A picture containing person, holding, using, cellphone

Description automatically generated

Contents

[**Using Public Alert Systems for COVID-19 Communications** 2](#_Toc52375319)

[Public alerting systems advantages: 2](#_Toc52375320)

[Tips for delivering effective public alerts: 2](#_Toc52375321)

[**Option 1: Regularly Scheduled Community Risk Updates** 3](#_Toc52375322)

[Introductory High-Risk Level (red – level or worsening trend) 3](#_Toc52375323)

[High-Risk level (red - but improving trend) 4](#_Toc52375324)

[Moderate Risk Level (yellow – improved trend from red) 5](#_Toc52375325)

[Moderate Risk Level (yellow – worsening trend from low-risk category) 6](#_Toc52375326)

[**Option 2: Regularly Scheduled Tips & Resource Messaging** 7](#_Toc52375327)

[Introductory High-Risk Level (red – level or worsening trend) 7](#_Toc52375328)

[Promoting your Public Alert System: 9](#_Toc52375329)

[Additional Useful Messages & Social Graphics 9](#_Toc52375330)

[COVID-19 Communications Resources 11](#_Toc52375331)

[**Translated Messages** 13](#_Toc52375332)

[**Khmer:** 13](#_Toc52375333)

[Option 1: Regularly Scheduled Community Risk Updates 13](#_Toc52375334)

[Introductory High-Risk Level (red – level or worsening trend) 13](#_Toc52375335)

[High-Risk level (red - but improving trend) 14](#_Toc52375336)

[Moderate Risk Level (yellow – improved trend from red) 15](#_Toc52375337)

[Moderate Risk Level (yellow – worsening trend from low-risk category) 16](#_Toc52375338)

[Option 2: Regularly Scheduled Tips & Resource Messaging 17](#_Toc52375339)

[Introductory High-Risk Level (red – level or worsening trend) 17](#_Toc52375340)

# **Using Public Alert Systems for COVID-19 Communications**

The COVID-19 Enforcement and Intervention Team (CEIT) has developed a comprehensive public messaging campaign to support high priority communities with persistently high COVID-19 case rates. The campaign includes several elements and tactics delivered through paid, owned, earned, and shared media channels.

Public Alert Systems, owned and operated by many cities and towns in Massachusetts, offer powerful communication tools to keep residents informed about the COVID-19 situation in their communities. Municipalities, particularly those in higher-risk categories, **are strongly encouraged to utilize their public alert systems** to keep residents up-to-date and to reinforce public health messages that will mitigate the spread of the virus in their communities.

## Public alerting systems advantages:

Your local alert system is a trusted source of information for residents and offers several advantages, including the ability to:

* Communicate via multiple channels such as text, voice calls to cell phones and landlines, and email (some systems integrate social media messaging as well)
* Push messages in multiple languages
* Target messages to geographic areas within a community
* Deliver messages in formats based on resident preferences

## Tips for delivering effective public alerts:

* Keep alerts brief; in stressful times, people have more difficulty receiving and processing information.
* Be direct and prescriptive; What is the alert about? How does it impact the resident? What should the resident do?
* Pre-script messages; see samples below.
* Have a trusted, senior leader deliver recorded voice messages if possible (Mayor, city or town manager, trusted community voice, etc.).
* Deliver messages in top languages for your community.
* Include new information with every alert and present the most important information at the top of the message.
* Keep a regular cadence of messages, but don’t overdo it – too many messages can cause message fatigue and lead residents to opt-out of the alert system *(****We recommend community-wide messages once every two weeks on Thursdays, the day after the Commonwealth updates city and town risk levels.****)*
* Coordinate messages: If other organizations (such as schools) are also pushing alerts into the community, coordinate the scheduling of those messages, so the residents are not getting multiple messages on the same day.

# **Option 1: Regularly Scheduled Community Risk Updates**

([Click here to see these messages in Spanish, Portuguese, Vietnamese, Khmer and Arabic](#_Translated_Messages))

**Sample Messages**

Introductory High-Risk Level (red – level or worsening trend)**:**(NOTE:We recommend all communities use this message first.)

~90 Character Message:

*COVID19 risk is dangerously high in (community) protect yourself & your family Mass.gov/StopCOVID19*

~130 Character Message:

*COVID19 risk is dangerously high in (community). Wear a mask, clean your hands, stay home if sick, get tested. Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*ACTION Required: COVID-19 risk is high in (community) – You can save a life*

Dear Residents of (Community),

Yesterday, the Commonwealth released its weekly public health report, and it shows that our residents are currently at a dangerously high-risk from COVID-19. The rate of COVID cases locally is much higher than the state’s average. We need to do more to protect our families, loved ones, and community. You can save a life by taking action.

*(Add a sentence with information about what is known from your public health team about the spread of cases in your community. Large private gatherings among family and friends without taking proper precautions? Public gatherings of residents not following public health guidance? Cases related to recent travel? Cases involving close contact with individuals such as carpooling?)*

Please take steps now:

* Wear a mask when outside, or inside shared spaces where you can’t keep a safe distance from others
* Wash your hands often.
* Keep gatherings small – even with family and friends and make sure everyone wears a mask and keeps a safe distance.
* Don't share food or drinks.
* Stay home if you feel sick.
* Follow travel quarantine guidelines.
* Get tested.

For more information on how to stop the spread of COVID-19, visit Mass.gov/StopCOVID19

High-Risk level (red - but improving trend)**:**

~90 Character Message:  
*(Community) is making progress. We must continue to stop the spread Mass.gov/StopCOVID19*

~130 Character Message:

*(Community) has made progress on COVID19. Let’s keep our progress going in the right direction! Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*ACTION Required: COVID19 risk is still high but improved in (community) – Stop the Spread*

Dear Residents of (Community),

Yesterday, the Commonwealth released its weekly public health report, and it shows that while our residents are still at high-risk from COVID-19the situation is improving. The local level COVID-19 cases in our community have gone down recently but are still higher than the state’s average. We need to continue our efforts to protect our families, loved ones, and community.

*(Add a sentence with information about what is known about the spread of cases in the community. If there has been good progress, let residents know what is working and how they can continue to help stop the spread.)*

Please continue to take these steps:

* Wear a mask when outside, or inside shared spaces where you can’t keep a safe distance from others
* Wash your hands often.
* Keep gatherings small – even with family and friends and make sure everyone wears a mask and keeps a safe distance.
* Don't share food or drinks.
* Stay home if you feel sick.
* Follow travel quarantine guidelines.
* Get tested.

For more information on how to stop the spread of COVID-19, visit Mass.gov/StopCOVID19

Moderate Risk Level (yellow – improved trend from red)**:**

~90 Character Message:

*Good work! (community) COVID19 risk is still high but improved Mass.gov/StopCOVID19*

~130 Character Message:

*COVID-19 risk is still high but improved in (community). Keep up the good work protecting yourself & others Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*UPDATE: COVID-19 risk is improving in (community) – How we can continue our progress*

Dear Residents of (Community),

Yesterday, the Commonwealth released its weekly public health report, and it shows our efforts have had a positive impact. . The number of COVID-19 cases in our community has gone down shifting our risk level from high-risk to moderate risk. However, the average number of cases in our community remains higher than the state’s average. Our efforts to protect our family and friends are having an impact, but we need to continue the work to stop COVID-19. keep improving and keep our guard up.

*(Add a sentence with the latest update about the spread of cases in the community. If there has been good progress, or something new learned through contact tracing, let residents know.)*

Please continue to take these steps:

* Wear a mask when outside, or inside shared spaces where you can’t keep a safe distance from others
* Wash your hands often.
* Keep gatherings small – even with family and friends and make sure everyone wears a mask and keeps a safe distance.
* Don't share food or drinks.
* Stay home if you feel sick.
* Follow travel quarantine guidelines.
* Get tested.

For more information on how to stop the spread of COVID-19, visit Mass.gov/StopCOVID19

Moderate Risk Level (yellow – worsening trend from low-risk category)**:**

~90 Character Message:

*(Community) COVID19 cases are RISING. Let’s stop the spread Mass.gov/StopCOVID19*

~130 Character Message:

*(Community) COVID-19 cases are RISING. Stop the spread and protect yourself, family, and community Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*UPDATE: COVID19 risk is rising in (community) – Let’s stop the spread*

Dear Residents of (Community),

Yesterday, the Commonwealth released its weekly public health report, and our risk level has increased from low to moderate (yellow). This means our residents are now at a moderate-risk of getting sick from COVID-19, and the number of COVID-19 cases in our community has increased beyond the state's average. We can act now to stop the spread and protect our family and friends if we each do our part.

*(Add a sentence with the latest update about what is known about the recent rise in cases.)*

Please take these steps:

* Wear a mask when outside, or inside shared spaces where you can’t keep a safe distance from others
* Wash your hands often.
* Keep gatherings small – even with family and friends and make sure everyone wears a mask and keeps a safe distance.
* Don't share food or drinks.
* Stay home if you feel sick.
* Follow travel quarantine guidelines.
* Get tested.

For more information on how to stop the spread of COVID-19, visit Mass.gov/StopCOVID19

# **Option 2: Regularly Scheduled Tips & Resource Messaging**

Introductory High-Risk Level (red – level or worsening trend)**:**(NOTE:We recommend all communities use this message first.)

~90 Character Message:

*COVID19 risk is dangerously high in (community) protect yourself & your family Mass.gov/StopCOVID19*

~130 Character Message:

*COVID19 risk is dangerously high in (community). Wear a mask, clean your hands, stay home if sick, get tested. Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*ACTION Required: COVID-19 risk is high in (community) – You can save a life*

Dear Residents of (Community),

Yesterday, the Commonwealth released its weekly public health report, and it shows that our residents are currently at a dangerously high-risk from COVID-19. The rate of COVID cases locally is much higher than the state’s average. We need to do more to protect our families, loved ones, and community. You can save a life by taking action.

*(Add a sentence with information about what is known from your public health team about the spread of cases in your community. Large private gatherings among family and friends without taking proper precautions? Public gatherings of residents not following public health guidance? Cases related to recent travel? Cases involving close contact with individuals such as carpooling?)*

Please take steps now:

* Wear a mask when outside, or inside shared spaces where you can’t keep a safe distance from others
* Wash your hands often.
* Keep gatherings small – even with family and friends and make sure everyone wears a mask and keeps a safe distance.
* Don't share food or drinks.
* Stay home if you feel sick.
* Follow travel quarantine guidelines.
* Get tested.

For more information on how to stop the spread of COVID-19, visit Mass.gov/StopCOVID19

**(Sample Message: Making complaints about compliance issues.)**

~90 Character Message:

*Know a business or workplace not following COVID safety rules? mass.gov/compliance*

~130 Character Message:

*Are you concerned about a business or workplace not following COVID-19 safety rules? Take these steps mass.gov/compliance*

**(Sample Message: Monitoring your health if you are identified as a COVID close contact.)**

~90 Character Message:

*10 tips on how to self-quarantine at home mass.gov/10tips*

~130 Character Message:

*10 tips on how to self-quarantine at home if you get a call saying you may have been exposed to COVID mass.gov/10tips*

**(Sample Message: Wearing a mask, wash your hand, keep a safe distance.)**

~90 Character Message:

*Save a life: Wear a mask, wash your hands, keep a safe distance mass.gov/maskup*

~130 Character Message:

*You have the power to save a life by doing this: Wear a mask, wash your hands, keep a safe distance mass.gov/maskup*

**(Sample Message: Testing)**

~90 Character Message:

*Need a #COVID-19 Test? Find a testing site near you mass.gov/GetTested*

~130 Character Message:

*Do you need a #COVID-19 Test? Visit this website to find a testing site near you mass.gov/GetTested*

## Promoting your Public Alert System:

As you begin using your Public Alert System for COVID-19 notifications regularly, take the opportunity to expand enrollment of residents to extend the reach of the system. Promote the alerts and the systems through various channels, including:

* Placing a registration link prominently on your city or town’s website
* Promoting similar messaging and the system on social media
* Issuing a press release on the COVID risk alerts
* Including an easy URL to sign up for the public alert system on COVID-19 materials

### Additional Useful Messages & Social Graphics

|  |  |
| --- | --- |
| Take these steps to report a business or workplace that is not following reopening standards and protocols. mass.gov/compliance | A close up of a sign  Description automatically generated |
| Get local COVID-19 updates and alerts delivered right to you. Sign up here [link to your sign-up page] | A close up of a blue background  Description automatically generated |
| Have you been told you’re a “close contact” of someone with #COVID19? Download our 10 Tips on how to safely monitor your health at home mass.gov/10tips | A close up of a blue background  Description automatically generated |
| One of the best ways to protect yourself and others from #COVID19 is to wear a face covering. Find out more mass.gov/maskup |  |
| If you need a test for #COVID19MA visit this website to locate a testing site near you www.mass.gov/GetTested |  |
| All visitors and returning residents of #MA must follow #COVID19MA safety orders. Find out more mass.gov/Traveler |  |
| Need help with food? You’re not alone. Many residents and families need assistance getting food during the #COVID19MA crisis. Find help mass.gov/FindFoodHelp |  |

## COVID-19 Communications Resources

Note: Shortened mass.gov urls can be provided for content linked below.

**COVID Safe Practices Concern Form**

*This form is where residents can report concerns about non-compliance with the Commonwealth’s travel advisory quarantine, face covering, gathering, or other public health rules.*

* [COVID Safe Practices Concern Form](https://www.mass.gov/forms/covid-safe-practices-concern-form)

**Infographics**

* [Stop the Spread of Germs](https://www.mass.gov/doc/stop-the-spread-of-germs-respiratory-diseases-like-flu-and-covid-19/download)
* Social distancing: for [youth](https://www.mass.gov/doc/how-young-people-can-prevent-covid-19-with-social-distancing/download) for [general audience](https://www.mass.gov/doc/help-prevent-covid-19-with-social-distancing/download)
* [Coping](https://www.mass.gov/doc/coping-with-stress-and-fear-from-covid-19/download) with stress or fear
* What to do [if you are sick](https://www.mass.gov/info-details/covid-19-printable-fact-sheets#what-to-do-if-you-are-sick-)
* 10 tips for at-home [quarantine or self-monitoring](https://www.mass.gov/info-details/covid-19-printable-fact-sheets#at-home-quarantine-or-self-monitoring-)

**Short videos:**

|  |  |  |
| --- | --- | --- |
| **Overview of COVID-19 Testing** | **Importance of COVID-19 Testing** | **How to Safely Cover Your Face Outside of Home** |
| * [English](https://youtu.be/OFJ9mCpmpRE) * [Spanish](https://youtu.be/ditRiBYCadc) * [Portuguese](https://youtu.be/HFCYnYnnl_c) * [Simplified Chinese](https://youtu.be/lmcMU7U7oX4) * [Traditional Chinese](https://youtu.be/Sy0Iskrau04) * [Vietnamese](https://youtu.be/r8MQbkbjrTM) * [Haitian Creole](https://youtu.be/880V5SWqnbA) | * [English](https://www.youtube.com/watch?v=-iurNas4lSQ) * [Spanish](https://youtu.be/J01CvHlxhi0) * [Portuguese](https://youtu.be/KYv2CXDojaU) * [Simplified Chinese](https://youtu.be/Ebjk2J6YeI0) * [Traditional Chinese](https://youtu.be/DIHOA6nmZ2g) * [Vietnamese](https://youtu.be/mK665G7bx9o) * [Haitian Creole](https://youtu.be/sMpFwojdbJQ) | * [English](https://www.youtube.com/watch?v=HtUJPizQVPI&feature=youtu.be) * [Spanish](https://youtu.be/oKRFWS9Eh3M) * [Portuguese](https://youtu.be/vV_Jg8JeAAU) * [Simplified Chinese](https://youtu.be/uZ9MfsfFjPM) * [Traditional Chinese](https://youtu.be/p7_wJBUufe8) * [Haitian Creole](https://youtu.be/ruNxu4s4J1Y) * [Vietnamese](https://youtu.be/ruNxu4s4J1Y) |

* [10 Tips for at home quarantine or self-monitoring](https://youtu.be/QlRd6F9BWUA)
* [Stop the Spread of Germs like Seasonal Flu and COVID-19](https://www.youtube.com/watch?v=atoYsk9lFXs) (:30)
* [Help Prevent COVID-19 with Social Distancing (:30)](https://www.youtube.com/watch?v=TkW72NwcOUg)
* [How Young People Can Help Prevent COVID-19 with Social Distancing](https://www.youtube.com/watch?v=anWI91gThfY) (:30)
* [Coping with Stress and Fear from COVID-19](https://www.youtube.com/watch?v=jSGlsQkrP-U) (:30)
* [Stay Home - Save Lives](https://www.youtube.com/watch?v=jQLOTdjHjn8) (:06)

**Spanish Radio Spots (available on request):**

* “Prevent the Spread of Germs,” “Social Distancing and Stay Home,” and “Stay Safe. Save Lives.”
* To request the radio spots, contact John Jacob at [John.Jacob@mass.gov](mailto:John.Jacob@mass.gov)

# **Translated Messages**

## **Khmer:**

# Option 1: Regularly Scheduled Community Risk Updates

**Sample Messages**

Introductory High-Risk Level (red – level or worsening trend)**:**

(NOTE:We recommend all communities use this message first.)

~90 Character Message:

*ហានិភ័យជំងឺ COVID19 គឺគ្រោះថ្នាក់ខ្ពស់ នៅក្នុង (community)ដូច្នេះហើយត្រូវការពារខ្លួនអ្នក និងគ្រួសាររបស់អ្នក Mass.gov/StopCOVID19*

~130 Character Message:

*ហានិភ័យជំងឺ COVID19 គឺគ្រោះថ្នាក់ខ្ពស់ នៅក្នុង (community)។ ត្រូវពាក់ម៉ាស្ក សំអាតដៃរបស់អ្នក នៅផ្ទះបើសិនឈឺថ្កាត់ ឲ្យបានធ្វើតេស្ដ។ Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*វិធានការបានតម្រូវ៖ ហានិភ័យជំងឺ COVID-19 គឺខ្ពស់ នៅក្នុង (community) – អ្នកអាចសង្រ្គោះជីវិតបាន*

សូមគោរពមកដល់អ្នកមូលដ្ឋាននៃ (Community),

កាលពីម្សិលមិញ Commonwealth បានចេញរបាយការណ៍រាល់អាទិត្យរបស់ខ្លួន អំពីសុខភាពសាធារណៈ ហើយវា បង្ហាញថានៅបច្ចុប្បន្ននេះ អ្នកមូលដ្ឋានរបស់យើង ឋិតក្នុងហានិភ័យគ្រោះថ្នាក់ខ្ពស់ មកពីជំងឺ COVID-19។ អត្រានៃករណី ជំងឺ COVID នៅតាមតំបន់ គឺខ្ពស់ខ្លាំងជាងមធ្យមភាគរបស់រដ្ឋ។ យើងរាល់គ្នាត្រូវធ្វើការថែមទៀត ដើម្បីការពារគ្រួសារ មនុស្សជាទីស្រឡាញ់ និងសហគមន៍ របស់យើង។ អ្នកអាចសង្រ្គោះជីវិតបាន តាមការចាត់វិធានការ។

*(Add a sentence with information about what is known from your public health team about the spread of cases in your community. Large private gatherings among family and friends without taking proper precautions? Public gatherings of residents not following public health guidance? Cases related to recent travel? Cases involving close contact with individuals such as carpooling?)*

សូមចាត់វិធានការឥឡូវនេះ៖

* ត្រូវពាក់ម៉ាស្ក នៅពេលនៅខាងក្រៅ ឬនៅក្នុងកន្លែងនៅចូលគ្នា នៅទីណាដែលអ្នកមិនអាចរក្សា ចំងាយមានសុវត្ថិភាព ពីអ្នកផ្សេងៗ។
* លាងដៃរបស់អ្នកឲ្យញឹកញាប់។
* រក្សាការប្រមូលផ្ដុំគ្នាតូចៗ – សូម្បីតែជាមួយគ្រួសារ និងមិត្រភ័ក្ដិ ហើយធ្វើឲ្យប្រាកដ ថាគ្រប់ៗគ្នាពាក់ម៉ាស្ក និងរក្សាចំងាយមានសុវត្ថិភាព។
* ចូរកុំបរិភោគអាហារ ឬពិសាភេសជ្ជៈចូលគ្នា។
* នៅផ្ទះបើសិនអ្នកឈឺថ្កាត់។
* ប្រព្រឹត្ដតាមគោលការណ៍ណែនាំ នៃការនៅដាច់ឡែកពេលធ្វើដំណើរ។
* ឲ្យបានធ្វើតេស្ដ។

សំរាប់ព័ត៌មានថែមទៀត អំពីរបៀបបញ្ឈប់ការឆ្លងរាលដាលនៃជំងឺ COVID-19 ទស្សនា Mass.gov/StopCOVID19

High-Risk level (red - but improving trend)**:**

~90 Character Message:

*(Community)គឺកំពុងតែមានការជឿនលឿន។ យើងត្រូវតែបន្ដ បញ្ឈប់ការឆ្លងរាលដាល Mass.gov/StopCOVID19*

~130 Character Message:

*(Community) បានជឿនលឿនទៅលើជំងឺ COVID19។ ចូរយើងរក្សាជំនឿនរបស់យើង នៅក្នុងទិសដៅត្រឹមត្រូវ! Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*វិធានការបានតម្រូវ៖ ហានិភ័យជំងឺ COVID19 នៅតែខ្ពស់ ប៉ុន្ដែបានប្រសើរ នៅក្នុង (community) – បញ្ឈប់ការឆ្លងរាលដាល*

សូមគោរពមកដល់អ្នកមូលដ្ឋាននៃ (Community),

កាលពីម្សិលមិញ Commonwealth បានចេញរបាយការណ៍រាល់អាទិត្យរបស់ខ្លួន អំពីសុខភាពសាធារណៈ ហើយវា បង្ហាញថា ក្នុងខណៈអ្នកមូលដ្ឋានរបស់យើង គឺនៅតែឋិតក្នុងហានិភ័យគ្រោះថ្នាក់ខ្ពស់ មកពីជំងឺ COVID-19 ប៉ុន្ដែស្ថាន ភាពកំពុងតែប្រសើរ។ កម្រិតករណីជំងឺ COVID-19 តាមតំបន់ នៅក្នុងសហគមន៍របស់យើង បានចុះថយនៅពេលថ្មីៗនេះ ប៉ុន្ដែនៅតែខ្ពស់ជាងមធ្យមភាគរបស់រដ្ឋ។ យើងរាល់គ្នាត្រូវបន្ដការខំប្រឹងប្រែងរបស់យើង ដើម្បីការពារគ្រួសារ មនុស្សជាទី ស្រឡាញ់ និងសហគមន៍ របស់យើង។

*(Add a sentence with information about what is known about the spread of cases in the community. If there has been good progress, let residents know what is working and how they can continue to help stop the spread.)*

សូមបន្ដចាត់វិធានការទាំងនេះ៖

* ត្រូវពាក់ម៉ាស្ក នៅពេលនៅខាងក្រៅ ឬនៅក្នុងកន្លែងនៅចូលគ្នា នៅទីណាដែលអ្នកមិនអាចរក្សា ចំងាយមានសុវត្ថិភាព ពីអ្នកផ្សេងៗ។
* លាងដៃរបស់អ្នកឲ្យញឹកញាប់។
* រក្សាការប្រមូលផ្ដុំគ្នាតូចៗ – សូម្បីតែជាមួយគ្រួសារ និងមិត្រភ័ក្ដិ ហើយធ្វើឲ្យប្រាកដ ថាគ្រប់ៗគ្នាពាក់ម៉ាស្ក និងរក្សាចំងាយមានសុវត្ថិភាព។
* ចូរកុំបរិភោគអាហារ ឬពិសាភេសជ្ជៈចូលគ្នា។
* នៅផ្ទះបើសិនអ្នកឈឺថ្កាត់។
* ប្រព្រឹត្ដតាមគោលការណ៍ណែនាំ នៃការនៅដាច់ឡែកពេលធ្វើដំណើរ។
* ឲ្យបានធ្វើតេស្ដ។

សំរាប់ព័ត៌មានថែមទៀត អំពីរបៀបបញ្ឈប់ការឆ្លងរាលដាលនៃជំងឺ COVID-19 ទស្សនា Mass.gov/StopCOVID19

Moderate Risk Level (yellow – improved trend from red)**:**

~90 Character Message:

*ធ្វើការល្អមែន! ហានិភ័យជំងឺ COVID19 នៅក្នុង (community)នៅតែខ្ពស់ ប៉ុន្ដែបានប្រសើរ Mass.gov/StopCOVID19*

~130 Character Message:

*ហានិភ័យជំងឺ COVID-19 នៅតែខ្ពស់ ប៉ុន្ដែបានប្រសើរ នៅក្នុង (community)។ ចូររក្សាបន្ដធ្វើការល្អ ដើម្បីការពារខ្លួនអ្នក និងមនុស្សផ្សេងៗ Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*សភាពការណ៍៖ ហានិភ័យជំងឺ COVID-19 កំពុងតែប្រសើរ នៅក្នុង (community) – របៀបយើងអាចបន្ដ ការជឿនលឿនរបស់យើង*

សូមគោរពមកដល់អ្នកមូលដ្ឋាននៃ (Community),

កាលពីម្សិលមិញ Commonwealth បានចេញរបាយការណ៍រាល់អាទិត្យរបស់ខ្លួន អំពីសុខភាពសាធារណៈ ហើយវា បង្ហាញថាការខំប្រឹងប្រែងរបស់យើង មានឥទ្ធិពលជាវិជ្ជមាន។ ចំនួននៃករណីជំងឺ COVID-19 នៅក្នុងសហគមន៍របស់យើង បានចុះថយ ដែលដូរ កម្រិតហានិភ័យរបស់យើង ពីហានិភ័យខ្ពស់ ទៅជាហានិភ័យមធ្យម។ តែយ៉ាងណាមិញ ចំនួនជាមធ្យម នៃករណី នៅក្នុងសហគមន៍របស់យើង នៅតែខ្ពស់ជាងមធ្យមភាគ របស់រដ្ឋដដែល។ ការខំប្រឹងប្រែងរបស់យើង ដើម្បីការពារ គ្រួសារ និងមិត្រភ័ក្ដិ របស់យើង គឺមានឥទ្ធិពល ប៉ុន្ដែយើងត្រូវបន្ដធ្វើការ ដើម្បីបញ្ឈប់ជំងឺ COVID-19។ រក្សាការប្រសើរ និងរក្សាការចាំយាមរបស់ យើង។

*(Add a sentence with the latest update about the spread of cases in the community. If there has been good progress, or something new learned through contact tracing, let residents know.)*

សូមបន្ដចាត់វិធានការទាំងនេះ៖

* ត្រូវពាក់ម៉ាស្ក នៅពេលនៅខាងក្រៅ ឬនៅក្នុងកន្លែងនៅចូលគ្នា នៅទីណាដែលអ្នកមិនអាចរក្សា ចំងាយមានសុវត្ថិភាព ពីអ្នកផ្សេងៗ។
* លាងដៃរបស់អ្នកឲ្យញឹកញាប់។
* រក្សាការប្រមូលផ្ដុំគ្នាតូចៗ – សូម្បីតែជាមួយគ្រួសារ និងមិត្រភ័ក្ដិ ហើយធ្វើឲ្យប្រាកដ ថាគ្រប់ៗគ្នាពាក់ម៉ាស្ក និងរក្សាចំងាយមានសុវត្ថិភាព។
* ចូរកុំបរិភោគអាហារ ឬពិសាភេសជ្ជៈចូលគ្នា។
* នៅផ្ទះបើសិនអ្នកឈឺថ្កាត់។
* ប្រព្រឹត្ដតាមគោលការណ៍ណែនាំ នៃការនៅដាច់ឡែកពេលធ្វើដំណើរ។
* ឲ្យបានធ្វើតេស្ដ។

សំរាប់ព័ត៌មានថែមទៀត អំពីរបៀបបញ្ឈប់ការឆ្លងរាលដាលនៃជំងឺ COVID-19 ទស្សនា Mass.gov/StopCOVID19

Moderate Risk Level (yellow – worsening trend from low-risk category)**:**

~90 Character Message:

*ករណីជំងឺ COVID19 នៅក្នុង (Community)កំពុងតែកើនឡើង។ ចូរបញ្ឈប់ការឆ្លងរាលដាល Mass.gov/StopCOVID19*

~130 Character Message:

*ករណីជំងឺ COVID-19 នៅក្នុង (Community)កំពុងតែកើនឡើង។ បញ្ឈប់ការឆ្លងរាលដាល និងការពារខ្លួនអ្នក គ្រួសារ និងសហគមន៍ របស់អ្នក Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*សភាពការណ៍៖ ហានិភ័យជំងឺ COVID19 កំពុងតែកើនឡើង នៅក្នុង (community) – ចូរបញ្ឈប់ការឆ្លងរាលដាល*

សូមគោរពមកដល់អ្នកមូលដ្ឋាននៃ (Community),

កាលពីម្សិលមិញ Commonwealth បានចេញរបាយការណ៍រាល់អាទិត្យរបស់ខ្លួន អំពីសុខភាពសាធារណៈ ហើយកម្រិត ហានិភ័យរបស់យើង បានកើនពីទាប ទៅមធ្យម (ពណ៌លឿង)។ នេះមានសេចក្ដីថា អ្នកមូលដ្ឋានរបស់យើង ឥឡូវនេះឋិត ក្នុងហានិភ័យមធ្យម នៃការឈឺថ្កាត់មកពីជំងឺ COVID-19 និងចំនួននៃករណីជំងឺ COVID-19 នៅក្នុងសហគមន៍របស់យើង បានកើនហួសពីមធ្យមភាគរបស់រដ្ឋ។ យើងអាចប្រព្រឹត្ដឥឡូវនេះ ដើម្បីបញ្ឈប់ការឆ្លងរាលដាល និងការពារគ្រួសារ និងមិត្រភ័ក្ដិ របស់យើង បើសិនយើងម្នាក់ៗ ធ្វើផ្នែករបស់យើង។

*(Add a sentence with the latest update about what is known about the recent rise in cases.)*

សូមចាត់វិធានការទាំងនេះ៖

* ត្រូវពាក់ម៉ាស្ក នៅពេលនៅខាងក្រៅ ឬនៅក្នុងកន្លែងនៅចូលគ្នា នៅទីណាដែលអ្នកមិនអាចរក្សា ចំងាយមានសុវត្ថិភាព ពីអ្នកផ្សេងៗ។
* លាងដៃរបស់អ្នកឲ្យញឹកញាប់។
* រក្សាការប្រមូលផ្ដុំគ្នាតូចៗ – សូម្បីតែជាមួយគ្រួសារ និងមិត្រភ័ក្ដិ ហើយធ្វើឲ្យប្រាកដ ថាគ្រប់ៗគ្នាពាក់ម៉ាស្ក និងរក្សាចំងាយមានសុវត្ថិភាព។
* ចូរកុំបរិភោគអាហារ ឬពិសាភេសជ្ជៈចូលគ្នា។
* នៅផ្ទះបើសិនអ្នកឈឺថ្កាត់។
* ប្រព្រឹត្ដតាមគោលការណ៍ណែនាំ នៃការនៅដាច់ឡែកពេលធ្វើដំណើរ។
* ឲ្យបានធ្វើតេស្ដ។

សំរាប់ព័ត៌មានថែមទៀត អំពីរបៀបបញ្ឈប់ការឆ្លងរាលដាលនៃជំងឺ COVID-19 ទស្សនា Mass.gov/StopCOVID19

# Option 2: Regularly Scheduled Tips & Resource Messaging

Introductory High-Risk Level (red – level or worsening trend)**:**

(NOTE:We recommend all communities use this message first.)

~90 Character Message:

*ហានិភ័យជំងឺ COVID19 គឺគ្រោះថ្នាក់ខ្ពស់ នៅក្នុង (community)ដូច្នេះហើយត្រូវការពារខ្លួនអ្នក និងគ្រួសាររបស់អ្នក Mass.gov/StopCOVID19*

~130 Character Message:

*ហានិភ័យជំងឺ COVID19 គឺគ្រោះថ្នាក់ខ្ពស់ នៅក្នុង (community)។ ត្រូវពាក់ម៉ាស្ក សំអាតដៃរបស់អ្នក នៅផ្ទះបើសិន ឈឺថ្កាត់ ឲ្យបានធ្វើតេស្ដ។ Mass.gov/StopCOVID19*

Sample Email:

Subject Line:

*វិធានការបានតម្រូវ៖ ហានិភ័យជំងឺ COVID-19 គឺខ្ពស់ នៅក្នុង (community) – អ្នកអាចសង្រ្គោះជីវិតបាន*

សូមគោរពមកដល់អ្នកមូលដ្ឋាននៃ (Community),

កាលពីម្សិលមិញ Commonwealth បានចេញរបាយការណ៍រាល់អាទិត្យរបស់ខ្លួន អំពីសុខភាពសាធារណៈ ហើយវា បង្ហាញថានៅបច្ចុប្បន្ននេះ អ្នកមូលដ្ឋានរបស់យើង ឋិតក្នុងហានិភ័យគ្រោះថ្នាក់ខ្ពស់ មកពីជំងឺ COVID-19។ អត្រានៃករណី ជំងឺ COVID នៅតាមតំបន់ គឺខ្ពស់ខ្លាំងជាងមធ្យមភាគរបស់រដ្ឋ។ យើងរាល់គ្នាត្រូវធ្វើការថែមទៀត ដើម្បីការពារគ្រួសារ មនុស្សជាទីស្រឡាញ់ និងសហគមន៍ របស់យើង។ អ្នកអាចសង្រ្គោះជីវិតបាន តាមការចាត់វិធានការ។

*(Add a sentence with information about what is known from your public health team about the spread of cases in your community. Large private gatherings among family and friends without taking proper precautions? Public gatherings of residents not following public health guidance? Cases related to recent travel? Cases involving close contact with individuals such as carpooling?)*

សូមចាត់វិធានការឥឡូវនេះ៖

* ត្រូវពាក់ម៉ាស្ក នៅពេលនៅខាងក្រៅ ឬនៅក្នុងកន្លែងនៅចូលគ្នា នៅទីណាដែលអ្នកមិនអាចរក្សា ចំងាយមានសុវត្ថិភាព ពីអ្នកផ្សេងៗ។
* លាងដៃរបស់អ្នកឲ្យញឹកញាប់។
* រក្សាការប្រមូលផ្ដុំគ្នាតូចៗ – សូម្បីតែជាមួយគ្រួសារ និងមិត្រភ័ក្ដិ ហើយធ្វើឲ្យប្រាកដ ថាគ្រប់ៗគ្នាពាក់ម៉ាស្ក និងរក្សាចំងាយមានសុវត្ថិភាព។
* ចូរកុំបរិភោគអាហារ ឬពិសាភេសជ្ជៈចូលគ្នា។
* នៅផ្ទះបើសិនអ្នកឈឺថ្កាត់។
* ប្រព្រឹត្ដតាមគោលការណ៍ណែនាំ នៃការនៅដាច់ឡែកពេលធ្វើដំណើរ។
* ឲ្យបានធ្វើតេស្ដ។

សំរាប់ព័ត៌មានថែមទៀត អំពីរបៀបបញ្ឈប់ការឆ្លងរាលដាលនៃជំងឺ COVID-19 ទស្សនា Mass.gov/StopCOVID19

**(Sample Message: Making complaints about compliance issues.)**

~90 Character Message:

*តើដឹងពាណិជ្ជកម្ម ឬកន្លែងធ្វើការ ដែលមិនប្រព្រឹត្ដតាមវិន័យសុវត្ថិភាព នៃជំងឺ COVID ឬទេ? mass.gov/compliance*

~130 Character Message:

*តើអ្នកបានខ្វល់ខ្វាយ អំពីពាណិជ្ជកម្ម ឬកន្លែងធ្វើការ ដែលមិនប្រព្រឹត្ដតាមវិន័យសុវត្ថិភាព នៃជំងឺ COVID-19 ឬទេ? ចាត់វិធានការទាំងនេះ mass.gov/compliance*

**(Sample Message: Monitoring your health if you are identified as a COVID close contact.)**

~90 Character Message:

*ឱវាទ 10 ប្រការ អំពីរបៀបនៅដាច់ឡែកម្នាក់ឯង នៅឯផ្ទះ mass.gov/10tips*

~130 Character Message:

*ឱវាទ 10 ប្រការ អំពីរបៀបនៅដាច់ឡែកម្នាក់ឯង នៅឯផ្ទះ បើសិនអ្នកបានទទួលទូរស័ព្ទ និយាយថាអ្នកអាចជាបានឆ្លងជំងឺ COVID mass.gov/10tips*

**(Sample Message: Wearing a mask, wash your hand, keep a safe distance.)**

~90 Character Message:

*សង្រ្គោះជីវិត៖ ត្រូវពាក់ម៉ាស្ក លាងដៃរបស់អ្នក រក្សាចំងាយមានសុវត្ថិភាព mass.gov/maskup*

~130 Character Message:

*អ្នកមានអំណាច ដើម្បីសង្រ្គោះជីវិត ដោយធ្វើការនេះ៖ ត្រូវពាក់ម៉ាស្ក លាងដៃរបស់អ្នក រក្សាចំងាយមានសុវត្ថិភាព mass.gov/maskup*

**(Sample Message: Testing)**

~90 Character Message:

*តើត្រូវការធ្វើតេស្ដជំងឺ #COVID-19 ឬទេ? រកកន្លែងធ្វើតេស្ដ ស្ថិតនៅជិតអ្នក mass.gov/GetTested*

~130 Character Message:

*តើអ្នកត្រូវការធ្វើតេស្ដជំងឺ #COVID-19 ឬទេ? ទស្សនាគេហទំព័រ ដើម្បីរកកន្លែងធ្វើតេស្ដ ស្ថិតនៅជិតអ្នក mass.gov/GetTested*

|  |  |
| --- | --- |
| ចាត់វិធានការទាំងនេះ ដើម្បីរាយការណ៍ អំពីពាណិជ្ជកម្ម ឬកន្លែងធ្វើការ ដែលមិនប្រព្រឹត្ដតាមមាត្រដ្ឋាន និងពិធីការ នៃការបើកឡើងវិញ។ mass.gov/compliance | A close up of a sign  Description automatically generated  មាត្រដ្ឋានសុខភាព និងសុវត្ថិភាពនៃជំងឺ COVID-19  ជួយធ្វើឲ្យប្រាកដពីការប្រតិបត្ដិ៖ mass.gov/COVIDcompliance |
| ទទួលសភាពការណ៍ជំងឺ COVID-19 ក្នុងតំបន់ និងការប្រាប់ឲ្យប្រយ័ត្ន បានជូនដំណឹងដល់អ្នក។ ចុះឈ្មោះនៅទីនេះ [link to your sign-up page] |  |
| តើអ្នកត្រូវបានប្រាប់ ថាអ្នកមាន “ទាក់ទងជិតស្និទ្ធ” ជាមួយជនណាម្នាក់ ដែលមានជំងឺ #COVID19 ឬទេ? ទាញយកឱវាទ 10 ប្រការរបស់យើង ស្ដីពីរបៀបត្រួត មើលសុខភាពរបស់អ្នក ដោយសុវត្ថិភាព នៅឯផ្ទះ mass.gov/10tips | ឱវាទ 10 ប្រការ សំរាប់ការនៅដាច់ឡែកនៅផ្ទះ ឬការត្រួតមើលខ្លួនឯង |
| មធ្យោបាយម្យ៉ាងដ៏ល្អបំផុត ដើម្បីការពារខ្លួនអ្នក និងមនុស្ស ផ្សេងៗពីជំងឺ #COVID19 គឺពាក់ប្រដាប់បាំងមុខ។ រកឲ្យដឹងថែមទៀត mass.gov/maskup |  |
| បើសិនអ្នកត្រូវការធ្វើតេស្ដ សំរាប់ជំងឺ #COVID19MA ទស្សនាគេហទំព័រនេះ ដើម្បីរកកន្លែងធ្វើតេស្ដ ស្ថិតនៅ ជិតអ្នក www.mass.gov/GetTested |  |
| ទេសចរ និងអ្នកមូលដ្ឋានទាំងអស់ ដែលត្រឡប់មក រដ្ឋ #MA វិញ ត្រូវតែប្រព្រឹត្ដតាមបទបញ្ជាសុវត្ថិភាព #COVID19MA។ រកឲ្យដឹងថែមទៀត mass.gov/traveler |  |
| តើត្រូវការជំនួយ ជាមួយម្ហូបអាហារឬទេ? អ្នកមិនមែន តែម្នាក់ឯងឡើយ។ អ្នកមូលដ្ឋាន និងគ្រួសារជាច្រើន ត្រូវការជំនួយ ក្នុងការឲ្យបានម្ហូបអាហារ អំឡុងពេល មានវិបត្ដិ #COVID19MA។ រកជំនួយ mass.gov/FindFoodHelp |  |

**COVID Safe Practices Concern Form**

*ក្រដាសបំពេញនេះ គឺជាទីដែលអ្នកមូលដ្ឋាន អាចរាយការណ៍កង្វល់ អំពីការមិនប្រតិបត្ដិតាម វិន័យធ្វើដំណើរនៅដាច់ឡែក ការបាំងមុខ ការប្រមូលផ្ដុំគ្នា ឬវិន័យសុខភាពសាធារណៈផ្សេងៗទៀត របស់ Commonwealth។*

* [ក្រដាសបំពេញ កង្វល់ការអនុវត្ដន៍សុវត្ថិភាពជំងឺ COVID](https://www.mass.gov/forms/covid-safe-practices-concern-form)