

Houston Health Department COVID-19 Antibody Testing Survey Trusted Voices Toolkit

Overview: The Houston Health Department (HHD), the Centers for Disease Control and Prevention (CDC), Rice University and Baylor College of Medicine are collaborating to conduct an antibody testing survey, also known as a serology survey, to better understand how many people have already been infected with the virus that causes COVID-19. **The following toolkit serves as a guide for outreach when speaking to communities about the survey.** This document contains general information about the survey, with key messages, fast facts, sample social media content, relevant URLs and hashtags for your use.

Antibodies are proteins the body makes in response to infections. Antibody tests may be able to tell us if a person had a past infection of COVID-19. This investigation will help us estimate the percentage of people in the community who have been infected with the virus that causes COVID-19. **As a trusted voice in your community, we ask for your help in promoting general awareness of the survey and encourage community members to participate if visited by an investigation team.** Our communities look up to you and trust in your word, making you the perfect conduit to disseminate information.

Rice University's Kinder Institute for Urban Research is providing communication and outreach support for the survey.

Your Role: Communicate via word-of-mouth, social media, email, telephone, events or by other means to create awareness and encourage community members to participate.

Timing: Immediate.

Key Messages

About The Antibody Testing Survey

- The main objective is to determine the extent of community spread of COVID-19 by testing for antibodies. The results of this investigation will help inform future strategies to stop the spread of COVID-19.
- This investigation will help us estimate the percentage of people in the community who have been infected. Some people may have had COVID-19 but were not tested, did not have any symptoms, or did not seek medical care.
- Teams are knocking on doors in the community through **September 24**.
- Teams are visiting households located within specific areas of Houston. Teams will include Houston Health Department staff and Houston Fire Department (HFD) paramedics, identifiable by *Better. Together.* shirts.
- They will also have an official letter from the Houston Health Department.
- During the visit, the teams will conduct interviews and take blood samples to test for antibodies that indicate a person has been infected with SARS-CoV-2, the virus that causes COVID-19. All members of the household are asked to participate, including children. Blood will be drawn by HFD paramedics.
- **Teams will not ask questions about citizenship status or request financial information.**
- Only homes approached by the investigation teams are eligible to participate, and **participation is voluntary**. Anyone who is visited by a team is encouraged to participate.
- **Participants receive a \$25 gift card and are entered in a drawing for a \$500 gift card.**

About Antibodies

- Antibodies are proteins the body makes in response to infections.
- If someone has been infected with SARS-CoV-2, the virus that causes COVID-19, the body makes antibodies specific to this virus.
- It typically takes one to three weeks after someone is infected for their body to make antibodies.
- Antibodies may provide immunity or protection against getting COVID-19 a second time. We currently, however, do not know how much protection the antibodies may provide or how long this protection may last.

About Antibody Testing

- The antibody test checks a person's blood by looking for antibodies.
- The antibody test may be able to tell us if a person had a past infection of COVID-19 but does not detect a current infection.
- The antibody test is not a substitute for the COVID-19 test and cannot determine if someone has a current infection.



Hashtags: Please use the following hashtags:

#COVID19 #BetterTogether #StopTheSpread #ProtectTheH
#todosjuntosmejor #SaludPublica

We encourage you to **FOLLOW** the Houston Health Department on Twitter, Facebook and Instagram.

Helpful Websites

- For more information about the survey visit, <https://houstonemergency.org/covid-19-antibody-testing-survey/>
- For general information about antibody testing, visit the CDC website <https://www.cdc.gov/coronavirus/2019-ncov/lab/serology-testing.html>

Houston Health Department Logo:

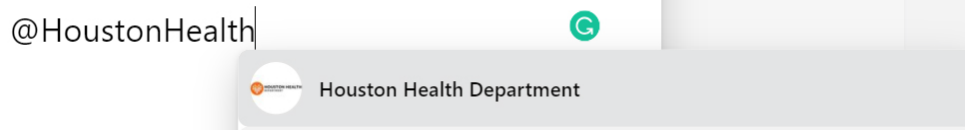


Sample Social Media Messages and Visuals:



Facebook

Note: To tag an organization in the Facebook copy, type the organization's handle and select the correct entity from the drop-down list.



Handles: @HoustonHealth @CDC @KinderInstituteForUrbanResearch
@BaylorCollegeOfMedicine

- Sample 1:** The Houston Health Department is working with the Centers for Disease Control and Prevention, Rice University's Kinder Institute for Urban Research, and Baylor College of Medicine to better understand COVID-19 and stop its spread. In Sept., teams from Houston Health Department and Houston Fire Department paramedics will visit randomly selected homes to perform a #COVID-19 antibody testing survey. If your home is selected, please participate! Antibody testing will help determine the extent of community spread. #BetterTogether
- Sample 2:** Help us understand the impact of COVID-19 in Houston. In Sept., participate in Houston Health Department's antibody testing survey. If your household is selected, we encourage you to participate! We can all play a role in helping to slow the spread of #COVID19. #BetterTogether
- Sample 3:** Help inform Houston health officials about how widespread #COVID19 is in #Houston! Participate in Houston Health Department's antibody testing survey. Participation is VOLUNTARY. The more we know about this virus, the better chance we have of getting it under control. #BetterTogether

VISUAL:



Instagram

Instagram

- **@HoustonHealthDepartment** is working with **@CDCgov**, **@RiceUniversity**, and Baylor College of Medicine to better understand **#COVID19** and stop its spread. In Sept., teams from HHD's staff and the Houston Fire Department paramedics will visit randomly selected homes to perform a COVID-19 antibody test. If your home is selected, please participate! Antibody testing will help determine the extent of community spread. **#BetterTogether**
- **Sample 2:** Help us understand the impact of COVID-19 in Houston. In Sept., participate in-**@HoustonHealthDepartment's** antibody testing survey. If your household is selected, we encourage you to participate! We can all play a role in helping to slow the spread of **#COVID19**. **#BetterTogether**
- **Sample 3:** Help inform Houston health officials about how widespread coronavirus is in our community! Participate in **@HoustonHealthDepartment's** antibody testing survey. Participation is **VOLUNTARY**. The more we know about this virus, the better chance we have of getting it under control. **#BetterTogether**

VISUAL:



Twitter

- **Sample 1:** We need your participation. Randomly selected homes in #Houston will be asked to participate in a voluntary #COVID19 antibody testing survey in Sept. Community support is essential! Visit houstonemergency.org/covid19 for more info. Together, we can stop the spread! #BetterTogether
- **Sample 2:** @HoustonHealth is working with @CDC, @RiceKinderInst and @BCMHouston to understand #COVID19. Teams will engage randomly selected households in a voluntary COVID-19 antibody survey. Participation is critical to helping us #StopTheSpread. #BetterTogether.
- **Sample 3:** .@HoustonHealth and @HoustonFire teams will visit randomly selected homes to ask residents to participate in a #COVID19 antibody testing survey. Participation is key to helping inform health officials about the spread of COVID-19 in our community! #BetterTogether

VISUAL:



Email and Newsletter Messaging

Email: The Houston Health Department is collaborating with the Centers for Disease Control and Prevention (CDC), Rice University, and Baylor College of Medicine to conduct an antibody testing survey to better understand COVID-19 in the Houston area. Obtaining more information is essential in helping Houston health officials make informed decisions to mitigating the disease.

Antibodies are proteins produced by the body's immune system to fight infections. COVID-19 antibodies are found in the blood of those who have had a PAST or PREVIOUS infection. The antibody testing will determine if someone has had a PREVIOUS infection. It will not detect a CURRENT infection. The antibody test is NOT a substitute for the COVID-19 test and CANNOT determine if someone has a CURRENT infection.

Throughout September, Houston Health Department staff and Houston Fire Department paramedics will visit randomly selected homes in neighborhoods where community transmission of confirmed COVID-19 cases is occurring. Household members will be asked to answer survey questions and to provide a blood sample to be tested for antibodies for SARS-CoV-2, the virus that causes COVID-19.



Only homes approached by the investigation teams are eligible to participate, and participation is VOLUNTARY. The teams will be identifiable by their *Better. Together.* shirts. They will also have an official letter from the Houston Health Department.

Although participation is strictly voluntary, we encourage you to participate in this important testing. Your participation is key to the safety of families and communities. The more we know about this virus, the better chance we have of getting it under control.

Newsletter: The Houston Health Department is collaborating with the Centers for Disease Control and Prevention, Rice University and Baylor College of Medicine to better understand COVID-19 and mitigate its spread. In Sept., teams will visit randomly selected homes to ask residents to participate in a voluntary COVID-19 antibody testing survey. To learn more about this important testing, visit [Houston Health Department's website](#).

HHD WEBSITE:

<https://houstonemergency.org/covid-19-antibody-testing-survey/>