

Brown County Health & Human Services

Public Health Division

Community Engagement FAQ

Q: What channels did you use to reach the general public?

A: Brown County Public Health utilized Social Media Platforms—Facebook, Twitter and YouTube. We also have ongoing engagement with local community partners in order to reach specific groups or populations for gathering input and feedback and sending out tailored messages.

Q: What information did you share?

A: We shared updates, information, materials, information about prevention measures related to COVID-19 and how it pertains to Brown County specifically.

Q: What type content did you post?

A: Videos, flyers, graphics, pictures, testimonials, handouts, and other material with COVID-19 were created, posted and shared with community partners and the general public.

Q: How did you interact with local media?

A: Public Health hosted daily media briefings with updates, information and other materials presented to local and national media partners. Interviews were also done on the radio.

Q: What languages did you use?

A: Spanish, Hmong, Somali and English were the primary languages used. We were also able to provide other translations upon request.

Q: What kind of COVID-19 prevention messaging did you provide?

A: Public Health provide a wide range of information to the community including, but not limited to:

- How COVID-19 spreads
- How to protect individuals and their families
- Cloth-face masks/coverings
- Cleaning and disinfecting your home
- Social/physical distancing
- Large gathering guidance
- Take-out food/delivery services
- Staying home when you are sick



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- Isolation and quarantine
- Practicing good hand hygiene (washing hands, avoid touching your face, eyes and mouth when in public)
- Physical and mental health surrounding COVID-19
- How to stay active during a pandemic
- Only leaving your home for essential services/needs
- Resources for healthy eating during COVID-19
- Daily Brown County COVID-19 numbers graphic with numbers & updates
- Youth sports & activities guidance
- Guidance for eating out or going to local bars/restaurants
- Partner messaging with Bellin, Prevea and the Green Bay Packers
- What to do after you get tested for COVID-19/While you're waiting for your test results to come back
- Informational/instructional videos (i.e. Bill Nye the Science Guy or Charlie Berens with Manitowoc Minute) explaining the importance and science behind wearing a mask
- Dealing and coping with stress due to COVID-19
- Information on how to access health insurance
- Age & COVID-19 information and recommendations
- How to monitor for symptoms of COVID-19
- Travel precautions and safety measures
- Guidance and recommendations for employees/employers returning to office buildings or workplaces
- How to travel safely while using public transportation
- Safe grocery shopping practices
- Community testing and how to get tested at a healthcare provider
- Celebrating holidays (Memorial Day & Fourth of July) in a safe and healthy way
- Diabetes and COVID-19
- When an emergency strikes, hospitals are still the safest place, even during a pandemic. Call 911 at the first sign of a heart attack or stroke.

Q: How did you provide information when you couldn't gather in group settings?

A: Public Health hosted virtual meetings via Zoom, WebEx and Microsoft Teams; we recorded videos and shared them with internal,



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external and community partners; we hosted virtual town halls with business and industry association leaders; community grassroots leaders; the CDC hosted a Train the Trainer for testimonials as a COVID-19 intervention.

Q: Who did you partner with in the community?

A: Public Health has ongoing partnerships with the Healthcare Systems (Advocate Aurora, Bellin and Prevea), local police, fire and sheriff departments, De Pere Health Department, Oneida Nation Health Department, United Way, YWCA, Casa ALBA Melanie, the Resch Center, local school districts, Tavern League and other bars and restaurants.

Q: How often did you post to social media?

A: Posts and content were and continue to be posted daily.

Q: Is a long-term Community Engagement Plan being created to address COVID-19 going forward?

A: Yes. Brown County Public Health has created a long-term plan and will have ongoing engagement with stakeholders, community partners and leaders, and the general public.



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