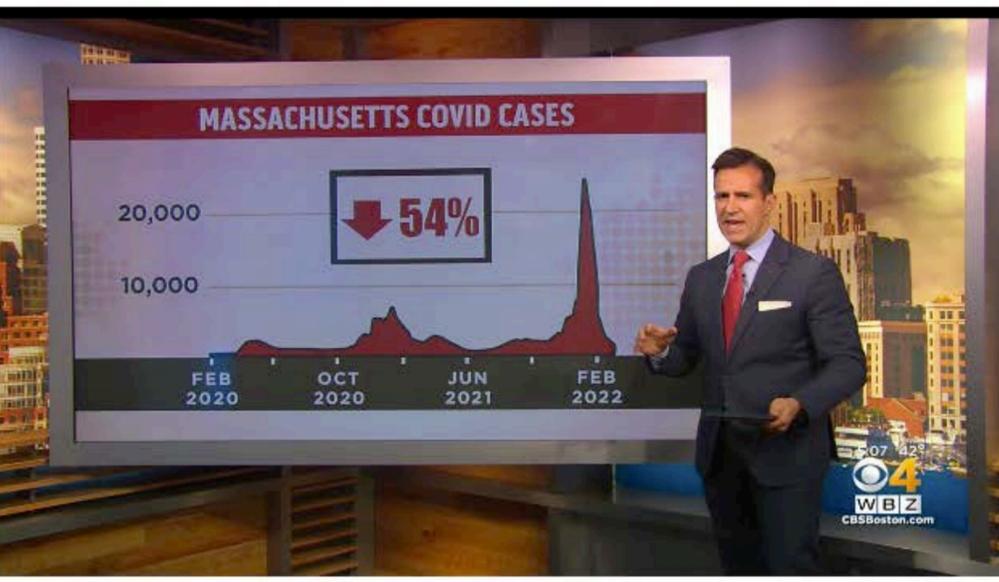
The World Health Organization declared the COVID-19 pandemic due to rapid spread of COVID-19 all over the world.

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CBS News Boston WATCH NOW

'It's Looking Better': Experts Say COVID-19 is Transitioning To Endemic

By Tiffany Chan March 2, 2022 at 11:58 pm Filed Under: Coronavirus, Endemic, Tiffany Chan



MASSACHUSETTS COVID CASES

20,000
10,000

↓ 54%

FEB 2020 OCT 2020 JUN 2021 FEB 2022

BOSTON (CBS) – Boston is just days away from a COVID-19 milestone. On Saturday, people won't be required to mask up indoors at most establishments.

"It's absolutely safe to loosen the restrictions," said Dr. Robert Klugman of UMass Memorial Medical Center.

At least two local epidemiologists say we're transitioning from pandemic to endemic, where cases continue, but enough people gain immune protection that there are far fewer hospitalizations and death.

"We just have to start thinking about how do we manage this into our own day-to-day decisions of risks?" said Dr. Gabriela Andujar Vazquez of Tufts Medical Center.

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Updated office space in historic Channel Center

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Americans want to make smart choices for their situation.

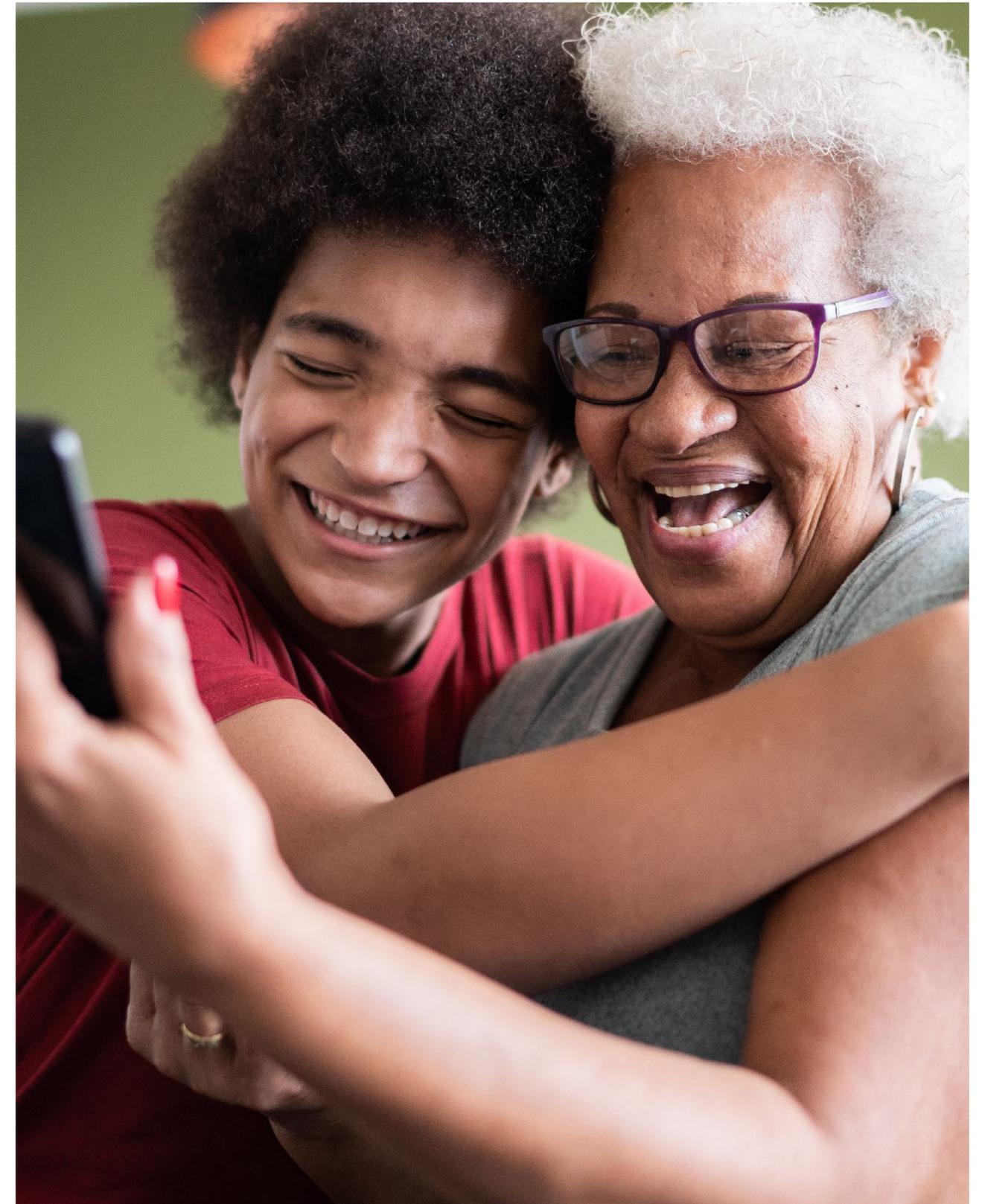
COVID remains a threat, but we have the tools and knowledge to manage our risks and live our lives more fully

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.

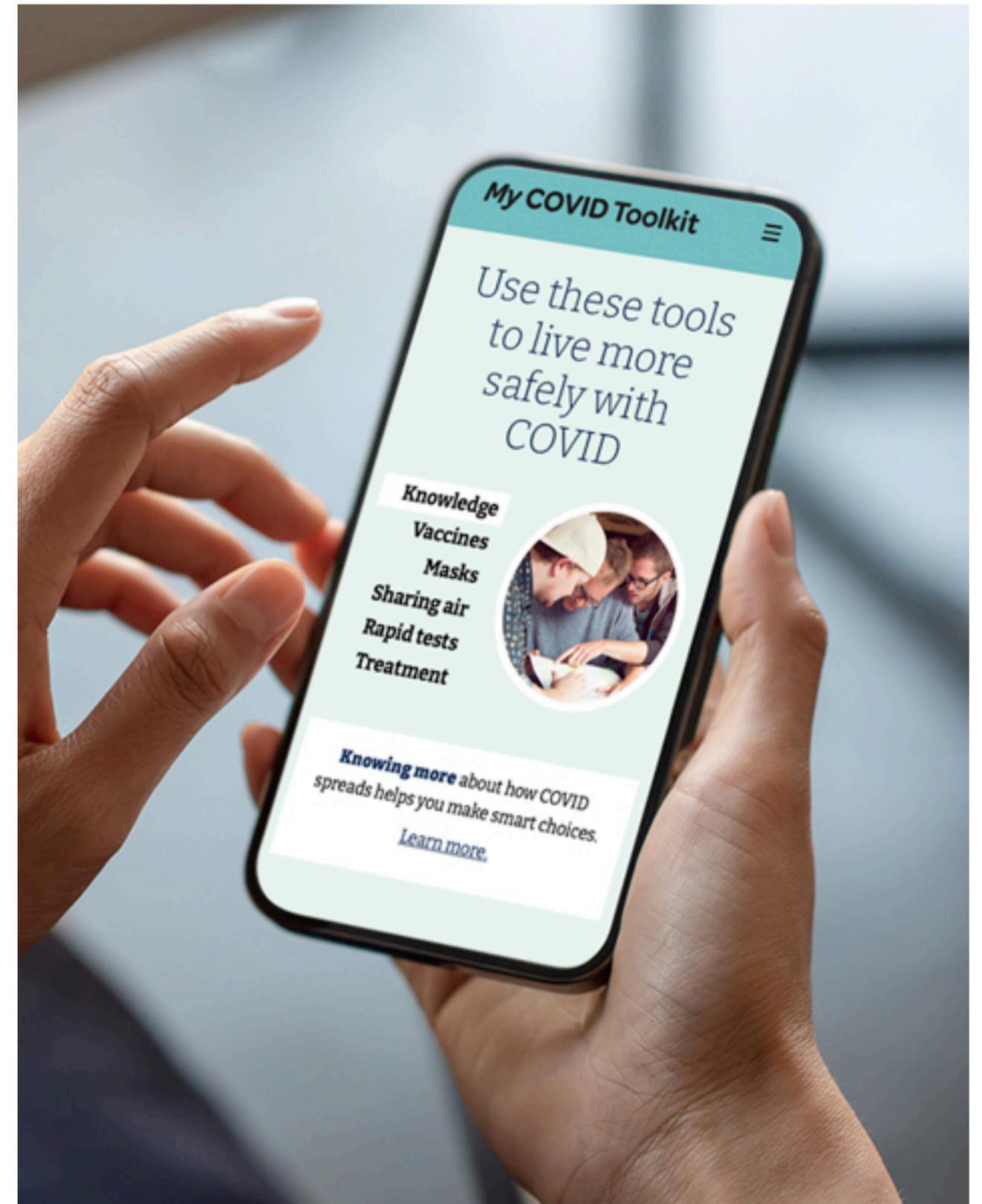
6 integrated themes + priority-based guidance

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.

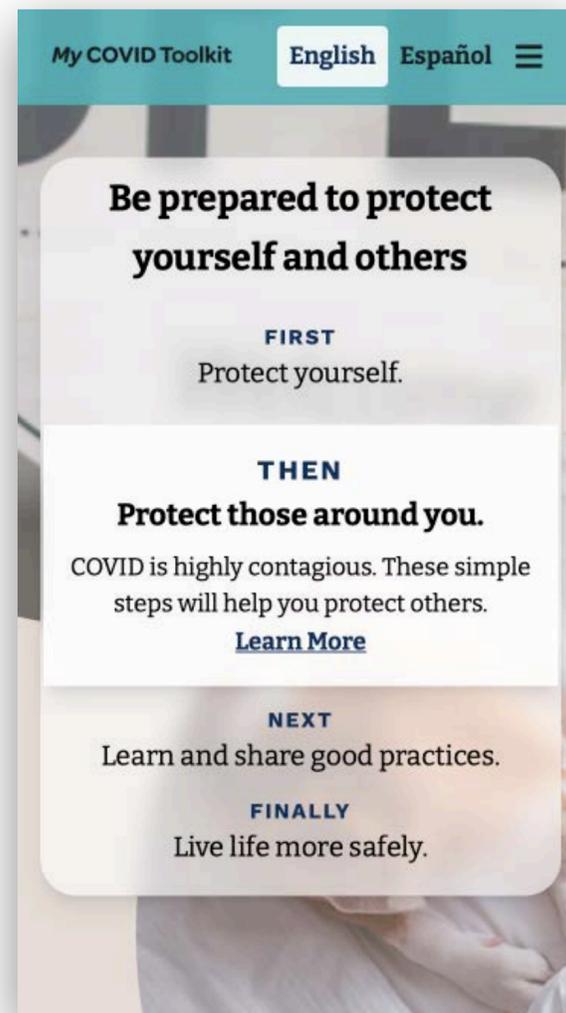


Top level guidance in about 15 seconds

Accessible content drills down and links out for detail.



Top level guidance in about 15 seconds

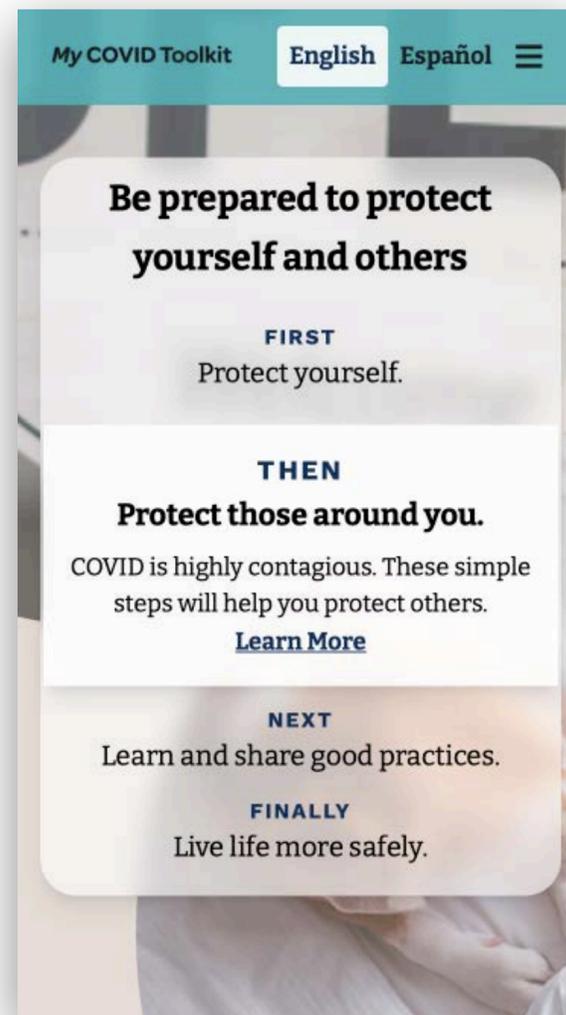


Information prioritized around *you*

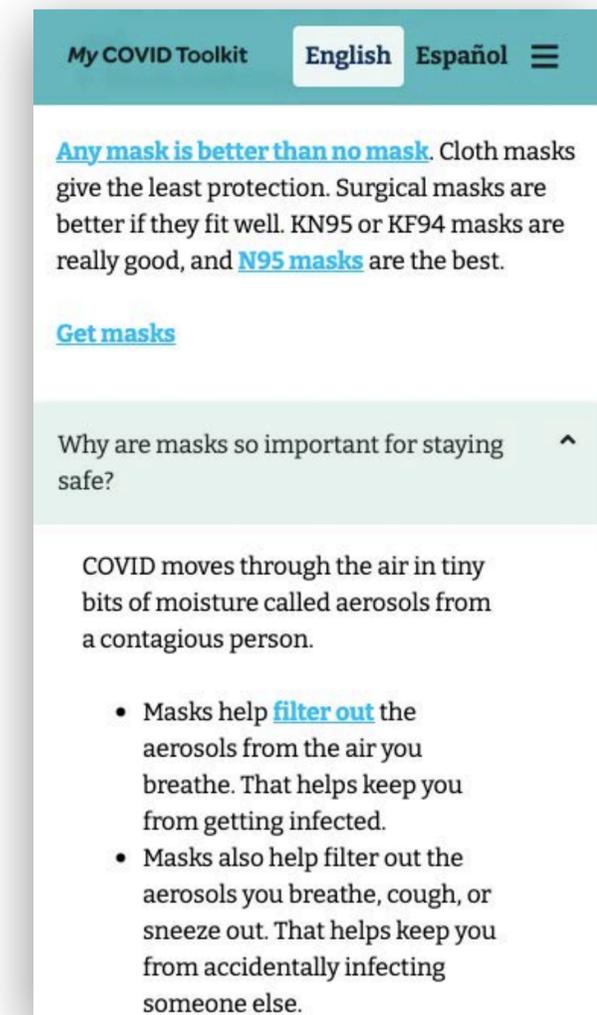
Accessible content drills down and links out for detail.



Top level guidance in about 15 seconds



Information prioritized around *you*



Important detail included; links to credible sources

mycovidtoolkit.org

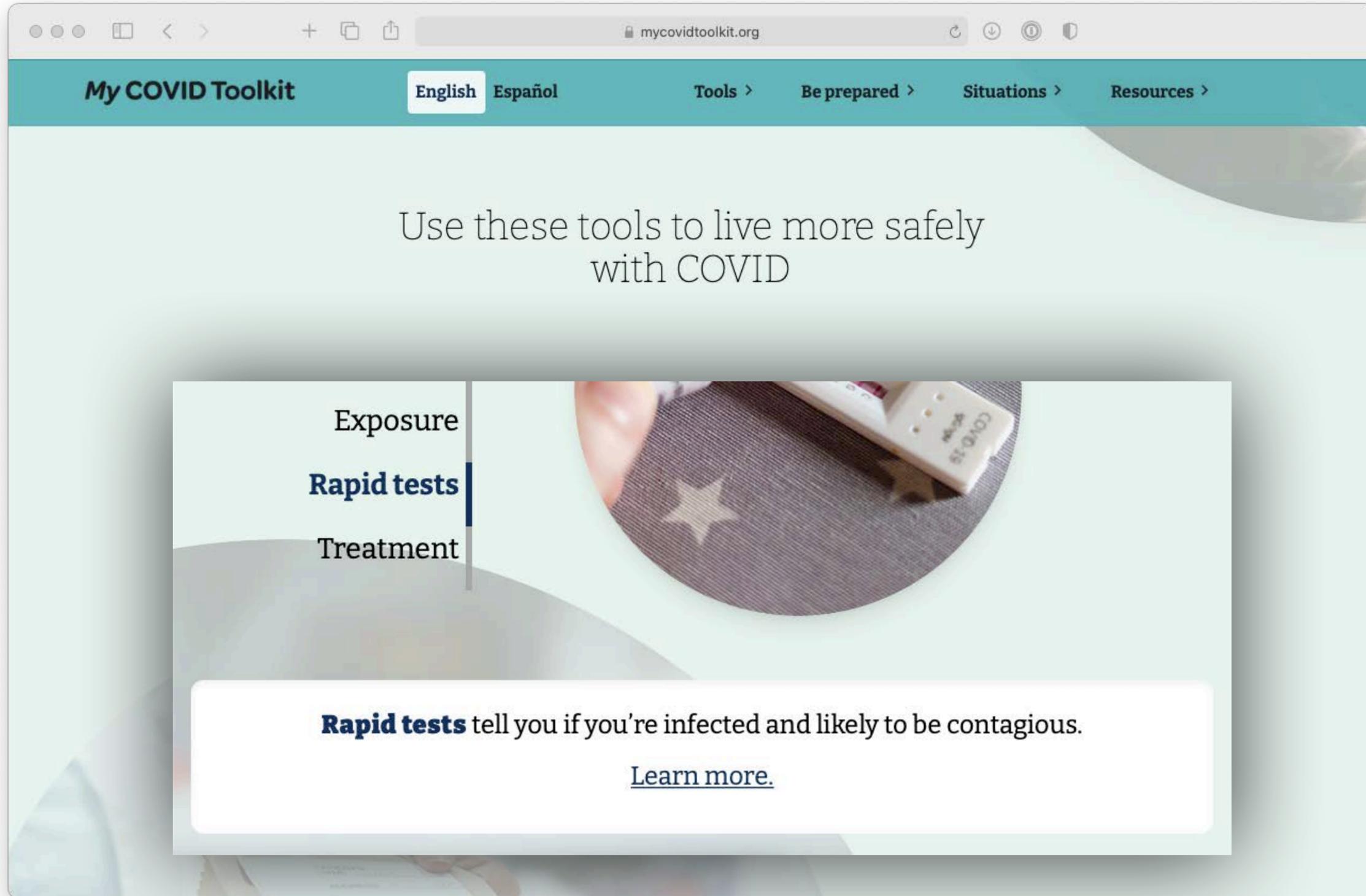
My COVID Toolkit English Español Tools > Be prepared > Situations > Resources >

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

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mycovidtoolkit.org

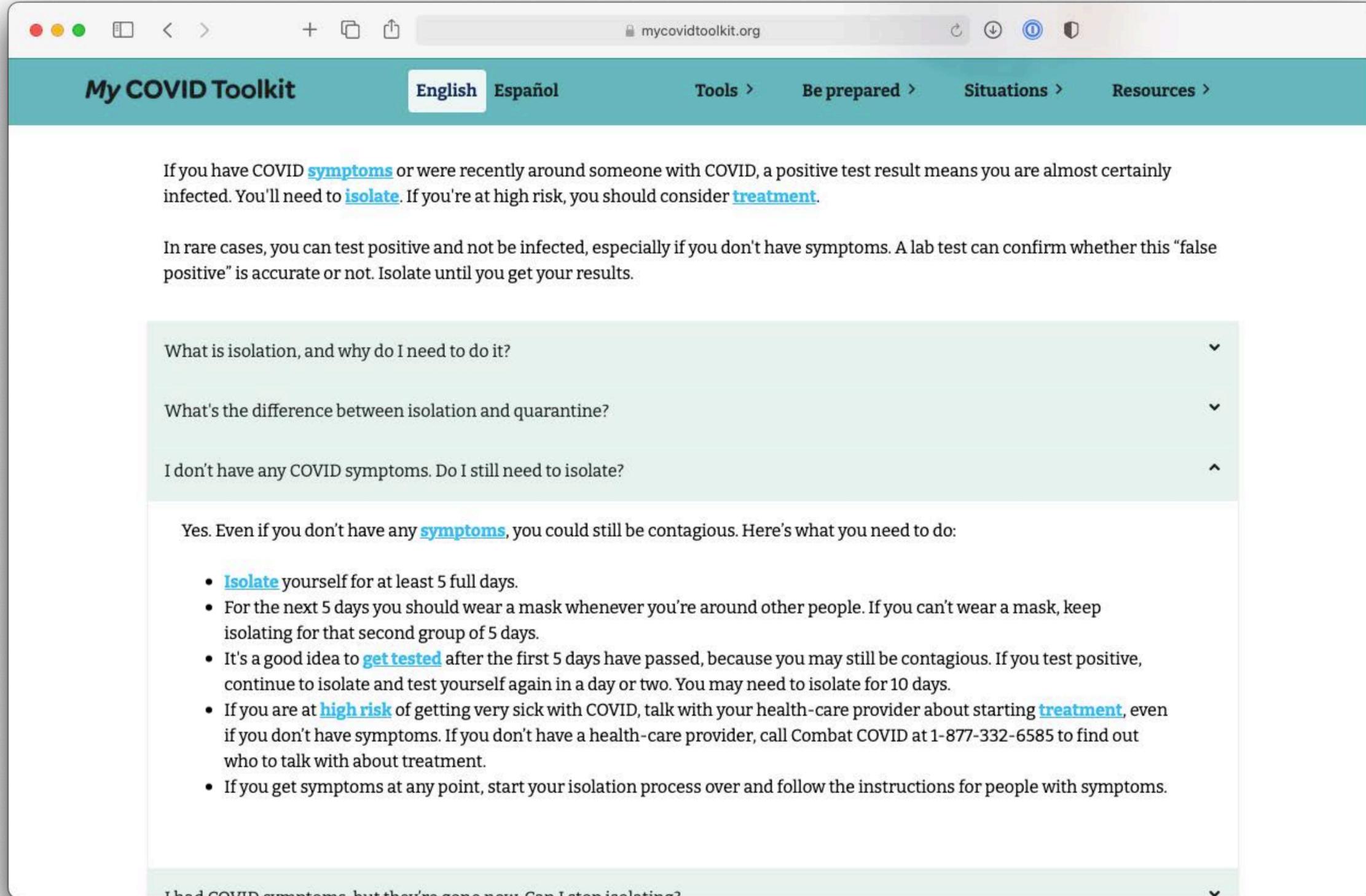
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 [Learn more about how COVID spreads](#)

 **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:

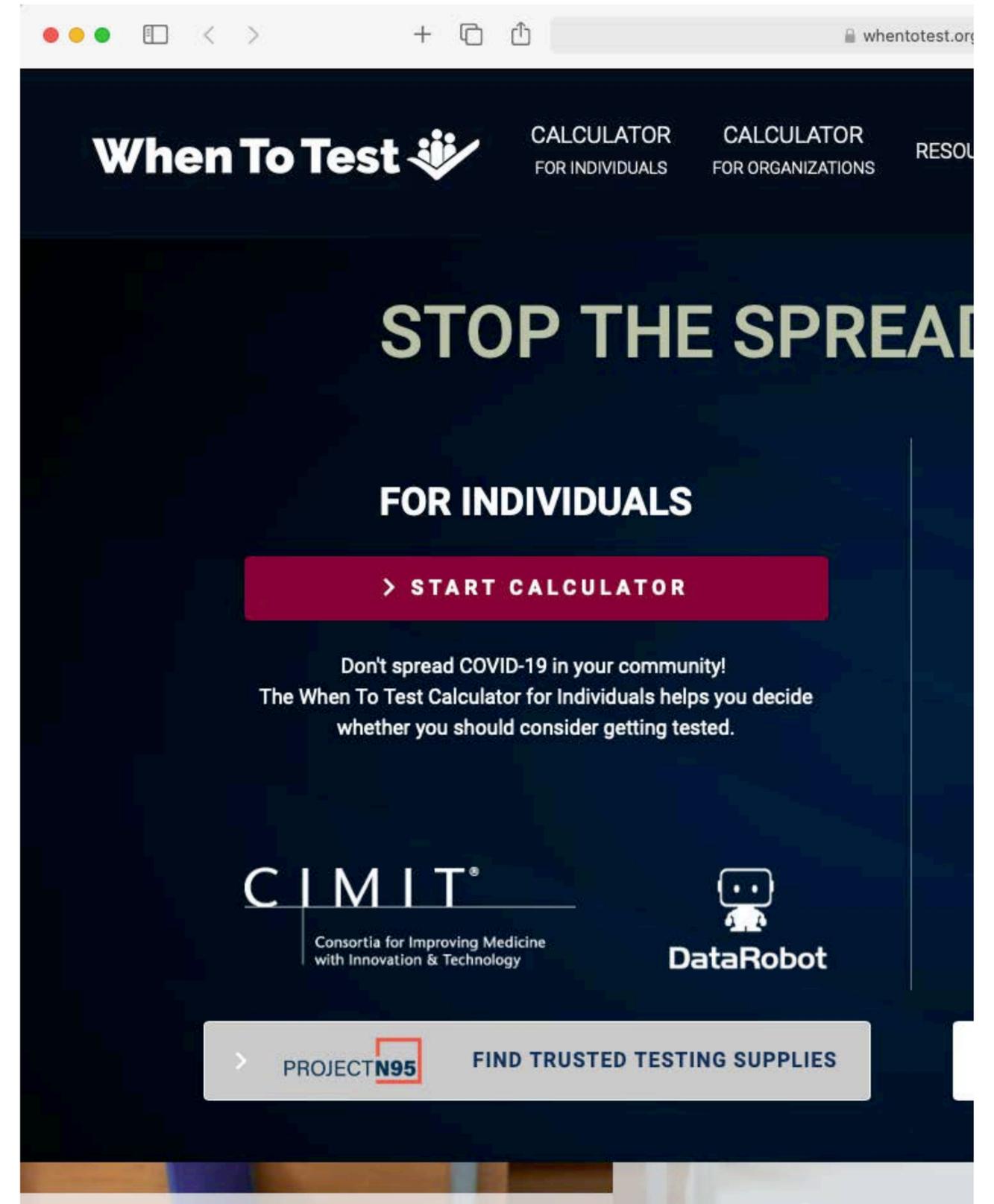
- [Isolate](#) yourself for at least 5 full days.
- For the next 5 days you should wear a mask whenever you're around other people. If you can't wear a mask, keep isolating for that second group of 5 days.
- It's a good idea to [get tested](#) after the first 5 days have passed, because you may still 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.

I had COVID symptoms, but they're gone now. Can I stop isolating?

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 out reach

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.

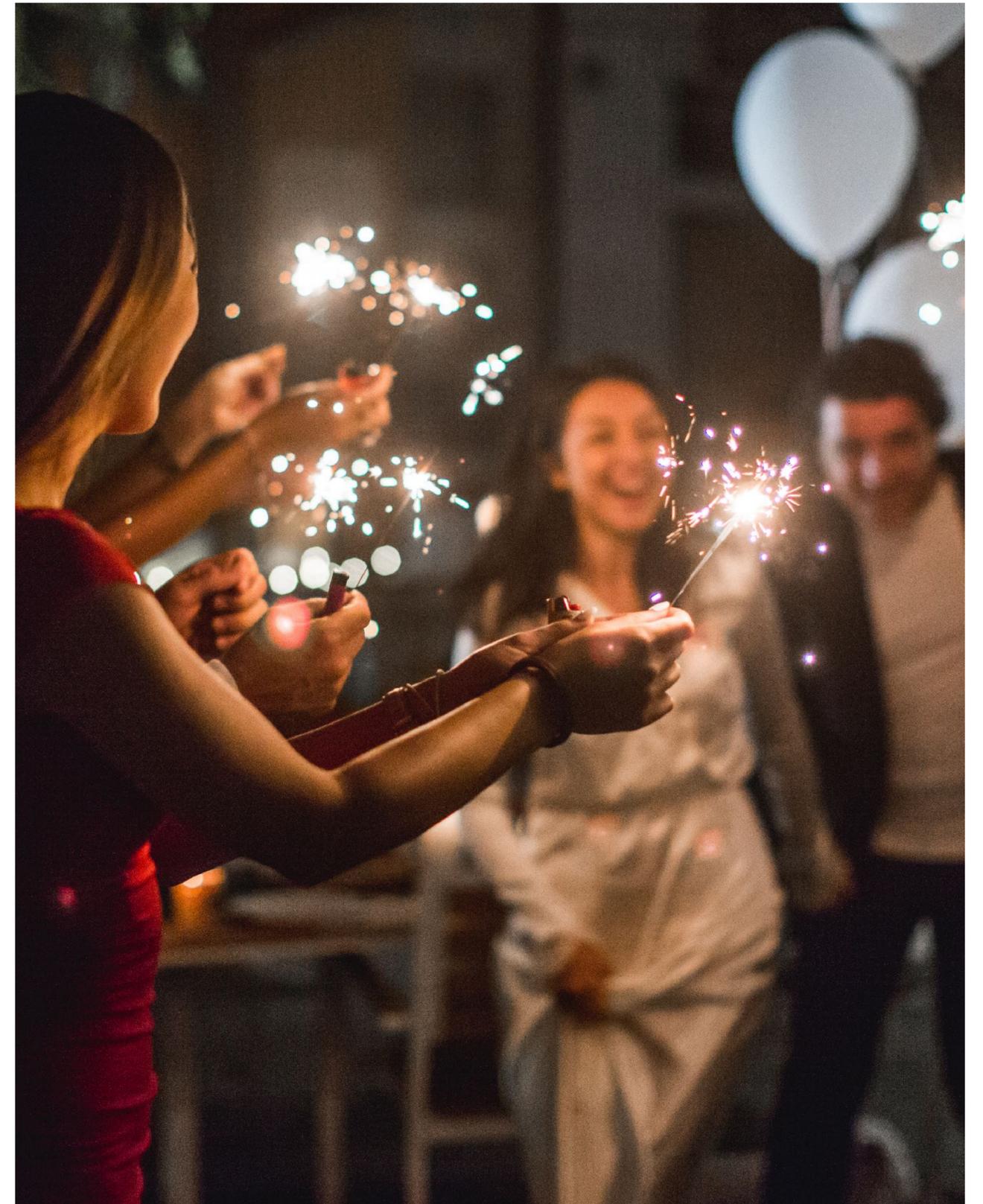
National and local partnerships for refinement
and distribution

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

