CONTACT TRACING
CREATIVE TESTING
SEPTEMBER 2020

THANK YOU FOR ANSWERING THE CALL

LET’S WORK TOGETHER

CDC Foundation

PRESENTED BY
SocialQuest
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STUDY OBJECTIVES

Explore Attitudes and Beliefs Related to Contact Tracing Among Communities Disproportionately Affected by COVID-19:

- Gain reactions to Contact Tracing as a critical epidemic control strategy to gauge misunderstandings, misconceptions, how it operates, privacy and security issues, etc.
- Identify barriers related to cultural, personal, or societal factors such as stigmas, embarrassment, guilt, judgement, COVID-19 fatigue, lack of trust in government.
- Explore reactions to receiving a call from local DPH employees related to being exposed to the virus.
- Ascertain differences across regions, demographics, political values, and personal experiences with the pandemic.

Evaluate 2 Creative Concepts:

- Identify which of the 2 concepts has the strongest resonance.
- Discover opportunities to enhance, clarify, improve, and offer guidance on the creative execution strategy and implementation.
- Pinpoint which concept best resonates on the benefits of Contact Tracing, is most eye-catching, which encourages receptivity to answering the call, and motivates call-to-action to talk to the DPH.
**PARTICIPANT SEGMENTS**

A **Total of 83 Participants** – 46 females & 37 males joined the study, representing a mix of ethnicity, race, income levels, and age ranges.

**Balanced Recruitment** – Each segment was recruited to represent rural and urban areas to garner a mix of perceptions and political views reflected in the Northeast (CT), the Southeast (FL), the Midwest (MI & OH), the Northwest (OR), and the Southwest (AZ).

<table>
<thead>
<tr>
<th>SEGMENTS</th>
<th>TOTAL PARTICIPANTS</th>
<th>AGE RANGE</th>
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<tbody>
<tr>
<td>Essential Workers</td>
<td>14 Total</td>
<td>Ages 32–62</td>
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<tr>
<td></td>
<td>8 Females / 6 Males</td>
<td></td>
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<tr>
<td>Hispanic/Latinx Spanish Dominant</td>
<td>14 Total</td>
<td>Ages 25–47</td>
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<tr>
<td></td>
<td>7 Females / 7 Males</td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latinx Bilingual</td>
<td>14 Total</td>
<td>Ages 21–50</td>
</tr>
<tr>
<td></td>
<td>7 Females / 7 Males</td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>13 Total</td>
<td>Ages 29–53</td>
</tr>
<tr>
<td></td>
<td>8 Females / 5 Males</td>
<td></td>
</tr>
<tr>
<td>Underlying Health Conditions</td>
<td>14 Total</td>
<td>Ages 23–53</td>
</tr>
<tr>
<td></td>
<td>8 Females / 6 Males</td>
<td></td>
</tr>
<tr>
<td>Seniors</td>
<td>14 Total</td>
<td>Ages 60–73</td>
</tr>
<tr>
<td></td>
<td>8 Females / 6 Males</td>
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</tbody>
</table>
A Multi-Phased Research Approach
– Different methodologies were implemented to ensure a deep probe into the public’s understanding of the intentions of Contact Tracing (CT), and to evaluate 2 creative concepts, each with 6 separate advertising pieces to evaluate.

<table>
<thead>
<tr>
<th>PHASE</th>
<th>DESCRIPTION</th>
<th>OBJECTIVES</th>
<th>METHOD</th>
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<tbody>
<tr>
<td>I</td>
<td>Participant Pre-Session Homework</td>
<td>• Evaluate creative stimuli prior to Phase III online discussions to gather top-of-mind, unbiased feedback</td>
<td>Choice of using online/digital or e-mailed hardcopy survey; 79 homework submissions received</td>
</tr>
<tr>
<td>II</td>
<td>Contact Tracer Informational IDI (In-Depth Interviews)</td>
<td>• To inform the research and client teams of context of the multiple issues related to CT • To inform Phase III discussion guide</td>
<td>Seven (7), 50- to 60-minute Zoom interviews across AZ, CA, FL, OH &amp; CT representing a cross-section</td>
</tr>
<tr>
<td>III</td>
<td>3-day Online 20/20 QualBoard Qualitative Discussions</td>
<td>Deeper one-on-one discussions to: • Evaluate and identify perceptions, barriers, and resistance to CT • Gain in-depth feedback on 2 creative concepts to identify the most resonant</td>
<td>Six (6) segment bulletin boards with a total of 83 participants on an asynchronous platform chosen for its thoroughness and privacy</td>
</tr>
<tr>
<td>IV</td>
<td>Video Chat Follow Up Session</td>
<td>• Confirm most resonant concept and brainstorm recommendations</td>
<td>90-minute, QualBoard Video Chat with 7 most engaged participants across segments</td>
</tr>
</tbody>
</table>
EXECUTIVE SUMMARY
EXECUTIVE SUMMARY

PHASE I: PRE-SESSION HOMEWORK

Assignment Vetted 79 Evaluations

- Participants across the 6 study segments were asked to complete an online homework survey, which elicited their feedback about each campaign such as:
  - “Top-of-mind” initial reaction to the concepts
  - What resonated and what did not
  - Potential improvements
  - Perceived call-to-action
  - Motivational drivers and red flags

- The majority of participants completed the survey through Survey Monkey, and a few chose to write in their answers and email those back to SocialQuest.

- The homework assignments served two purposes:
  1) They provided the research team important insights prior to the subsequent 3-Day Online Qualitative Bulletin Boards; and
  2) They also let each participant engage with the advertising concepts without any group conversation that might otherwise bias their opinions - thus reducing group bias.

- A full analysis can be found in the separate Addendum to this report.
EXECUTIVE SUMMARY

KEY FINDINGS FROM PRE-SESSION ASSIGNMENT

• “Thanks for Answering the Call” was comparatively the better-received campaign concept overall, chosen by 5 of the 6 segments, and notably preferred by Seniors and Essential Workers (GRAPH 1). The “Thanks” concept also inspired the most motivation to talk to someone from the health department from participants across most segments (GRAPH 2). Participants reported that images of real people, diversity and a stronger emotional connection to the concept was more resonant.

• Where “Thanks for Answering the Call” was somewhat lacking, however, was in informing participants about how contact tracing ties into COVID-19 and how exactly it demonstrated the larger fight against it.

• “Let’s Work Together” was comparatively less well-received overall, with the exception of the Hispanic, Bilingual segment (GRAPH 1). When asked “Which concept would motivate you to talk to someone from the Local Health Department?” none of the user groups preferred “Let’s Work Together” (GRAPH 2). The puzzle analogy sparked positive emotions of unity and community and was more informative than the “Thanks” concept.

• Although “Let’s Work Together” was clearly about COVID-19, it was not clear that the campaign was focused on the importance of contact tracing. Many felt that the concept of contact tracing was only vaguely implied - and not central to the campaign.
EXECUTIVE SUMMARY

PHASE II: CONTACT TRACER

INFORMATIONAL INTERVIEWS

Contact Tracer Pre-Session IDIs

Prior to Phase II, seven (7) Contact Tracers participated in 50- to 60-minute, one-on-one interviews (IDIs) via Zoom, representing a diverse cross-section of states and backgrounds.

<table>
<thead>
<tr>
<th>STATE</th>
<th>DEPARTMENT</th>
<th>ETHNICITY/TITLE/BACKGROUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>Navajo County Health Department</td>
<td>Caucasian/Public Health Nursing Supervisor/Previous experience with contact tracing in STDs</td>
</tr>
<tr>
<td>Arizona</td>
<td>Navajo County Public Health</td>
<td>African American/Associate, Maternal &amp; Infant Health</td>
</tr>
<tr>
<td>California</td>
<td>California Dept. Public Health (CDPH)</td>
<td>Hispanic/Latinx</td>
</tr>
<tr>
<td>California</td>
<td>Marin County Public Health</td>
<td>Hispanic/Latinx</td>
</tr>
<tr>
<td>Florida</td>
<td>Dubalt County Public Health</td>
<td>Caucasian/MPH student</td>
</tr>
<tr>
<td>Florida</td>
<td>Florida Department of Health</td>
<td>Hispanic/CHD STI Disease Investigator</td>
</tr>
</tbody>
</table>
EXECUTIVE SUMMARY

CONTACT TRACERS FACE MULTIPLE CHALLENGES

The insights acquired through interviewing Contact Tracers (CT) mirror the feedback collected from participants throughout the other phases of this study:

- Public lack of understanding and misinformation related to contact tracing, the need for more detailed information
- Public mistrust of government
- Fear of employer retaliation
- In-language materials, simplified information to include visuals, videos of benefits, importance of participating
- Need for Caller ID from DPH to ease fears of scams
- Multigenerational households fearful of sharing names
- Faulty testing, delayed results
- Multiple follow-up calls causing frustration and exhaustion

“I love helping the Latino community, they are such higher risk than other communities. When I came to the states a lot of people helped me, and I wanted to give back. I work for the WIC program, they helped me a lot when I got here. I know you can do so much better with that help.”

– CT, Marin County Public Health

“Especially in minority groups, they think the call is about not going to work, and they might be apprehensive to give me info, thinking I might be reaching out to their employers.”

– CT, Columbus County Public Health

“We offer to have a group conversation with their employers to help them navigate those calls.”

– CT, Navajo County Public Health
EXECUTIVE SUMMARY

PHASE III: ONLINE DISCUSSIONS

Some Commonalities Across Segments

• Valuing a different type of quality time with family takes on new meaning as respondents restructure their lives.

• Frustrated not being in proximity to all their loved ones—to touch, visit, celebrate, travel—inspires unique and new ways of communicating across the globe.

• Some speak of slowing down, learning new things, starting or finishing projects, purging closets, saving money, taking self-care more seriously, all of which are positive strategies to endure the angst, boredom and uncertainty of the brave new world of COVID-19.

• For the employed, working can be a blessing and a reason for distress. Employer safety protocol is cited as effective, but they still fear contracting and passing the virus on to loved ones and/or co-workers.

• The great majority are experiencing COVID-19 fatigue as it applies to information overload, conflicting information, and the divisive, politically-driven pandemic narrative coming from the White House.

• The CDC and their local state and public health departments have become preferred sources of news on the coronavirus.

• Some of the higher-risk segments—Essential Workers, those with Underlying Health Conditions & Seniors—are more involved in researching and staying current on the pandemic and tend to be more informed on contact tracing.

• A handful of conspiracy theorists who believe COVID-19 is a hoax and a strategy to control the public, appear doggedly unwilling to see contact tracing through a different lens.
EXECUTIVE SUMMARY

CONCERNS VARY BY REGION

• With some exceptions, participants from Oregon, Connecticut, Ohio and Michigan appear mostly pleased with their respective governors’ and health officials’ early response to the pandemic and/or collaboration with the CDC.

• In Oregon, COVID-fatigue and overwhelm in general seems intensified given the civil unrest in Portland.

• In comparison, top-of-mind in Florida are the all-pervasive phishing scams, some of which are related to COVID-19, especially for Seniors who are often the target.

• In Florida & Arizona, immigration is mentioned as some worry about their undocumented family members and friends being identified once within the contact tracing network.

“Our local government [MI] has been following the CDC guidelines. Dr. Calhoun has on plenty of occasions mentioned her collaborations with CDC and other states public health officials. The statistics prove that by wearing a mask, washing hands often, and cleaning surfaces we can reduce the spread of this virus. The State Government has followed scientific data. This makes me feel more comfortable than listening to politicians.”

– Underlying Health Conditions

“I feel the response has been fairly good in the case of Ohio where we have a statewide mask mandate. That makes me feel safer every time we go out and about.”

– Hispanic, Bilingual
CONTACT TRACING CREATIVE TESTING

WHEN RACE, DISCRIMINATION & ACCESS INTERSECT

EXECUTIVE SUMMARY

● To avoid being judged as part of the problem for the spread of the virus, Latinos do not want to stand out for experiencing COVID-19 differently from anyone else.

● On the contrary, they stand in solidarity to help ‘thy neighbor,’ lift up each other, and express a strong desire to be part of the solution to eradicate the pandemic.

● Latino participants are especially vigilant about being overrepresented in the concepts. They call out for more white people in the “Thanks” concept precisely to avoid backlash against their community and other minorities.

● For some, Spanish-speaking PCPs are advantageous for their cultural understanding, but the more acculturated Latinos cite it’s unnecessary unless for their parents.

● The African American experience is articulated through a lens of distrust based on deep-rooted racial inequalities and structural disparities in healthcare and otherwise.

● They cite having been undermined by PCPs, treated differently, rudely, and constantly having to “prove themselves” because of their race.

● The experience of many white participants appears to mirror what one Oregonian cited: “I’m privileged in healthcare and otherwise as a white American male.”

● The white participants suspicious of government and its agencies cite concern with having their constitutional rights oppressed, while for Hispanics, it’s more about the loss of human connection than the loss of liberties.

“The doctor made it seem like I was too poor, stupid, dumb to possibly know how to feed my child. When I told him my son eats quinoa, nuts, almond milk, beyond meat products, he kinda did a ‘hmph’ like a wow I can’t believe you even know what that stuff is.”

– African American
## INITIAL REACTIONS TO CONTACT TRACING (CT), POSITIVE WITH CAVEATS

### EXECUTIVE SUMMARY

### ESSENTIAL WORKERS
- Highly receptive to CT
- Proactive mindset to save all lives
- Embracing role as ‘protector’
- Grateful for CT, high trust in the CDC, yet some unease sharing info

### AFRICAN AMERICAN
- Some but limited knowledge of CT
- Irresolute mindset, willingness varies
- Strong mistrust on confidentiality
- Desire to protect high-risk loved ones and to share for a good cause

### HISPANIC, SPANISH
- Less familiar with CT concept
- Strong inclination to help others
- Desire to cooperate
- “Rastreo” association with ICE raids
- How will they be treated by CTers?

### UNDERLYING CONDITIONS
- High science-based knowledge of CT
- Common sense approach/obligation
- Perception of CT as positive, reliable
- Significant worry on security, privacy
- Will share if anonymity is guaranteed

### HISPANIC, BILINGUAL
- Familiarity with CT from STDs / HIV
- Willing yet highly cautious
- Distrust how info will be used
- Recommend visual CT map workaround to mitigate barriers

### SENIORS
- Well-informed CDC supporters
- Committed to sharing if needed
- Invasion of privacy, phishing scams
- Distress over intensified isolation
- Fear of dying from COVID-19
# Executive Summary

**Breaking Through the Barriers of Contact Tracing**

<table>
<thead>
<tr>
<th>Segments</th>
<th>Barriers &amp; Resistance to Contact Tracing</th>
<th>Concept Considerations</th>
<th>Best Practices for Contact Tracers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential Workers</td>
<td>• Curiosity about CTers behind the call, level of empathy</td>
<td>• Put a face to the CT</td>
<td>• Highlight templates/support to communicate with their employers</td>
</tr>
<tr>
<td></td>
<td>• Concern/embarrassment for being outed at work for being sick</td>
<td>• Provide more detail on CTs, e.g., who they are, how they’ve been trained in empathy/EQ</td>
<td>• Utilize educational campaign targeted to employers to alleviate fears from employees concerned w/ getting fired or shunned by coworkers</td>
</tr>
<tr>
<td></td>
<td>• Invasion of privacy, HIPPA violations</td>
<td>• Confirm specific safety protocol to ease mistrust of sharing</td>
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</tr>
<tr>
<td></td>
<td>• Unsure about statements of confidentiality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>• Prior experiences with breaches on data privacy and security</td>
<td>• Implement guarantees and verification properties to mitigate apprehension</td>
<td>• Awareness of historical context of racism in public health</td>
</tr>
<tr>
<td></td>
<td>• High skepticism on confidentiality, distrust of government</td>
<td>• Highlight more details about how CT can save lives</td>
<td>• Understand cultural paradigm for government distrust</td>
</tr>
<tr>
<td></td>
<td>• Limited information on CT</td>
<td>• Shift positioning away from tracing toward support</td>
<td>• Stress confidentiality of interview to reassure privacy</td>
</tr>
<tr>
<td></td>
<td>• Contested experiences with DPH</td>
<td>• Emphasize information handled w/respect &amp; professionalism</td>
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<tr>
<td></td>
<td>• “Guilt” implies rule breaking, perceived as judgment</td>
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</table>
## Executive Summary

### Breaking Through the Barriers of Contact Tracing Cont’d

<table>
<thead>
<tr>
<th>Segments</th>
<th>BARRIERS &amp; RESISTANCE TO CONTACT TRACING</th>
<th>Concept Considerations</th>
<th>Considerations for Contact Tracers</th>
</tr>
</thead>
</table>
| **Hispanic Spanish Dominant** | • Uncertain what the call entails, how they’ll be treated  
• Unclear how CT works  
• Vulnerability sharing info  
• Concern about immigration status of family members  
• “Rastreo” – direct reference to immigration raids, invasion of privacy | • Confirm details on what to expect on calls  
• Highlight more details about CT to mitigate any misunderstandings  
• Mention CTer’s empathy and understanding of Hispanic community  
• Call out easily identifiable validation of CTer via Caller ID or recorded message  
• Consider using “búsqueda,” “ubicación,” or “seguimiento” | • Recruit more Spanish speaking CTers to enrich cultural connection  
• Emphasize personalized, relationship-building outreach  
• Give prior heads up that a CTer will contact them, validate call with a DPH caller ID or code  
• Take advantage of community’s propensity for WOM to disseminate importance of CT  
• Use human-centered stories to highlight importance of contact tracing and quarantine  
• Highlight resources to food banks, and/or templates/support to communicate with their employers |
| **Hispanic Bilingual** | • Ambiguity on what is not being asked vs. what will be asked  
• Waiting for the call deters proactive participation  
• Concern about info being compromised, “outed” for sharing  
• Security against scams | • Include both Qs that will be asked as well as Qs not asked  
• Solidify understanding of CT process through detailed mapping infographic  
• Consider allowing them to be proactive by initiating the call via a vetted 1-800#  
• Stipulate safety protocol (DPH Caller ID) to ease mistrust of sharing information |
EXECUTIVE SUMMARY
BREAKING THROUGH THE BARRIERS OF CONTACT TRACING CONT’D

<table>
<thead>
<tr>
<th>SEGMENTS</th>
<th>BARRIERS &amp; RESISTANCE TO CONTACT TRACING</th>
<th>CONCEPT CONSIDERATIONS</th>
<th>CONSIDERATIONS FOR CONTACT TRACERS</th>
</tr>
</thead>
</table>
| Underlying Health Conditions | • Skepticism, confusion over misinformation  
• Confidentiality, privacy of personal information  
• Sharing names without person’s consent | • Make initial contact through text or email prior to call  
• More tech approaches: Zoom calls, universal # to identify DPH, online resources  
• Emphasize CTer will not disclose their identity to others | • Stress confidentiality of the interview to reassure their identity will not be revealed  
• Give prior heads up that a CT will contact them, validate call with a DPH caller ID or code |
| Seniors                | • False positives in testing, unnecessary quarantine  
• Invasion of privacy (Big Brother)  
• Phishing scams, calling for personal info (SS#, CC #s)  
• CTer trustworthiness/empathy  
• Concern talking to individuals without prior association or proper vetting | • Mention testing “as needed”  
• Official certification to verify caller from DPH (1-800-COVID19 #)  
• Implement double security common with banks & credit card companies  
• Text or email with code # prior to receiving CT call, a time they’ll call  
• Promote the 24/7 call center | • Depending on the age of the Senior, patience is needed in dealing with this community as multiple calls might be necessary  
• Awareness that many have no choice but to continue working, distribute info to protect them  
• Give prior heads-up that a CT will contact them, validate call with a DPH caller ID or code |
EXECUTIVE SUMMARY

CREATIVE CONCEPT TESTING

Each have specific merits that resonate and capture participant’s attention.

“Thanks for Answering the Call” is of interest for its more human, personal approach by using imagery of real people and depicting diverse intergenerational families. It also reflects safety precautions and shows individuals proactively “taking the call.” The tone is warm and invokes gratitude which reinforces the immediacy and importance of talking to Contact Tracers.

“Let’s Work Together” is second choice for its collectivist and unified message to “combat” the virus together, and be part of the solution by saving lives, all of which instigate participation. It also excels at communicating the benefits, completing the puzzle to slow the spread, and gives more details on contact tracing.
EXECUTIVE SUMMARY

PEOPLE RELATE TO SEEING REAL FOLKS REPRESENTING THE PANDEMIC

Humanizes the pandemic with diverse faces, ages, ethnicities and intergenerational households

“Thank you” statements of appreciation communicate good will, facilitating call-to-action to save lives

Inspires purpose and self-agency, a reprieve from the taxing circumstances of the pandemic

Reinforces personal responsibility and duty, creating a receptive space to engage with a Contact Tracer

Images exclusively of POC call attention to minorities as the face of COVID-19, reinforcing systemic inequities

Redundancy of “thank you” statements reflect loss of authenticity, trying too hard arouses suspicion

100% confidentiality statement is a red flag reminiscent of phishing scams attempting to access personal data

Sick people are dreary, people without masks- might be misread that minorities aren’t taking the pandemic seriously
EXECUTIVE SUMMARY

THE COLLECTIVE SPIRIT TO “FIGHT” COVID-19 IS HIGHLY MOTIVATING

Clear main message creates teamwork, importance of unified solidarity around “fighting” the pandemic

Puzzle idea is results-oriented and motivates interest and desire to be part of the solution

Gives more detail on contact tracing to fill the knowledge gap for those less familiar with how it works

Being part of a group diverts attention from isolation and loss of tactile experiences from lockdown

Use of animated clipart negates seriousness of the pandemic, perceived as childish, immature, for kids

Call-to-action is ambivalent, unclear how to participate & what they’re being asked to do; looking for volunteers?

Call out of potential judgement, guilt & embarrassment has the reverse effect of inciting those feelings

Some images detract from puzzle message, e.g., image w/circle, people potentially partying without masks
EXECUTIVE SUMMARY

BIG RED FLAG: SAFETY & CONFIDENTIALITY

• The Conversation Around Confidentiality: Topic is prevalent throughout all phases of this research; the issue of not getting scammed is a concern across all segments.

• Concern About Privacy: Concern surfaced in relation to being called out for sharing other people’s information.

  ✓ Many cite they’d first want to give a heads-up to those they’ve been in close contact with before sharing their information with a Contact Tracer.

  ✓ Others clearly do not want their identity disclosed.

• Multiple Ideas Generated: Ideas were based on how they navigate current issues of privacy and confidentiality, as well as how security is implemented through other providers, i.e., banks, 1-880-COVID19, DHP Caller ID, etc.

  “I wasn’t thinking about the confidentiality issue until it was brought up, then I started second guessing it.”
  – Underlying Health Conditions

  “I would want to ensure that it’s the virus under investigation, not me! That would help me with the confidentiality aspect.”
  – African American

  “The reasons will be that I like to keep my friends and family names in privacy. Sharing names without they’re authorization is unfair. But if the local health office showed me trust in that process, I will share my family and friends’ names.”
  – Essential Workers
Many of the participants came into the study with little to no knowledge of contact tracing. As the discussion unfolded across the 4 phases of this research, understanding and willingness to consider CT engagement evolved. Eventually, even those with lukewarm perceptions started expressing their duty to cooperate and engage with Contact Tracers.

**Skepticism During Phase I:** homework reflects limited knowledge of contact tracing

**Start of Phase III:** hesitation to participate, strong concerns over privacy & confidentiality, unsure about information being secure

**During Phase III:** perceptions advanced via acquiring knowledge on Contact Tracing

**By the end of Phase III:** higher propensity to engage, taking responsibility to save lives, empowered sense of agency

- **Touchpoint:** not fully understanding and/or misinformed on CT
- **Touchpoint:** exposure to more detailed Information on CT
- **Touchpoint:** duty to save lives (their own, their loved ones, others in the community)

**Start of Phase III:** “Thank you” concept changes their mind

**Touchpoint:** Learning about support services


EXEcutivE sumMAry
KNoWLEDGE INSpIREs MOTIVATION

The trajectory of our study validates the importance of the educational piece on Contact Tracing and how it will facilitate call-to-action to participate:

✓ Knowing its process, procedures, and benefits
✓ What will be asked
✓ What does the commitment require
✓ Who are the people behind the phone call

“It makes me think about the importance of working with the contact tracer, and that makes me feel useful to fight against the virus for my family and friends.”
– Essential Worker

“When I was on day 3, I now know it’s important. This ad [“Thanks for Taking the Call”] reiterates that, and I like that.”
– African American

“If I were I’doubter,’ I am sure that the commercial would impact me in a positive way. Since I am a strong believer in contact tracing and working with Health Dept. officials, my mind has not changed. His is not to say that the above commercials have had no impact. The sample commercials are an excellent way to "wake up" the public and perhaps some negative behaviors will change for the better.”
– Underlying Health Conditions

“I’m feeling better about it more today than yesterday and the day before. I still worry about possible scams that will surely pop up from devious people trying to benefit from this. Adding extra steps I suggested would make me feel better about it.”
– Senior
RECOMMENDATION ON FINAL CONCEPT

Things To Keep In Mind

• **More Information:** Participants recommend that disseminating more information about the benefits of contact tracing will help them overcome their concerns about answering the call.

• **Pre-Call Preparations:** Balancing cautionary messaging with more detail on what to expect will prepare people for the call.

• **Inspire Via Communications:** Messaging in a simple, succinct and direct yet emotionally personal way will inspire them to participate.

• **Show Tools For Curbing COVID-19:** Showing more tangible, proactive markers of engagement, i.e., masks, telephones, safety protocol, etc., reinforces curbing the spread.

• **Position CDC as Agency Here to Help:** Resources as a facilitative agency and important variable can change people’s thinking about Contact Tracing.

• **New Spanish Translation:** Contact Tracing translation in Spanish needs to be changed as previously noted.

• **Term “Latinx” Not Preferred:** Use “Hispanic” or “Latino/a” labels when referencing, as only 3% prefer Latinx.

• **Value in CDC Logo:** Any Facebook ads need to highlight the CDC logo front and center.

“Make sure you’re saying it in a simplistic way, so everyone understands what contact tracing is. Many won’t have a clue what that means. Maybe even have arrows showing “John went to work, church, the store, we have to get to all the people who John encountered to know who was exposed, so we can help.” If you get too sophisticated you might lose people.”

– Underlying Health Conditions
OVERCOMING CONFIDENTIALITY MUST BE ADDRESSED CONSISTENTLY

EXECUTIVE SUMMARY

PRIVACY & CONFIDENTIALITY

- Implement Caller ID functions so individual can identify the call is coming in from the DPH.
- Send text or email prior to the call letting them know it’s coming beforehand. Send a code to their phone or via email that matches the code in initial communication.
- Stipulate a time the Contact Tracer will be calling.
- Consider a 1-800-COVID19 hotline that the public can proactively call with questions related to contact tracing.

“The issue I have is not getting scammed. The whole thing about getting a call out of nowhere doesn’t make sense, I wouldn’t answer.”

— Senior

“I do like knowing there’s confidentiality, so they don’t share my info. But I’d like to know the 800# that’s going to call me, so it’s not a fraud. If it doesn’t say CDC or DPH, I won’t give them confidential info.”

— Underlying Health Conditions
EXECUTIVE SUMMARY

SIMPLIFYING THE EDUCATIONAL PROCESS

CONSIDERATION

• Don’t Reinvent the Wheel: Use and/or tweak the infographics already developed by the CDC, customizing to emphasize key concerns outlined throughout this report.

• Launch Infographics Prior to & During Campaign: Develop the consistency needed to overcome misinformation cited by participants as confusing and disconcerting.

“Sometimes you only think about the person that was with you but forget they see others. This lets you know....hey its not just one person that was in danger, its many more than they could have seen. Like a domino effect.”

– Hispanic, Bilingual

“I think it’s better to share information about who we’ve been in contact with rather than find out later that one of our friends or acquaintances died or is really sick and couldn’t get to the hospital in time.”

– Hispanic, Spanish
EXECUTIVE SUMMARY

THE BIG ASK: WHO ARE THESE CONTACT TRACERS?

Consideration

• **Demystify Contact Tracers:** Make them more accessible and real, i.e., who they are, what they do, why they are important, what are the benefits of their efforts, why it’s important to the public, etc.

• **Implement a Visual Illustration:** Show real people in an interaction taking place between a Contact Tracer and an individual.

• **Humanize Contact Tracers:** Show them within a professional environment, with a kind demeanor, citing their respect for the person’s privacy and security.

• **Concept Supporting the Campaign:** Consider the video storyboard proposed by the Contact Tracer with the Department of Public Health in California to further humanize them by showing their faces, introducing themselves, answering some of the questions above, building relationships based on trust, etc.

Storyboard for video idea created by CT from Department of Public Health
**EXECUTIVE SUMMARY**

**COMBINE THE BEST OF BOTH CAMPAIGNS USING “THANKS” AS A FOUNDATION**

**Consideration – Write Up**

While animation can play a role in captivating public attention, given the severity of the pandemic, we recommend using the “Thanks” concept as a foundation:

- **Diversity is Important**: Continue to show diversity of age ranges and ethnicities, include whites and/or a mixed-race couple, keep images of families, consider a child with grandparent.

- **It Takes Teamwork**: Incorporate the details of Contact Tracing outlined in “Let’s Work Together” and integrate notions of working together in a team, doing our part for the greater good to save lives by taking the call.

- **Mood & Tone**: Include more masks, de-emphasize sick people, keep people on phones showing proactive energy, some smiles, but not overdone.

- **Watch Repetition**: Cut back some of the “thank you” mentions, find the right balance.

- **Respect Over Confidentiality**: Drop the “100% confidential” and consider: “We respect your privacy. The info you share with us will be treated securely and remain confidential.”

- **Detach Shame**: Drop all mentions of guilt, judgment and embarrassment.

“Nothing can be guaranteed to be 100%. Makes me wonder, and don’t judge my feelings or try to make me feel a certain way.”

– Senior

“It has a pleasant cadence, but I haven’t done anything yet, so it feels a bit presumptuous... So many thank you’s make me feel like it’s insincere, no matter how much I intellectually know it is important to cooperate.”

– Essential Worker
EXECUTIVE SUMMARY

CREATE A BALANCE OF TONALITY: GRATITUDE AND SAFETY

Considerations - :30 Spot

• **Show, Don’t Tell:** Feature a tone of voice that’s caring, grateful and energetic, yet with a touch of directness that tactfully infers duty and responsibility without using those words.

• **Protect Families:** Bring to life the idea of protecting family—“we’re in it together” angle—contributing to protecting family, saving lives for the greater good, etc.

• **Address Confidentiality:** Clarify, 1) respect for privacy, 2) not disclosing one’s identity when sharing, 3) easy identification of Contact Tracers.

• **Dramatization of a Call:** Consider representing someone conversing with a Contact Tracer referencing what the call entails.

• **Motivate a Call-to-Action:** Use just the right subtlety of energy & smiles.

• **Emphasize Support Services:** Provide access to individuals or families in need.

• **Reduce Repetition:** Reference less “thank you” statements.

• **Simplify Imagery:** Don’t cram too many photos into the last image.

“We have to address the seriousness of this, but we need more light inside of our viewpoint to effectively make it work...too dreary and sad would make us respond to the need differently.”

– Essential Worker
EXECUTIVE SUMMARY

CONTINUE DRIVING CONFIDENTIALITY TO MOTIVATE CALL-TO-ACTION

Considerations – FB Animated

• **Voice & Tone:** Incorporate same voice tonality as previously mentioned.

• **See Previous Privacy Suggestions:** Rephrase the confidentiality statement as previously recommended.

• **Eye-catching Colors:** Keep in the bright colors to draw attention.

• **Create Action-Based, Emotional Appeal:** Change the guys’ gaze and mood so he’s not looking down or looking so worried.

• **Add Caller ID Visuals:** Take out the thermometer and replace with a phone indicating Caller ID from the DPH.

• **CT Dramatization:** Or consider showing guy engaging with a health department Contact Tracer who shows empathy.

“It invites me to take responsibility and participate as a community partner.”

– Underlying Health Conditions

“I would like to see people who look like me calling me and being understanding. I wouldn’t mind seeing more people like me working for the local health department.”

- Hispanic, Bilingual
EXECUTIVE SUMMARY

PERSONALIZE MESSAGE WITH HOW SHARING PROTECTS THEIR LOVED ONES

Considerations – FB Static

• **Drive Home Confidentiality:** Make claims without stating absolutes.

• **Highlight Verification:** Verify a CTer’s identity via DPH Caller ID.

• **Identify Questions:** Reveal those that WILL and won’t be asked.

• **Err on Side of Caution:** Remove the Asian woman to avoid potential discriminatory backlash.

• **Replace Image with a Contact Tracer:** Take advantage of opportunity to personalize who they are, etc.

• **A Final Message:** After thanking them, consider personalizing the closing with how sharing will protect their loved ones.

• **Spanish-Language Version Notes:** Show woman speaking on the phone vs. looking at it, or consider showing images of touch to represent what’s currently out of reach, representing the warm, tactile nature of Latino cultures. Also, address how information will be kept secure.

“Show the importance to save people lives, make that emotional, if you don’t share it someone could die, it could be your mom.”

– Essential Worker

“I’m motivated to work in community. During these times we should all learn how to help our neighbors and contribute our ‘little grain of salt’ to create a better society.”

– Hispanic, Spanish
Considerations – FB Story

- **Change the Image**: Show someone with more energy, proactively conversing on the phone, or include a Contact Tracer.

- **For Greater Impact**: Take a focused view on how Contact Tracing can ultimately save a life.

- **Do More Than “Learn More”**: Take advantage to inform why Contact Tracing is one of the most effective tools against COVID-19

Considerations - Language

- **Ensure Legitimacy**: Implement “a call from your local health department” in all communications.

- **Include a Security Caveat**: Their identity will be validated through a secure process of communication.

- **Follow Up Message**: Mention they’ll be speaking directly with a specially-trained team involved in stopping the spread of the virus.
DETAILED FINDINGS

- Regional Variations
- Cultural and Experiential Differences
- Where Politics, Race and Healthcare Overlap
- Healthcare Provider Experiences
- Initial Reactions to Contact Tracing, Positive with Caveats (All Segments)
Regional Variations

- Varied in Oregon: Oregonians express mixed reactions with the coronavirus response from their governor. In some cases, response is much more favorable than the federal response; naysayers and deniers downplay and reject those efforts.
  
  ✓ COVID-19 fatigue and overwhelm in general appears intensified given the civil unrest in Portland.

- Some COVID-19 Response Satisfaction: Participants from CT and OH express satisfaction with the response from their governors (Lamont & DeWine respectively), being vigilant in curbing the spread of the pandemic from the beginning.

  ✓ Dr. Calhoun from the state of MI is also commended for collaborating with the CDC to help reduce the spread.

- FL Focused on Phishing: Scams appear to be common and of particular concern for Senior participants who need to be vigilant. Immigration issues in AZ and Miami are top-of-mind for some.

- Trust in Local Health Depts.: In general, local health departments are deemed more trustworthy than the federal government’s inconsistent agenda on the pandemic; the CDC is often cited as the trusted source of information on COVID-19.

-- Essential Worker

“I think our state [OR] has actually done a very good job of it. Kate Brown was one of the first to mandate masks and social distancing and ours was one of the earliest states to shut down. I think the positive results of that can be seen in our low numbers before re-opening. Even after the initial rush of new cases after opening we seem to have done a good job of slowing the transmission down.”

-- Hispanic, Bilingual

“I feel the response has been fairly good in the case of Ohio where we have a statewide mask mandate. That makes me feel safer every time we go out and about.”

-- African American

“The response to the pandemic here in FL was slow and could’ve been handled better by the higher ups including the President. I trust the CDC results they have been keeping us abreast of reported cases in our states which is very helpful.”
 Detailed Findings

Cultural & Experiential Differences

- **Solidarity and Helping ‘Thy Neighbor’**: Themes that surfaced often among the Hispanic groups where the desire is to watch each others’ backs, lift each other up, and be part of the solution against the pandemic.

- **Call Receptivity**: Contact Tracers cite that the less acculturated Hispanics appear more receptive to contact tracing calls, especially if connecting with a Spanish-speaking CT; the more intimate, cultural connection helps eliminate barriers.

- **The Latino Perspective**: Besides receiving in-language materials, Latinos do not want to stand out for experiencing COVID-19 differently from anyone else.
  - ✔ Nor do they want to be overemphasized in the concepts to avoid being misconstrued as the problem for the spread of COVID-19.
  - ✔ Interestingly, the Hispanic Bilinguals called out the lack of white representation in “Thanks for Answering the Call.”
  - ✔ They also appeared more tuned-in to the potential backlash by using the Asian woman in the Facebook Static piece.

  “In the Hispanic culture, we pay a lot of attention to others, sometimes to protect each other, sometimes for harm, but in some way or another, we like to relay information. We also like to cooperate and feel useful.”

  – Hispanic, Spanish

  “These images [Thanks for Answering the Call] might clearly be interpreted as targeting minorities. I think it is very important to include everyone in the campaign. COVID-19 does not discriminate. This means including white people as well.”

  – Underlying Conditions [Hispanic]

  “In this case [Thanks for Answering the Call], it would make more sense to have some Caucasians in the ads. Representation should not only be when showing someone sick or in a negative light.”

  – Hispanic, Bilingual
• **Healthcare Preferences:** Some Hispanic participants cite their preference for having healthcare practitioners who speak their language and understand their culture.

• **Family Closeness Varies By Household:** In some Hispanic homes, the perception of contracting the virus among family members is less risky; wearing masks creates emotional distance and might imply distrust.

• **Cultural Differences Surface:** How people responded to the puzzle concept in “Let’s Work Together” appears cultural. Some of the Hispanic respondents feel it was childish, while the white population has a different relationship with working jigsaw puzzles, especially right now under COVID-19.

“Yes, I am Hispanic and when you find an Hispanic doctor it’s easier and more relaxed to explain your situation. They have show more feeling for you when talk, and care about you. But the North American doctors do not show feeling, like they do not care if you live or die.”

— Senior

“I’m so frustrated with the fact that I can’t freely be with my family and my loved ones, and sometimes when we do get together, it’s a challenge.”

— Hispanic, Spanish

“The concept [Let’s Work Together] is good because I can understand everything, but I don’t see the meaning of the puzzle, it reminds me of children’s games.”

— Essential Worker [Hispanic]
**Detailed Findings**

**Where Politics, Race and Healthcare Overlap**

- **Varying Degrees of Skepticism**: The African American participants articulate a distrust of Contact Tracing through a racial lens based on deep-rooted racial inequalities and structural disparities.

  ✓ Likewise, some cite skepticism of the DPH due to negative experiences.

- **Skepticism in Comparison**: White participants suspicious of government and Contact Tracing were more concerned with having their constitutional rights oppressed.

  ✓ They are adamantly convinced the governments’ goal in Contact Tracing is to surveil and control, thus any personal information would be used against them; they are unwavering in their resistance to participating.

- **Focus For Spanish-Dominant Latinos**: It is less about the loss of liberties and more about the loss of human connection.

- **Progressive Views Are More Pragmatic**: Across the board, those with more progressive views have a pragmatic approach to the pandemic and appear more focused on the safety of loved ones and friends, thus participating in contact tracing is common sense.

  “If I were isolated, I have friends and family that would help me. I know that there are others that do not have that support. For them it would be good to have those resources. But why would they have to spill their guts about everything they know in order to get help? That’s pretty selfish and manipulative.”

  — **Senior**

  “I had a surgery in 2016 as well as a run in with an OBGYN in 2009 that left me feeling like as a people we are seen as just case studies. I always feel like I have to prove myself to my doctors to be treated decently. I have had a few medical professionals who were really nice, but the rest have been enough to make me not really want to go unless it’s an emergency.”

  — **African American**
• **Safety Protocol Satisfaction**: Across the board, those who visited their healthcare providers were satisfied with the safety protocol in place. Though somewhat cold and distant, they felt safe based on temperature checks before entering, masks, social distancing, sanitizing, gloves, waiting in the car to be called into dental appointments, etc.

• **Mixed Reactions with Telemedicine**: Depending on the nature of the appointment, some were satisfied with the experience if it was just a routine appointment. Others mentioned the experience as frustrating and awkward due to overworked personnel.

• **The African American Experience**: Some African Americans cite different experiences in how they were regarded, e.g., being treated rudely by personnel, their PCPs refusing to give them COVID-19 tests, feeling like “case studies,” and having to prove themselves to be treated with respect.

• **Some Latinos Mention Seamless Appointments**: Personnel speaking Spanish is especially important for the older generation who don’t speak English.

• **Underlying Conditions Complicate Care**: Those with underlying health conditions are especially cautious making appointments just now. One participant who needed to see his PCP cited he was more worried about the stressed, over-extended personnel than himself.

“I have stayed away from interactions with my healthcare provider since COVID is still too rampant and risky to be out in Florida.”

– **UNDERLYING HEALTH CONDITIONS**

“Having doctor’s who speak Spanish is such an advantage for those who don’t speak English, especially older people like my mom.”

– **HISPANIC, SPANISH**

“I like telemedicine. I do believe that you need to have Face to Face contact to get your labs done.”

– **SENIOR**

“Of course being a white American male in one of the whitest states in the country has benefited me. I have healthcare provided by my employer and access to resources many Americans do not have.”

– **ESSENTIAL WORKER**
CONTACT TRACING CREATIVE TESTING

DETAILED FINDINGS

INITIAL REACTIONS TO CONTACT TRACING – POSITIVE WITH CAVEATS

ESSENTIAL WORKERS

• Frontline status makes them highly receptive to participating in Contact Tracing; it’s an easy sell.

• They see their role as proactive players doing their duty to contain the virus.

• Benefits are clear: flattening the curve, alerting Contact Tracers, tracking outbreaks, etc.

• Barriers include surprise, fear, embarrassment for being “outed” as sick, invasion of privacy/HIPPA violations, lack of compassion, and the call coming from scam artists.

HISPANIC, SPANISH DOMINANT

• Less familiar with the concept, participating is mostly embraced once reassured personal information won’t be requested e.g., immigration status, financial info.

• Important requirement is for CTs to treat them with respect, understanding and kindness.

• The translation “rastreo de contactos” conjures negative connotations of stalking, invasion of privacy and ICE immigration sweeps. “Busequeda” or “ubicación de contactos” is preferred.

HISPANIC, BILINGUAL

• Overall understanding that it will slow the spread of COVID-19 through tracking, and monitoring, not unlike Contact Tracing for STDs and HIV.

• The majority would be willing to respond to the call, yet privacy, confidentiality and distrust in how the data will be used are key barriers.

• Details of the process through informational mapping would help overcome obstacles and build trust.
DETAILED FINDINGS

INITIAL REACTIONS TO CONTACT TRACING, POSITIVE WITH CAVEATS

AFRICAN AMERICANS

• Most had some limited knowledge, willingness to participate varied. Many would answer the calls, others are unsure/non-committal, a few clearly would not.

• Benefits included stopping the spread, saving lives, protecting others, locating hot spots.

• Barriers are related to confidentiality, how the information will be used, and the need for guarantees or credentials to verify the identity of Contact Tracers.

UNDERLYING HEALTH CONDITIONS

• Mostly high awareness of Contact Tracing through scientific journals and medical experts, fully aware of its benefits.

• Perceived as essential, something positive, the safest and most reliable tool.

• Confidentiality, security and privacy of information is a top concern, sharing names is an invasion of privacy, yet there's an inclination to share contacts if they won't be exposed.

SENIORS

• Well-informed and appreciative of science-backed communication that offsets the White House’s inadequate response to the pandemic.

• Clarity on the importance of embracing the cause and participating with Contact Tracers if needed.

• Barriers include invasion of privacy, phishing scams, false positives in testing/unnecessary quarantine, distress of further isolation from loved ones, and fear of dying from COVID-19.
OVERVIEW SUMMARY

“its WONDERFUL. How they are giving you a ‘Thank you’ for helping by picking up the call from the Health Department.” – ESSENTIAL WORKER

“I think this is a very moving ad campaign. It shows gratitude for people working collectively and doing their part for the greater good.” – ESSENTIAL WORKER

“Confidentiality is important for people who may be nervous or unsure of what to expect.” – AFRICAN AMERICAN

“I don’t feel that it shows any white people between the ages of 18-49. I don’t want them thinking that since they aren’t on the poster, that it doesn’t apply to them.” – AFRICAN AMERICAN

ESSENTIAL WORKERS

Strong motivational message of gratitude and emotionally relatable imagery; they’re called to be proactive, respond to save lives and protect others.

Concept makes participation seem easy, turnkey to participate through a simple phone call, encourages those on the fence to join in.

There’s the potential to overdo the gratitude and sound manipulative, thus walking a fine line between inspirational and insincere.

Highlighting the call’s confidentiality helps reassure and address their main concern.

Specifically talking about “embarrassment or guilt” may not be necessary to convince people to participate and can come across as awkward.

AFRICAN AMERICANS

Concept represents a call to collective unity to fight the coronavirus and appears to give people a purpose in the midst of the pandemic.

Participants found the presence of humans and the step-by-step process to be compelling because it utilized a sense of “reverse psychology.”

Images reflect the diversity of the community but lacked white people.

Being appreciated goes a long way, being thanked in advance made some feel even more personal responsibility and motivation to act. That said, redundancy of the thank you statements seemed overdone.

Statements pertaining to “guilt” are perceived as awkward, imposing a moral judgment, thus suggesting a person should be embarrassed or feel guilty about contracting COVID-19.
OVERVIEW SUMMARY

“For me, ‘thank you’ is a magical word in any language.” – HISPANIC, SPANISH

“The virus is a problem for humanity, and we can control it if we get organized.” – HISPANIC, SPANISH

“Those statements are very inviting and not threatening. The language used is very good and encourages to do the right thing. Also, I will be more willing to tell my family and friend to contact the Health Department to get tested and share information.” – HISPANIC, BILINGUAL

HISPANIC – SPANISH DOMINANT

Opening with gratitude captures attention, conveys hope and solidarity, and makes them feel part of the solution.

Concept communicates they can help by answering the call, feeling empowered by saving a life, strong willingness to engage.

Details inform and educate about the pandemic, communicating their role in diminishing the spread.

Images of diverse ages, race and ethnicities resonates as they see themselves, their loved ones, and their community represented, yet whites are missing.

Images with people shown actively on their phones suggest being proactive compared with individuals staring directly at the camera.

Too many photos feels cluttered, and repetition of “thank you” might be too much of a good thing.

HISPANIC – BILINGUAL

Header communicating appreciation is a strong lead-in to the concept, showing appreciation for the community upfront encourages involvement.

Strong sense of obligation and concern for friends and family motivates them to be proactive.

Images of real people have emotional resonance, showing age ranges accurately represents those most vulnerable.

Most like the “thank you” statements, as being thanked in advance inspires participation.

They are less likely to feel guilt, therefore feel it’s unnecessary to mention it in the statement.

Privacy and security concerns are top-of-mind, needing to ensure they can distinguish the call from a scam.
OVERVIEW SUMMARY

“It’s not a homogeneous collage. I think anyone could recognize themselves or someone close to them from looking at these images.” – UNDERLYING HEALTH CONDITIONS

“There could be more detail about what “the call” is. When I did the homework, there always showed a way to get additional information. I’m assuming that will be included in the final ad.” – SENIOR

“Thank you” wording can appear to be overly pleading or desperate, therefore better toned down.

“Thank you for answering the call. Thank you for getting tested and safely isolating to prevent spread. Thank you for wearing a mask. Thank you for answering the call.”

UNDERLYING CONDITIONS

Concept is community-themed and invokes collective action to not ignore what’s happening, and the common sense, right-thing-to-do by participating.

Thanking them ahead of time for their participation and cooperation in following guidelines and being responsible is well received.

Images speak to diversity and align with the statements. Yet, while they provide empathy and a “human touch,” there is a lack of inclusivity for disabled folks.

The appreciative tone helps reinforce that trust won’t be violated since they are not disclosing your information.

Redundant emphasis on “thank you” wording can appear to be overly pleading or desperate, therefore better toned down.

SENIORS

The headline is actionable and straightforward, a motivation to answer the phone; taking the call can make a difference.

Concept reinforces “it’s your duty” to comply and help save lives, giving locus of control back to people during such uncertain times.

Humanizes COVID-19 with real faces, suggests more emotional bond and shows all ages are vulnerable.

It feels good to be appreciated. “Thanks” reflects gratitude and mitigates the angst and worry around receiving the call, making it easier to grasp the importance of talking to a Contact Tracer.

“Thank you” is redundant and overstated. Having more information about how it’s helping people will fill in some of the gaps.

Expecting people to “trust us to save lives” without enough explanation falls short.
“To me, it’s a nice way of saying “stop being selfish.” It’s showing gratitude for helping others out during this time.” – ESSENTIAL WORKER

“It doesn’t really seem to tell you what is being asked, or what is not being asked, or if your answers are confidential or not.” – ESSENTIAL WORKER

“When you’re talking with the health department or contact tracer can provide some type of confirmation number to you that your information was submitted.” – AFRICAN AMERICAN

ESSENTIAL WORKERS

Concept successfully conveys an emotional message combined with imagery that brings to life protecting family, which is a top priority for those on the frontline.

The slightly lighter tone reflected in people’s expressions creates connection; the images of people proactively on their phones catches the eye.

A missing element is that the spot does not address confidentiality.

Likewise, some were left wondering more about the Contact Tracer, why they are not represented, who they are, and what they might look like.

AFRICAN AMERICANS

Participating in contact tracing is an important cause that is greater than their individual concerns.

While images are relatable due to the shared ethnic identity, the woman smiling on her phone feels misaligned with the narrative.

Image of the PCP placing the mask on the child is perceived as a valuable teaching moment.

Although a majority feel empowered to assist those working in the health department, privacy continues to be a key concern; a general distrust of authorities in handling the pandemic creates apprehension about personal information being shared or used for ulterior motives.

The changing nature of information disseminated by the local health department further causes concern for privacy.
"I’m an important piece in the process to stop the chain of infection.” – HISPANIC, SPANISH

“Besides being mostly minority based such as ethnic groups that you don’t see much of in Portland, the images are kind of mixed in concept. You have people lounging around, people wearing masks, children, elderly people, I dunno seems kind of all over the place.” – HISPANIC, BILINGUAL

Main message is we’re not alone; we all play a role to protect everyone, family and others, and the Hispanic community has much to contribute to slow down the spread.

Images fit the message, though some feel the girl’s smile is too big for the severity of COVID-19 and should be toned down.

There’s preference for showing a teen or young adult to represent agency and responsibility by wearing his/her mask instead of an adult putting a mask on a child.

Still, the concept lacks context as to what the call entails as well as needing reassurance the call is confidential.

Concept reinforces the importance of working with a Contact Tracer to save lives of community members; the sense of helping others is closely aligned with their collective belief system.

Message helps improve their understanding of the domino effect, and the broad implications of Contact Tracing for containing the pandemic.

Real people help establish a connection, and while the images mostly relate to the voiceover, there’s also a sense of mismatch with the concept.

Significant concerns about privacy and safety continue to surface, though working with Contact Tracers who are local communicates the potential for connection and understanding.
30 SPOT CONCEPT

“It’s an ad that seems encouraging, but it should mention privacy and confidentiality.” – SENIOR

“There are no whites in the photos. Only minorities, so are we the only ones who can get this virus?” – UNDERLYING HEALTH CONDITIONS

“We can’t fix this for one race or one social or economic area. We are all intertwined. Even the rich have maids, nannies, and ground keepers and if they come to work sick, you’ll eventually get it.” – UNDERLYING HEALTH CONDITIONS

UNDERLYING CONDITIONS

Concept overall denotes a personal plea to help stem the virus; reluctance to do so would be borderline subhuman and hard to fathom.

Perceived as an invitation to take responsibility and participate as a community partner. As a known agency, it’s easy to see the DPH is working for the good of all.

Messaging is cited as a great wake up call for non-believers, and a reminder for those already supportive of health departments’ efforts to combat COVID-19.

Diversity in the images should not only represent minority communities, if not everyone, white folks included.

Visualizing too many sick people is cited as being a downer as opposed to motivating call-to-action.

SENIORS

Message communicates the importance of participating in Contact Tracing and collaborating for the good of everyone.

Details of Contact Tracing are forthcoming and immediately impart the benefits of their contribution to the population at large; some of the skeptics are slowly warming up to the idea.

Images are inspiring, convey hope & promise, and portray people actively engaging to do their part, yet concerns about confidentiality and privacy continue to surface.

Security issues remain top-of-mind. Participants suggest Contact Tracers have some sort of identification when they initiate the call that legitimizes the phone call and validates their credentials.
FACEBOOK ANIMATE

“It does not resonate with me. I think it is a false narrative that is being foisted on the public as a scare tactic.” – AFRICAN AMERICAN

“The picture of the test doesn’t enhance the message at all. The image of the man answering the phone is consistent with the message.” – AFRICAN AMERICAN

“Again we don’t see those contact tracers and we understand people are being thanked but I would like to see more happy images of people working together. I would like to see people who look like me calling me from the local health department and being understanding.” – ESSENTIAL WORKERS

ESSENTIAL WORKERS

Concept is straightforward and works well in tandem with the previous executions.

The notion of being a ‘protector’ promotes action for those who might be inclined to take on that role.

While the yellow color and bold text draws viewers in, the man’s downward facial expression combined with the thermometer gives it a more ominous tone that conflicts with the bright colors.

The absence of an image of a Contact Tracer keeps them shrouded in mystery, people wonder who they are, and what their level of training and understanding will be once the call comes in.

AFRICAN AMERICANS

As in prior messaging, this concept is aligned with the “doing your part” message.

There’s appreciation for the simplicity expressed in how easy it is to make a difference.

Message about transparency in providing vital information resonates, as does the idea of helping others and cooperating with the health department.

Images fit well with the message and theme, though are also perceived to cause confusion, frustration, and/or a scare tactic meant to stir the public.

The thermometer is misconstrued for a pregnancy test; its overall purpose is not clear and misaligned with Contact Tracing.

Including a masked person would reinforce the message about slowing the spread.
FACEBOOK ANIMATE

“This image really bad and I’m not getting anything emotional from it. Faces should be more expressive and looking up instead of down.” – HISPANIC, SPANISH

“The picture of the thermometer is a bit ambiguous. Did she catch it, is she checking for others, is the guy above sick, is he finding out he’s sick? It just seems kind of negative.” – HISPANIC, BILINGUAL

“Wording of the sentences is pretty awful and the tone of the pictures are somewhat confusing. Also, the text on the images are super small as well.” – HISPANIC, BILINGUAL

HISPANIC – SPANISH DOMINANT

Message clearly conveys that engaging with a Contact Tracer will help slow down the spread of the virus; it’s all about saving lives.

The description of the nature of the call explaining what they’ll be asked also answered questions about participation expectations.

Some images could be changed to enhance emotional appeal.

Image of the man on the phone is dismal, needs more images, facial expressions that resonate emotionally.

The thermometer is reminiscent of a pregnancy test or related to someone who has the flu, therefore not COVID-specific.

HISPANIC – BILINGUAL

Answering the call will help others and slow the spread of COVID-19, while information remains confidential.

Knowing what questions will be asked increases motivation to take the call and engage with a Contact Tracer, though the way the statement is written is awkward.

Bold colors and larger images stand out but could be misread as a “Planned Parenthood ad with ikea’s colors.”

The gentleman’s sad expression is gloomy, implying you will receive bad news if you take the call.

Thermometer image is confused with pregnancy tests and distracts from the main message of Contact Tracing.
“I want to try and help but I want my concerns to be valued. If I don’t feel safe, I may not participate in contact tracing.” – SENIOR

“The thermometer sort of takes away – it also sort of looks like a pregnancy test -- is this an ad about pregnancy? The guy on the phone is sort of weird, he seems stressed out, I don’t want to be like that guy.” – UNDERLYING HEALTH CONDITIONS

“Too many people think of COVID and how it might affect them and don’t see how it might affect others. This shows that participating in contact tracing can help slow the spread. It might motivate someone to participate, to “do their part.” – SENIOR

UNDERLYING CONDITIONS

An expression of gratitude implies the person calling will be empathic and understanding; cooperating is safe, and information is kept confidential.

Statement “protecting others – slowing the spread” is highly resonant, a reminder to think beyond oneself to help stop the spread. Likewise, people are tired and want their lives back.

The thermometer was called out as a pregnancy test, thus a mismatch and does not add value to the main message.

The guy on the phone looks stressed out, no one wants to feel that way if they take the call.

Some mentioned more positive images that portray someone answering the Heath Dept questions would be more appealing and motivate them to be more proactive.

SENIORS

Main message centered communication with the health department as key to slowing the spread and thanked readers for sharing.

Perceived as a solution-oriented message, the confidentiality statement combined resonates and motivates call-to-action.

Images mostly play a minor role in reinforcing the importance of engaging with Contact Tracers.

The thermometer especially has little relevance to the campaign of answering a call and participating in Contact Tracing.

For some, the concept lacks depth, the term Contact Tracing is missing along with more context to promote call-to-action, and there are still major concerns about safety and privacy.
FACEBOOK STATIC

“I have no reason not to trust the CDC.” – ESSENTIAL WORKER

“I think Trump supporters are going to use this image to their advantage because they blame it on China and the lady is Asian.” – ESSENTIAL WORKER

“Testing this out and providing factual data on how it’s working would help to develop trust.” – AFRICAN AMERICAN

“Woman with a mask on the phone doesn’t show anything special” – AFRICAN AMERICAN

ESSENTIAL WORKERS

The promise of confidentiality is appreciated, and since the CDC is broadly perceived as a trusted source, this lends credibility to the claim.

That said, a few are still hesitant to trust that their information will remain confidential due to our current political moment. Its placement on Facebook is further contested.

Large image of Asian woman wearing a mask and talking on the phone is striking but not universally interpreted in the same way, i.e., someone questions its purpose given the current discriminatory backlash against the Asian community.

This became a distraction and created doubt as to what will be asked, thus making sharing information “scary,” and that revealing too much could come back later to haunt them.

AFRICAN AMERICANS

Concept implies personal information would be kept confidential after responding to a Contact Tracer, resonating for some.

Yet, anxieties prevail about the confidentiality of their information and the nature of the security used to maintain their privacy.

Anxieties appear to arise directly from generalized feelings of distrust for the government. In a vacuum, the messaging appears to be convincing, but when the messenger is the government, the credibility is in question.

Participants wanted to know what is being done or would be done with their information. Receiving some type of verification that their information is being kept confidential would be helpful.
FACEBOOK STATIC

“The main message is to not be afraid, that responding to the call you’ll be in good hands and very secure. It’s not important for them to know your immigration status if not your health and eradicating the pandemic is the most important.” – HISPANIC, SPANISH

“The massage should be more inviting and less threatening. The image is causing me to feel vulnerable and at risk... Feels like spy and tell the government.” – HISPANIC, BILINGUAL

“I don’t know if it is completely confidential but what really matters is that is could save lives.” – HISPANIC, BILINGUAL

HISPANIC – SPANISH DOMINANT

Clear, direct and simple message is well received as the statements reinforce confidentiality.

They are reassured that Contact Tracers will only ask about COVID-19, not personal questions.

Yet, the Spanish copy does not mention COVID-19, which is confusing.

There are mixed reactions to the image. Someone mentioned that a Latina [in the Spanish copy] alone in the photo might be misread as targeting the community.

Preference would be to have another person, e.g., a Contact Tracer from another culture interacting and supporting her.

The image of her looking at the phone vs. speaking on the phone weakens call-to-action.

HISPANIC – BILINGUAL

Concept reinforces that Contact Tracing is important, and there is no need to worry since personal information will not be required.

Confidentiality is front and center, and the CDC as a trustworthy source brings credibility to the claim.

Unfortunately, the image makes some feel sharing information would be a risky proposition, weakening the benefits of Contact Tracing as well as creating confusion.

Using an Asian woman to represent COVID-19 could be misread as racist, further encouraging skepticism about confidentiality.

Still, saving lives is a priority for a few even if they’re unsure about the security; knowing what they’ll ask somewhat helps to mitigate the risk.
FACEBOOK STATIC

“The health dept has no reason to lie and I’m sure it’s verifiable if researched further. And most important, they need people to be able to trust them so they can get information to contact trace. It’s more effective when they can gather more info.” – UNDERLYING HEALTH CONDITIONS

“I see ‘completely confidential’ in big bold letter and that worries me to some extent. You can never be completely confidential these days with all the hacking of personal information that takes place. Banks and other places of business suffer from intrusions. Even the government has had problems!” – SENIOR

UNDERLYING CONDITIONS

Concept is a road map that reassures that information is dealt with respect and the utmost confidence.

Save lives by picking up a phone call becomes less of a risk knowing what questions won’t be asked.

The image of the Asian woman is a significant red flag that will do nothing more than reinforce the discriminatory, anti-Asian remarks related to COVID-19 coming out of the White House.

The combined statement framing confidentiality and saving lives is highly resonant and helps ease some of the concern around privacy and strikes a positive tone of “just the right amount of trust,” and that “you’re in good hands.”

Placement on Facebook is problematic for a few participants, yet endorsement from the CDC helps lessen that concern.

SENIORS

Most understood that sharing through Contact Tracing will help slow the virus, but some were skeptical of the validity of the confidentiality.

Stating absolutes in terms of confidentiality is risky, the implication of which can be triggering for some considering the degree of hacking and privacy infringement going on.

Some would like to know more about the “mechanism” of Contact Tracing to make a more informed decision whether to participate or not.

Most were fine with the image, though questioned why she’s wearing a mask answering the call from home.

One person, ironically the most distrustful of government, called out the image of “picking an Asian woman for an Asian virus” might be perceived as troubling.
FACEBOOK STORY

“I would be scared out of my pants, but I would go get tested immediately to see if I was infected or not. I would absolutely quarantine ASAP and let anyone I had been near know I had tested positive.”

– ESSENTIAL WORKER

“The satisfaction I feel when I’m able to help save lives or contribute to a cause is the best feeling in the world. I want to be an example to others to get them motivate to want to join the cause and help together as one.”

– AFRICAN AMERICAN

ESSENTIAL WORKERS

“Thank you” message is still compelling – though somewhat unclear who is thanking whom – and fails to engage compared to other concepts; the pieces lacks differentiation.

It feels empty, and potentially hiding something by lacking information, e.g., who is going to be calling, what will be asked, and what’s needed to be provided, putting the onus on individuals to find out what it means.

The image is generic and could suggest a telecommunication or military recruitment ad rather than for Contact Tracing.

The CDC logo is easily missed on the top left of the image and needs to stand out to establish engagement and credibility.

That said, this group is prone to having high call-to-action; if asked by a Contact Tracer to go into quarantine, they will comply.

AFRICAN AMERICANS

Image shows someone calmly answering the phone however, in isolation, it does not relate much to the message of an efficient way to fight COVID-19.

The messaging did not change many pre-existing attitudes about Contract Tracing, though the image makes it look easy and motivating some to act.

Yet, it did nothing to move the needle on other’s thinking, be it from anti-Contract Tracing to pro-contract Tracing, or vice versa.

Almost everyone said they will continue social distancing and wearing masks.

A slight majority mention participation in Contact Tracing as one way to help slow the spread.
FACEBOOK STORY

“IT would be better to show what contact tracing represents. It could be a person with earphones representing the HUB of contact tracing talking to 3 other people, or it can show the process with an arrow where the first person is talking to a contact tracer giving references of another 2 people they’ve been in contact with. I believe the space currently dedicated to that one man alone is ample to do what I’m proposing.”
– HISPANIC, SPANISH

“IT does not explain what it is at a glance. not many people will click or swipe up to learn more.”
– HISPANIC, BILINGUAL

HISPANIC – SPANISH DOMINANT

Opening with a statement of gratitude is valued, main message is clear and direct that Contact Tracking is an effective tool against the virus.

All are aware of CDC’s recommendations on protection and prevention, hence their endorsement boosts awareness and interest.

The story is short, to the point, non-threatening and easy to understand, but it does not make most of the participants think further about Contact Tracking.

Some feel it’s too simple, uninspiring and neutral, lacking an image that strengthen the main message.

Showing a diagram that traces a series of individuals would be helpful to visualize the process of Contact Tracking. Likewise, seeing a Contact Tracer in action would bring more context to that process.

HISPANIC – BILINGUAL

Thanking people for answering the phone is a positive lead, reinforces good behavior for doing the right thing to stop the spread of COVID-19, making some feel acknowledged by being part of the solution.

While a high percentage say they would participate in Contact Tracing, not everyone is on board; indifference and confusion are cited by having to click to get more information.

The lack of detail hampers motivation, more context about the conversation is needed to build more knowledge about Contact Tracking.

The guy looks like he’s stoned, perhaps a little “too chill” having a casual conversation or chatting with a buddy while lounging, thus the concept does little change people’s thinking about Contact Tracking.
FACEBOOK STORY

“I like seeing an African American male however I would rather had him in his home office in sweatpants and a t-shirt working from home on the phone it would make more sense.” – UNDERLYING HEALTH CONDITIONS

“The image has the CDC logo and says Thank You. But how does it relate to the main concept? There is someone talking on the phone, but this image does not mention Covid-19, contact tracing or anything associated with confidentiality.” – SENIOR

UNDERLYING CONDITIONS

Contact Tracing is the best way to slow the spread, and thanks for answering the call comes across clearly.

Yet, the image of the guy lying in bed like he just woke up is not a motivating, proactive visual that inspires call-to-action.

The concept does little to change thinking about Contact Tracing and is cited as being boring.

Still, they see their role as following protocol and understand the importance of engaging with the health department, and take their responsibility seriously should the need arise.

SENIORS

Thanks for answering the call is clear, but many feel this message does not say anything they don’t already know and that it doesn’t demonstrate anything clearly.

Concept does not mention COVID-19 or Contact Tracing, missing an opportunity to inform those who are less aware of the process/mechanics.

Many wonder what is happening on the call, it’s unclear who is thanking who; in isolation, without the context of the other ads, the message is confusing.

Some like that he’s chill, not uptight or fearful from taking the call, while someone else cite it looks like he’s on the phone with his girlfriend, therefore unrelated to the main message.
“Yes, it makes me feel more comfortable that I am talking to someone familiar with the Health Department protocol, regulations, HIPPA, etc. It would make me more open because I know they would know to be confidential.” — ESSENTIAL WORKER

“To help add to the statistics and offer whatever information I can provide would hopefully be a great asset to bring the puzzle closer to being completed.” — AFRICAN AMERICAN

ESSENTIAL WORKERS
Preference for a call from the health department feels more secure than receiving a “random call” from an unknown number.

The local health department appears to be less intimidating and a safe place to share information. A high % would take heed and follow the health department’s recommendations for quarantine if needed.

AFRICAN AMERICANS
Half the participants prefer a call from their local health department given their familiarity with the agency.

Some anticipate unease with an “impersonal Contact Tracer,” thought local messaging read a little less bureaucratic.

A majority say they would feel ready to take action if asked to be tested or to quarantine as their duty to the “greater good.”
"I would be scared for myself and for my family members. I would also feel afraid for my extended family, co-workers and people from the grocery stores or fast food places where I’ve gone to get food. I would also worry for my significant other’s co-workers and people he has been in close proximity to." – HISPANIC BILINGUAL

"If they call me then the worst part already happened. I’d be upset about getting the virus but not about following steps to keep people safe.” – HISPANIC, BILINGUAL

“For me it feels more convenient to receive a call from the health department because it’s more credible. I’m familiar with them and the fact that they’re very professional I would trust them with the information that they need.” – HISPANIC, SPANISH

HISPANIC – SPANISH DOMINANT

For many, a call from the local health department reassures it’s a legitimate call from a government agency, an office people are familiar with. The reference to “health” also supports legitimacy.

Direct mention of COVID-19 Contact Tracer is valued as impactful for some, as they feel it’s better to speak directly with the specially-trained team involved in the program.

HISPANIC – BILINGUAL

A call from their local health department sounds more legitimate.

They proactively imagined a plethora of questions they would expect to be asked, reflecting their willingness to cooperate.

Over half cite they would have no qualms about getting tested or quarantine if they had been exposed.
"I will ask them how did this happen? What can I do to stop the spread what are the next step for me to stay safe and keep my family safe." – UNDERLYING HEALTH CONDITIONS

I am an employee at three different places, I teach, I run a dept and I am a social worker at a halfway house now all those people have to be made aware that is a lot of people and I have a 88 year old mom I take care of.” – UNDERLYING HEALTH CONDITIONS

UNDERLYING CONDITIONS

The CDC logo denotes credibility, and the local aspect of the health department is appealing.

Active participation comes naturally regardless of the shock of “getting the call,” they would work closely with the local health department and do whatever it takes to ensure others around them also get the proper attention and care.

SENORS

A majority prefer the local health department with the caveat of needing to identify their validity.

There’s a comfort level and sense of confidence working with an agency that is official and well known vs. receiving a call from some unknown identity.

It’s even preferred and perceived as less invasive for the person who distrusts the government.

A call from a COVID-19 contact tracer
A call from your local health department

28.6%
71.4%
DETAILED FINDINGS

“LET’S WORK TOGETHER”
OVERVIEW SUMMARY

“COVID is sort of like a puzzle because we do not know how to cure it but we might know the ways of slowing it down and maybe controlling it and finding out where it’s been it’s just pieces of a puzzle of how to control it.” – ESSENTIAL WORKER

“The puzzle is a representation of a much bigger picture we all have to see. And in order to do that we all have to be very instrumental, or intricate pieces, of this puzzle.” – AFRICAN AMERICAN

ESSENTIAL WORKERS

Concept overall denotes strong call-to-action. Puzzle imagery emphasizes the collective team effort reflective of a proactive role, vs. that of a passive bystander or victim.

The statements foster understanding of Contact Tracing in greater detail, combined with the imagery of protecting others which resonates with close family ties.

Yet, there’s a mismatch between the lighter tone of cartoon imagery and the seriousness of COVID-19, as well as the lack of seeing real people. The pen with the circle is an unrelated, confusing visual.

Key barriers include concerns around privacy, mention of confidentiality slightly mitigates some apprehension.

Some cite feeling surprise and embarrassment if they got a call, while others would be grateful and proud there’s a system to help curb the virus.

AFRICAN AMERICANS

Concept resonates clearly and effectively. The puzzle communicates teamwork and collective action, everyone needs to do their part and work together to stop the spread.

Reactions to the images are largely positive, though not everyone likes the use of cartoon characters and animation for the pandemic, which is perceived as childlike and immature.

Confidentiality and privacy are top-of-mind concerns, even more so for those unsupportive of Contact Tracing.

Contact from the local health department evokes emotions of fear, anxiety and sadness that the news won’t be good.

Though the statements are clear and reinforce positions of support as a result of information provided throughout this study, the piece does not alter perspectives on Contact Tracing.
OVERVIEW SUMMARY

“I’d like to see images of real people and real scenarios so we can be more conscientious that this is not a game. Show photos of our kids, elders, spouses would touch the heart of our people, otherwise it’s an ad for children.” – HISPANIC, SPANISH

“The idea of a puzzle that needs to be solved is excellent because everybody can relate. We know some puzzles are easy usually with less and larger parts and others are complicated with a lot of parts and small parts and becomes more challenging with missing parts.” – HISPANIC, BILINGUAL

“At first I didn’t clearly understand “rastreo” thinking it was about a police investigation since I relate the word with GPS.” – HISPANIC, SPANISH

HISPANIC – SPANISH DOMINANT

The puzzle metaphor is clear and direct, the main message infers working together, and Contact Tracing is the missing puzzle piece to eradicate COVID-19.

The clear description of the type of questions asked offers enough detail to prepare them for the call, easing some of the angst around sharing their information.

Familiar with how COVID-19 has been handled outside the U.S., stopping the spread of the virus is a responsibility that requires taking the call from the Health Department.

The animated cartoon figures have little appeal; relatable, real people will further bolster interest and call-to-action.

The translation “rastreo de contactos” is negatively perceived as it mostly suggests immigration raids, police chases, tracing someone’s whereabouts, and stalking.

HISPANIC – BILINGUAL

The header combined with the puzzle imagery speaks to the main message that working together can slow/eradicate COVID-19; the idea of working together toward a common goal has strong appeal.

Motivation is related to a strong sense of obligation and concern for their family and friends.

Many already support Contact Tracing, therefore the campaign does not increase their motivation.

Some images powerfully represent aspects of COVID-19, especially the woman coughing into her arm. Yet, on their own, they do not articulate the main message.

Privacy and security concerns include if the call is a scam or a sales call; there are traces of skepticism when it comes to sharing information with the government.
OVERVIEW SUMMARY

“The information is realizable and trustworthy if it is coming from a big agency as the health department. I would feel secure and at ease by sharing or receiving information from this source.” – UNDERLYING HEALTH CONDITIONS

“I would just get rid of the judgmental stuff if at all possible. Here are my thoughts...What you share will be treated professionally and confidentially. You will be helping others, including your loved ones, to fight the virus.” – SENIOR

“Contact tracing is one of our best tools against COVID-19. By working with someone from your local health department, you're adding more essential pieces of the puzzle. You're helping to contain the virus and move forward in the fight against COVID-19.” – SENIOR

UNDERLYING CONDITIONS

The fight against COVID-19 is dependent on collective participation, values, trust, and plays on people’s better instincts through the notion of helping to contain the virus.

Concept does a better job at showing the benefits and detail of Contact Tracing, and the statements made people feel supported and protected by a call from a recognizable government agency such as the Health Dept.

Puzzle imagery was favorably received, yet the other images failed to support the puzzle message, and some were confusing, e.g., circle with pen figure, autumn theme, people appearing to party without masks.

Mention of confidentiality makes it less scary, though some question inserting the words “judgment, guilt, or embarrassment,” as they might plant the seeds rather than circumvent the feelings.

SENIORS

Highly motivational in terms of cooperation needed to successfully beat COVID-19, a team approach for solving the problem is desirable; collective action is needed, everyone needs to do their part.

Referencing more detail on Contact Tracing is valued, combined with working together instigates call-to-action to follow guidelines and be responsible.

Response to the puzzle idea is favorable, though the out-of-proportion figures are less relatable. They prefer real people.

Many understand how some might have feelings of guilt or embarrassment, but don’t relate personally, feel the wording lays a guilt trip on people, thus unnecessary.

Doubt about “complete confidentiality” is a much bigger concern than feeling embarrassment or guilt.
“Not being caring, not understanding what I’m going through, and not having the correct information would make it difficult for me to interact with them.”

– ESSENTIAL WORKER

“If I knew they would remain confidential, but I’ve already seen a case when they were not. I do know now though that contact tracing is needed for us to fight the virus so I would work with the health department.”

– AFRICAN AMERICAN

“Your identity doesn’t have to be exposed and there are resources for you if you get called by the health department. It doesn’t seem just like it’s about tracing but provides you with support.”

– AFRICAN AMERICAN

ESSENTIAL WORKERS

The tagline/title and puzzle image stands out as a strong call to participate in combatting COVID-19; connecting them to resources is a significant value-add.

Concept does a good job explaining what will and won’t happen during a Contact Tracer’s call.

Being thanked beforehand is appreciated, generates the motivation to get involved, and the potential to become an everyday hero by saving people’s lives.

Colors are eye-catching, especially the mix of colored puzzle pieces. Animated images are less relatable; the lack of real people is a key drawback.

Having more context about the Contract Tracers, e.g. who are they, will they understand my situation, etc., would alleviate some uneasiness.

AFRICAN AMERICANS

Concept validates everyone needs to do their part while providing vital information to the Health Department, plus the added benefit of receiving resources. Within that context, a guarantee of privacy appears more credible.

Providing space for questions and access to local CT representatives strengthen participants’ degree of trust, comfort level to engage with their local health department, reassures confidentiality.

Some skepticism surfaced related to prior relationships with the health department might cause resistance to Contact Tracing.

Comments included the inability to reach someone in the department, long hold times on the phone, and short-tempered representatives, experiences which could deter them from wanting to speak to Contact Tracers.
**30 SPOT CONCEPT**

“There is nothing missing, but it would be great to have a phone number people can call to connect with their local health department.” – HISPANIC, BILINGUAL

“I feel like health experts are trying their best to help us, and we should cooperate to help them reach their goals.” – HISPANIC, BILINGUAL

“More than anything, they need to present themselves in a kind way, speaking to us in professional language, but with tact so it almost feels like I’m speaking to someone I know, and that they speak to me in my language.” – HISPANIC, SPANISH DOMINANT

**HISPANIC – SPANISH DOMINANT**

Concept validates that it’s a collective effort, and that there are tools to fight COVID-19. Everyone is part of the solution, together it will be easier to overcome the virus.

The images of the hands collectively assembling the pieces of the puzzle substantiates the message that no one is alone.

There’s trust in knowing the Health Department is behind Contact Tracing given their experience and professionalism; they’d expect the person to be kind & considerate to establish that trust.

Yet, gaining confidence to communicate with a Contact Tracer requires verifying that the initial call be easily identifiable through Caller ID or a recorded message.

The mask indicates it’s related to COVID-19, but the guy in the green shirt has little relevance to the concept and looks like a stalker.

**HISPANIC – BILINGUAL**

Spot validates the importance of working together with a Contact Tracer to solve the COVID-19 puzzle.

Positive emotions are centered around teamwork. Yet, there remains the concern about privacy and being scammed for personal information, as well as not wanting to betray others by sharing their information.

Lack of knowledge about Contact Tracing calls for more detailed information in order to build the necessary trust to work with a Contact Tracer.

Some prefer having the ability to initiate the contact with the Health Department themselves, via phone or the internet, rather than taking the call.

While the bright colored puzzle draws attention, the lack of masks on most people, and the body parts (eyes and ears) on puzzle pieces are unappealing.
"It is sort of missing how I will know if the person calling is legit, although I wasn’t thinking much about that line of thinking before participating in this study.” – UNDERLYING HEALTH CONDITIONS

“How to verify that the caller is legit is completely missing.” – SENIOR

“My only concern is knowing that I’m actually speaking with someone from the health dept and not a scammer. maybe a video/zoom call option would be a way to ease that concern for myself and others.” – UNDERLYING HEALTH CONDITIONS

UNDERLYING CONDITIONS

Many felt like nothing is missing, they understand that one needs to answer the call and be a piece in the puzzle to help prevent disease.

Some wanted to see information regarding where to get tested or who to contact to get information.

Images were good or excellent, the top image being the most favorable. Some perceive certain images as “creepy” or “a little confusing.”

Working with the Health Department is a no-brainer as most respect the Health Department and their workers, expecting professionalism.

Suggestions for outreach include more of a tech approach, e.g. initial contact via email, setting up a Zoom call, providing online resources, having websites built into the experience for each engagement, or a universal number people can easily identify as the DPH.

SENIORS

Concept clearly conveys the goal to defeat the virus by explaining the process and reinforces importance of being proactive by working with the health department; someone mentioned being “first responders” to eradicate the pandemic. Contact Tracers are not mentioned, but implied.

Images represent a logical progression for some, confusing for others given contradictory statistics and opinions.

Top puzzle image is cited as colorful, non-threatening, inviting, but also as childish, for kids more so than adults.

Many state they would work, even appreciate working with someone from their Health Department. To do so, verification would be needed i.e. prior identification or a matching code before initial contact.
“Confidentiality is very important especially because we know whenever you get called from a one 800 number your name gets sold to two companies that can use it to call and do telemarketing.”

– ESSENTIAL WORKER

“It says that, but is really confidential? We know the 3 credit companies that run credit bureau actually have been hacked several times where our info were supposed to be confidential.”

– AFRICAN AMERICAN

“I think the health department is instructed to remain confidential but like I said before I’ve been in an instance when they were not.”

– AFRICAN AMERICAN

ESSENTIAL WORKERS

Message of working together to battle COVID-19 is highly resonant.

Image of the cellphone, a reinforcement of “getting the call,” draws attention and clearly aligns with the concept.

The middle image struggles to communicate as clearly as it could by representing people who are social distancing, but without masks.

The lock reinforces confidentiality and privacy, that information will be kept safe, yet concern is palpable given all the scams people are exposed to nowadays.

AFRICAN AMERICANS

Concept of working together to combat COVID-19 is clear and understandable.

Confidentiality is an important consideration for participants when deciding whether to engage. Participants are most willing to cooperate in the Contact Tracing process when they feel their privacy is assured.

The use of the lock to symbolize confidentiality was questionable for some who felt that it did not match the overall message as effectively as the first two images.

Specific personal motivations for answering the call-to-action are protecting high risk loved ones, saving lives, and caring about the health and wellbeing of others at large.
“If I don’t want to die, and I don’t want to, nor do I want to live isolated from everyone and if we work together now, we can live in peace.”
– HISPANIC, SPANISH

“It makes me feel safer and more confident speaking with the health department.”
– HISPANIC, SPANISH

“The idea makes it feel more like a duty you have instead of explaining why it is important it basically tells you why.”
– HISPANIC, BILINGUAL

The ad is clear and simple: if we work together, we can eradicate the pandemic.

Most agree that working together is the way to control the spread of the virus.

Concept clarifies what questions will be asked, alerting them upfront what to expect.

Image of mobile phone identifying that the call is from the Health Department is seen as positive, suggesting a secure and trustworthy person calling, thus increasing willingness to take the call.

Their own and their family’s well being makes them want to respond and cooperate with the Contact Tracer.

HISPANIC – SPANISH DOMINANT

Answering the call and cooperating with someone from the Health Department reinforces the sense of obligation and community responsibility.

Yet, concerns around legitimacy of the call make some skeptical that information will remain confidential.

Images of cellphones tell them exactly what to expect, but should include the health Department Caller ID.

The word “fight” is empowering and helps mitigate some of the skepticism around confidentiality.

They’re unclear when the call will come through and want to know more about how the information will be used and by whom.

HISPANIC – BILINGUAL
FACEBOOK ANIMATE

“I can’t tell what the 2nd picture is doing except putting a puzzle together, I get that part but are they doing anything? Don’t like the last picture at all. It implies to me that they will be going through your life with a fine-tooth comb.”
– SENIOR

“I believe this to be true, but now I’m questioning it that it has been brought up. This is like when a gas station advertises that they have clean bathrooms. Like, I wasn’t even thinking about that, but now I’m suspicious and pretty sure they aren’t clean.”
– UNDERLYING HEALTH CONDITIONS

UNDERLYING CONDITIONS

Concept clearly communicates that as part of the process, they can expect their information will remain private when contacted.

Statements resonated or motivated them to contribute to the solution as a community effort, no one is alone.

Mention of confidentiality helps substantiate security but some felt indifferent, worried the message could be interpreted out of context.

People feel a duty to others beyond themselves, they want to protect their loved ones and communities.

SENIORS

Self-explanatory, “how-to” on working in community to solve the puzzle.

Participation with the Health Department is vital to success, working together to fight the spread resonates with the great majority.

A collaborative, collective effort between the Health Department and the general public, a two-way street, is an empowering invite to get involved.

Phone image with someone taking the call reinforces the importance of stepping up and being proactive.

The bottom image is defined as weird and confusing. While the lock image might be reassuring to some, others cite that showing or speaking in absolutes about confidentiality doesn’t always hold true.
FACEBOOK STATIC

“The message I get from the image is not clear. Is it a locked puzzle? Am I supposed to cooperate with contact tracers to unlock the puzzle? That sort of makes sense but it doesn’t seem to relate to protecting others. A lock could be used to indicate how I am protecting others, and it is connected to the puzzle. It gets convoluted.” – ESSENTIAL WORKER

“Descriptive dialogue and imagery, you are not completely sure of the point in this ad. What does the puzzle piece and lock have to do with protecting the ones you love from COVID?” – AFRICAN AMERICAN

ESSENTIAL WORKERS

The 100% is unequivocal and comforting, which is appreciated in combination with the working together message.

Already supportive of Contact Tracing, the concept does not move the needle further on their opinions.

Shades of blue in the puzzle lack the bright colors in the other pieces, thus images feel bland, cold and uninvolved.

The lock image overlaid on the puzzle piece looks like an error message, or a “dead image file icon,” instead of communicating confidentiality.

There’s confusion over what the call to action might be: is it click to find out more about Contact Tracing? Or click to share my information through Facebook?

AFRICAN AMERICANS

The puzzle appears to resonate with some as a “clever visual metaphor,” and compliments the message of doing your part to protect those you love. However, not everyone grasped this message entirely.

Imagery creates an overall sense of discomfort. Described as being too bland, the descriptive dialogue and imagery are also viewed as confusing.

Although some are not fully attracted to the “spyware” nature of the image, for others it does visually represent confidentiality and the bigger picture of ending COVID-19.

Participants have a range of reactions to the idea of providing their information for Contact Tracing. Most lean slightly positive, others are slowly becoming more comfortable since sharing is for a good cause, and the concept outlines what they’d be asked. A few simply would refuse to comply.
FACEBOOK STATIC

“If people understand we are a piece of a big difficult puzzle yes.... but if I see it for the first time, I will think just looking at that image that is something related to Autism.” – HISPANIC, BILINGUAL

“Seeing it’s the CDC Foundation, right away I associate it with the corona virus, and everything it says is important information for everyone.” – HISPANIC, SPANISH

“It related to the theme and topic of confidentiality. I don’t like it just because the messenger is the government, and I don’t fully trust them.” – HISPANIC, BILINGUAL

HISPANIC – SPANISH DOMINANT

Information reinforces notions of safe & confidential and that Contact Tracing is 100% secure.

Promotes taking action by staying informed, sharing information with Contact Tracers, and following CDC recommendations.

Stipulating that social security numbers, immigration status or financial information would not be required helps mitigate some unease related to sharing personal information.

Seeing the CDCF represented in the concept reassures that Contact Tracing is a legitimate process backed by a professional government agency.

The lack of color made this piece less eye-catching than the other concepts.

HISPANIC – BILINGUAL

Concept does not clearly explain Contact Tracing, though participating to protect the ones you love comes across clearly.

There’s confusion with the statement of what won’t be asked; they would prefer to know what they will be asked. This creates ambiguity in terms of call-to-action.

Imagery of the lock on the puzzle piece is unclear, therefore unconvincing if their security is in the hands of the government.

Overall, the concept lacks personal connection and is void of any emotion.

One respondent mentioned the concept might be confused with the autism campaign that also uses imagery of puzzle pieces.
FACEBOOK STATIC

“I think is perfect and it goes straight to the point. When you are reading an ad on social media you want to make it quick and straight to the point and something that will catch the attention of the audience and this is perfect.” – UNDERLYING HEALTH CONDITIONS

“The CDC Foundation could be made up, or the address could be altered. Clicking on "Learn More" may get you on a hit list of suckers.” – SENIOR

“I understand it and I would do it but as a private person it will make me uncomfortable.” – UNDERLYING HEALTH CONDITIONS

“If I’m in agreement to fight for my loved ones then I’m ready to work together to fight COVID.” – SENIOR

UNDERLYING CONDITIONS

Most people feel that their confidentiality would be guaranteed if they were to participate; the lock helped reassure some.

A sense of safety for themselves and their loved ones also resonates with this message.

Almost everyone feels they would keep the message as it. One individual cites it needed more segue photos to correlate to the broader message and theme.

Statements inspire them to proceed but there is less agreement on how to do so, be it working together, through social distancing, or wearing a mask.

Sharing information continues to be a key concern; they want reassurance this call won’t compromise their privacy.

SENIORS

Puzzle piece emphasizes the value of an individual by doing their part, though having two pieces coming together is cited as a more powerful reinforcement of working together.

Concept is perceived as a “common sense” request, though not everyone agrees that confidentiality will be respected; contributing to loved ones’ safety helps mitigate skepticism for some.

Emphasis on confidentiality, giving out personal information and how it will be used is contested; concept lacks more context on Contact Tracing to fully engage.

That said, the great majority said they would “take action” and participate vs. doing nothing or waiting it out.
FACEBOOK STORY

“There is no relation to the topic other than the puzzle piece. maybe if the characters wore a mask its be a better fit and less bleak”
– ESSENTIAL WORKER

“It actually looks like women taking selfies. Not taking COVID seriously. As well as the images not wearing masks.”
– AFRICAN AMERICAN

“I would answer the phone if called by the health department for a contact trace and I would also inform them of who I have been around.”
– AFRICAN AMERICAN

ESSENTIAL WORKERS

Concept states a clear message but is void of context to motivate call-to-action.

Seen in isolation without knowledge of Contact Tracing would leave readers perplexed.

Image combines elements of earlier campaigns, but not in a way that communicates on its own.

People hanging out without practicing social distancing and without wearing masks contradicts the main message.

Concept ultimately does not motivate to think differently or more positively about participating in Contact Tracing.

AFRICAN AMERICANS

Message validates that Contact Tracing is one of the most effective ways to fight COVID-19, slow the spread, and save lives.

Many see the use of the puzzle pieces as a signal of solidarity and working together, while others see the cartoon imagery as unprofessional.

Some see the lack of masks in the images as problematic; individuals seem oblivious to the seriousness of the message, as if they’re taking selfies.

Message does not change thinking of those already willing to engage in Contract Tracing other than one individual who said they are now taking it more seriously.

Most appear inspired to play a role in stopping the spread by answering the call, providing information, and following safety protocols and procedures if confidentiality remains secure.
“We’re all a key piece to stopping the spread of this virus.” — HISPANIC, SPANISH

“It is short which is good but it has no explanation so it falls flat and can be easily disregarded.”
— HISPANIC, BILINGUAL

“There is little information shared with this type of platform. It’s a reminder that contact tracing is positive. If I saw for the first time ever without seeing any previous ads I would be confused.” — HISPANIC, BILINGUAL

HISPANIC – SPANISH DOMINANT

Concept reinforces people answering their phones or taking a call from the CDC, or talking to others in relation to the virus.

Strong sense of taking on the responsibility to follow CDC’s protocol, e.g. taking the call, sharing who they may have exposed, using word-of-mouth to inform others, stay home, wear masks.

They continue to have positive reactions to the collective notion of working together to stem the virus.

Images do not reflect the seriousness of COVID-19 and is portrayed as if they’re partying, happily talking on their phones.

People in such close proximity not wearing masks is perceived as a disconnect from the main message.

HISPANIC – BILINGUAL

Contact Tracing is an effective way to help stop the spread of COVID-19, yet there is confusion as to the image relating to that message.

The lack of masks diminishes the messaging of taking security measures seriously to help reduce or stop the pandemic.

The missing link is clarification upfront why Contact Tracing is effective making the concept easy to disregard. Maps with arrows linking the process is cited as being helpful.

The notion of the individuals on their phones in this image is clear for some, but mostly comes across as unrelated to COVID-19 and Contact Tracing; they appear disconnected with each other and with the main message.
FACEBOOK STORY

“The images do not match. I really have to guess if there are no words to go along with the ad in order to figure out what is being advertised here.”
- UNDERLYING HEALTH CONDITIONS

“If I have not heard about Contact tracing, I will be very confused.” – SENIOR

“I think it is the best way we know of how to gather data about this disease, so I don’t think it changes my mind about contact tracing.”
- UNDERLYING HEALTH CONDITIONS

“The images of people on the phone and the puzzle piece don’t really mean anything based on the narrative.” – SENIOR

UNDERLYING CONDITIONS

Main message of the efficacy of Contact Tracing comes across, but the statements and imagery are not complimentary, which potentially devalues its positive benefits.

Imagery stands out as “fair” and mostly plain, not very captivating or persuasive.

The role of the individuals “gathering” without following safety protocol is confusing and contradicts the main message, the person on the ground feels unrelated.

Concept overwhelmingly does little to move the needle on thinking about communicating with a Contact Tracer, leaving in question the importance of call-to-action.

SENIO R S

Concept of working with the health department to combat COVID-19 is clear if the reader has some knowledge of Contact Tracing, otherwise the message is irrelevant.

Distorted, “fat” body parts are unappealing, easy to misread as an ad for Weight Watchers. Big smiles and lack of following mask protocol is disconcerting.

Some cite that the figures are calling each other to communicate about exposure. Still, messaging does little to explain Contact Tracing for those less informed.

There is no mention of confidentiality, another missing piece of the [puzzle] messaging.
**LANGUAGE**

“I think I would trust the fact that if I saw my phone at the health department was calling and not just a random number, I would be more inclined to answer the call and answer the questions.”
– ESSENTIAL WORKER

“I just feel comfortable knowing that I am talking to someone with a background in the health field, not just someone off the street that was recruited and “trained” to ask the questions.”
– ESSENTIAL WORKER

“Hearing health department would make me feel more comfortable.”
– AFRICAN AMERICAN

**ESSENTIAL WORKERS**

Local Health Department is preferred to “COVID-19 Contact Tracer” as it sounds more official and professional, has higher operational standards, and feels less random.

COVID-19 CT implies a more localized, specific group rather than a huge entity.

**AFRICAN AMERICANS**

Local Health Department is slightly favored for giving a sense of comfort.

COVID-19 Contact Tracer, while agreeable for some, felt “creepy” and “a bad detective name” for others; those in favor cite it’s less of a red flag.
“I’m motivated to work in community. During these times we should all learn how to help our neighbors and add our grain of salt to create a better society.” – HISPANIC BILINGUAL

“I think the health department would be more receptive to me.” – HISPANIC, BILINGUAL

“I feel like it comes from a group that is focus on the fight against COVID, like that is the only concern, the local health department has many issues to deal with not only COVID.” – HISPANIC BILINGUAL

For many, the Health Department is a known entity, thus a credible source that motivates engagement and sharing of information.

Contact Tracer piques the curiosity of one respondent, while others cite it connects to the larger strategy of the Contact Tracing process.

Local Health Department aligns with their familiarity with the institution whereas Contact Tracer is an unknown term and feels more foreign, and even suspicious.

Those leaning toward Contact Tracer cite it’s more specific, less random, focused on the virus, whereas the health department has multiple other issues to deal with.
"I guess I am waffling on this one. I think if it was the health department. I would think it was more serious and potentially more secure. The other one seems like it could be coming from a private entity."

– UNDERLYING HEALTH CONDITIONS

"Local health department sounds more official. Hopefully, with prior knowledge that they are calling and have offered an acceptable method of identification."

– SENIOR

UNDERLYING CONDITIONS

Strong preference to receive the call from their local health department as it’s a known agency that’s more legitimate, secure, serious and less threatening.

COVID-19 Contact Tracer for some sounds like a scam, an unfamiliar private entity.

SENIORS

Local Health Department sounds more credible, easily traceable, more trustworthy, and offers solutions.

The Health Department also implies an entity that is non-threatening and less invasive compared to COVID-19 Contact Tracer.
S14Q1 - Q1: Which of the 2 concepts is the most eye catching and visually motivates you to take action?

SPANISH: ¿Cuál de los 2 conceptos es el que más llama la atención y que visualmente lo/la motiva para entrar en acción?

**Board 1: Essential Workers**

**Board 2: Hispanic/Latinx, Spanish**

**Board 3: Hispanic/Latinx, Bilingual**

**Board 4: African American**

**Board 5: Underlying Health Conditions**

**Board 6: Seniors**
CONCEPT COMPARISONS
S14Q4 –Q2: Which of the 2 concepts best represents the message is about COVID-19?
SPANISH: ¿Cuál de los 2 conceptos representa mejor el mensaje sobre COVID-19?

“LET’S WORK TOGETHER”

“THANKS FOR ANSWERING THE CALL”
S14Q6 - Q3: Which of the 2 concepts fully explains the benefits of participating in a contact tracing program to stop the spread of COVID-19?

SPANISH: ¿Cuál de los 2 conceptos explica totalmente los beneficios por participar en un programa de rastreo de contactos para frenar la propagación de COVID-19?
S14Q8 - Q4: Which of the 2 concepts changed your thinking about communicating with someone from your local health department?

SPANISH S14Q10 - Q6: ¿Cuál de los 2 conceptos lo/la hizo sentirse más seguro/a de que su información permanecerá confidencial?

"LET'S WORK TOGETHER"

"THANKS FOR ANSWERING THE CALL"
S14Q10 - Q5: Which of the 2 concepts motivates you to take immediate action to participate and answer questions if you get a call from your local health department?

S14Q8 - Q5: ¿Cuál de los 2 conceptos lo/la motiva a actuar inmediatamente para participar y responder a las preguntas si recibe una llamada de su departamento de salud local?

**Concept Comparisons**

- **Board 1: Essential Workers**
- **Board 2: Hispanic/Latinx, Spanish**
- **Board 3: Hispanic/Latinx, Bilingual**
- **Board 4: African American**
- **Board 5: Underlying Health Conditions**
- **Board 6: Seniors**

**Messages:**

- **“LET’S WORK TOGETHER”**
- **“THANKS FOR ANSWERING THE CALL”**
**CONCEPT COMPARISONS**

**S14Q12 - Q6:** Which of the 2 concepts might help ease people’s feelings of embarrassment, guilt, and/or any stigma or feelings of being judged related to getting COVID-19?

**S14Q12 - Q7:** ¿Cuál de los 2 conceptos podría ayudar a disminuir los sentimientos de vergüenza, culpabilidad de las personas, y/o cualquier estigma o sentirse juzgado relacionado con contagiarse de COVID-19?

- **Board 1: Essential Workers**
- **Board 2: Hispanic/Latinx, Spanish**
- **Board 3: Hispanic/Latinx, Bilingual**
- **Board 4: African American**
- **Board 5: Underlying Health Conditions**
- **Board 6: Seniors**

“LET’S WORK TOGETHER”

“THANKS FOR ANSWERING THE CALL”
THANK YOU
The CDC Foundation is developing a public education campaign to create awareness about contact tracing. Public health experts agree contact tracing remains a valuable tool for mitigation or suppression of COVID-19. Yet, there are challenges as it relates to large-scale participation in contact tracing. To that end, the CDC Foundation through its communications agency, engaged SocialQuest to conduct research that will help uncover the barriers and sentiments to participation, and explore any cultural and social-economic factors that may be impacting participation. The findings of the research will inform the public education campaign creative and messaging to diverse constituency across the country.

The research approach has two components: 1) feedback from Contact Tracers via informational in-depth interviews (IDIs), and 2) campaign creative testing through an online board platform. This executive summary outlines the key findings from the contact tracing IDIs, which helped frame the discussion for the creative testing, as well as provide insights on the multiple issues associated with contact tracing.

**OBJECTIVES**

- Explore attitudes and beliefs related to the process of contact tracing among communities disproportionately affected by COVID-19.

- Gain reactions to contact tracing as a strategy that is critical to epidemic control and the reopening of society and the economy.

- Identify potential barriers to contact tracing related to cultural, personal or societal factors such as concerns about privacy and confidentiality, stigmas, embarrassment, COVID-19 fatigue, having conversations with a healthcare Contact Tracer, lack of trust in government, etc.

- Explore reactions to receiving a call from a local health department official or a Contact Tracer related to being exposed to COVID-19.

- Ascertain differences across regions, demographics, individual values, and personal experiences with COVID-19.
The team conducted IDIs via Zoom with seven (7) Contact Tracers; each interview was 50-60 minutes in length. Contact Tracers were chosen from a diverse number of states as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Department</th>
<th>Ethnicity/Title/Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>Navajo County Health Department</td>
<td>Caucasian Public Health Nursing Supervisor Previous experience with contact tracing in STDs</td>
</tr>
<tr>
<td>Arizona</td>
<td>Navajo County Public Health</td>
<td>African American Associate, Maternal &amp; Infant Health</td>
</tr>
<tr>
<td>California</td>
<td>California Dept. Public Health (CDPH)</td>
<td>Hispanic/Latinx</td>
</tr>
<tr>
<td>California</td>
<td>Marin County Public Health</td>
<td>Hispanic/Latinx</td>
</tr>
<tr>
<td>Florida</td>
<td>Dubalt County Public Health</td>
<td>Caucasian MPH student</td>
</tr>
<tr>
<td>Florida</td>
<td>Florida Department of Health</td>
<td>Hispanic CHD STI Disease Investigator</td>
</tr>
<tr>
<td>Ohio</td>
<td>Columbus County Public Health</td>
<td>Asian-Indian, MPH student</td>
</tr>
</tbody>
</table>

**Top Benefits and Barriers to Contact Tracing**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Can help you if you become infected</td>
<td>1. Mistrust in government organizations</td>
</tr>
<tr>
<td>3. Can help mitigate the spread in your community</td>
<td>3. Lack of understanding about what contact tracing is</td>
</tr>
<tr>
<td>4. Can help connect you to resources in your community</td>
<td>4. Lack of simplified informational materials</td>
</tr>
<tr>
<td>5. Can provide you with more information about COVID, testing and resources</td>
<td>5. Fear of not being able to go to work or retaliation by employer</td>
</tr>
<tr>
<td></td>
<td>6. Fear of sharing family contact information</td>
</tr>
<tr>
<td></td>
<td>7. People calling them asking for private information</td>
</tr>
</tbody>
</table>
Attitudes & Beliefs Related to Contact Tracing Process

- People are more receptive when they hear that the Contact Tracer is calling from the Public Health department or that they have a medical background.

- People respond better when the Contact Tracer is upfront about the process, including the fact that people have the option to decline to provide information (voluntary), and for the most part, the role of a Contact Tracer is to offer information to them in case they test positive. This seems to calm people's fears and eventually, they end up opening up and sharing.

- Most regions have a 24/7 call center where people who are being monitored or have tested positive, can call any time with questions or concerns.

- Some processes, such as the one in Columbus Public Health and the California Department of Public Health, involve a text message sent to the person alerting them that someone from the Public Health department is going to give them a call to discuss COVID-19; this sometimes helps as the person is given a heads-up and is prepared for the call when the Contact Tracer reaches out.

- The term “contact tracing” may have a negative connotation among some audiences, it could be perceived by people as being “followed”; similarly some people are deterred by the term “isolation” so some of the Contact Tracers prefer to use the term “quarantine” and clearly outline the 3-day or 14-day process to give people hope.

- Some people react differently to being told they have to quarantine; some follow guidelines and want to do what they can to help keep their families safe, while others try to get around it so that they can go to work or, if it has to do with a child, they don’t want to put a mask on a child. For example, in Navajo County there was a woman who attended a Quinceañera and everyone in the family ended up getting infected with COVID-19, and the grandma passed away. The story of this woman and other human-centered stories were used to help people understand the importance of contact tracing.

- People appreciate being connected to services and resources, particularly connections to a food bank, or templates/support to communicate with their employers. In some regions, the Contact Tracers help facilitate communications with a person’s employer or other relevant groups, if/as needed.
Barriers to Contact Tracing

- People don’t understand what contact tracing is or what it means, this is sometimes exacerbated when there are multiple people calling them from the Public Health department about their case.

- There is mistrust of government, particularly around the information being pushed out by government entities. There is also fear about government organizations — some fear deportation if they pick up a call from the Health Department, and others fear being reported to Child Protective services if their child tests positive.

- People are also fearful of employer retaliation if they can’t go in to work because they have to quarantine, and are afraid that their co-workers will find out they had COVID-19 or were exposed.

- There is a lot of misinformation that people see/hear on social media, in the news or from other sources that are adding to the misinformation and myths associated with COVID-19 (e.g. COVID-19 is just like the flu, masks don’t work, etc.). In Columbus, Ohio for example, the Contact Tracer shared that misinformation sometimes comes from the medical community, so making sure people have the right information is fundamental to getting people to participate in contact tracing.

- While there are materials available in other languages about contact tracing, Contact Tracers feel there is a need for more simplified information, including visuals/videos, that highlight the benefits of contact tracing for the person who may have been exposed – how their participation can help save a family member and help mitigate the spread of the virus.

- Multigenerational families who live in the same household tend not to want to share names of family members in the household and, oftentimes, they can’t quarantine because they have to take care of their children or elderly parents. This tends to occur more often in regions with large populations of farm/migrant workers.

- For some people, fear of having to quarantine and not being able to go to work is a barrier because they need to provide for their families; however, for the most part, people understand the implications and are willing to quarantine.

- Some people are in denial and don’t grasp the seriousness of the situation; they want to get on with their life as if COVID-19 is not real.
• In some regions, testing has been faulty and timing to get results are delayed which impacts the Contact Tracer’s efforts to reach people promptly and gather information. But the time the Contact Tracer reaches the person, they may have already been exposed to more people.

• In some counties, there are people who are receiving calls from others that are taking advantage of the situation and asking for private information, so people are weary of taking calls from “strangers”.

Best Practices & Strategies to Overcome Challenges

• Establish a rapport with the person before going into the interview so that the person feels comfortable. Leverage personal anecdotes or stories, when applicable, to engage with the person. For example, in Florida, the Contact Tracer had lost their grandma to COVID-19, so they used that personal experience to connect with the person they were calling and gather the information they needed.

• Put a “face” to the Contact Tracer to help make a connection between the Contact Tracer and the person they are calling. Sometimes it helps to interview the person face-to-face rather than over the phone, particularly in regions where “scammers” may be taking advantage of the situation and calling people to get personal information.

• Build relationships with the community early on to help get through specific populations – for example, in Navajo County the Health Department engaged with tribal leaders years ago through their work on STDs and worked together with them to create protocols for contact tracing in tribal communities, which proved beneficial during the current COVID-19 pandemic.

• Employ an educational campaign targeted to employers to help alleviate fears from people who think they will get fired or shunned by coworkers if they test positive or have to quarantine because they were exposed to an infected person.

• Leverage real-life stories to highlight the seriousness of COVID-19 and personalize the benefits of the contact tracing process, particularly to show how the virus can affect anyone and everyone.

• Stress the confidentiality aspect of the interview and reassure people that the information shared with the Contact Tracer will not be shared with others with whom they may have come in contact.
• Highlight how each person is part of the solution by participating in contact tracing interviews; underscore the fact that their participation will not only help keep them and their family safe, but also help mitigate the virus in their community.

• Trainings for Contact Tracers should incorporate internal messaging around being “resilient, persistent and consistent” as members of a group that is conducting critical and pivotal work as contract tracers. Encourage focusing on the success stories and the long-term positive outcomes of their work rather than the negative encounters with people they interview.

Reactions to Contact Tracing Calls

• Depends on the population, but for the most part Contact Tracers feel that 50% of the calls they make are receptive to providing information or, at the very least, listening to what the Contact Tracer has to say.

• There are instances where Contact Tracers encounter people who are aggressive or argumentative. Some are upset that the “government” is not doing something to help them, like taking or keeping them in the hospital to recover.

• Some Contact Tracers encounter people who are “agitated” and are dismissive because of COVID-19 fatigue; they want to get on with their life and don’t want to talk to the Contact Tracer.

• There are instances where people are appreciative to get the call, especially when the Contact Tracer explains the reason why they’re calling and offers resources that they may need if they get infected.

• Many people are weary of talking to a person they don’t know on the phone who is asking them for private information.

Differences Across Regions, Demographics & Personal Experiences

• Spanish-speaking Hispanics tend to be more attentive and receptive to contact tracing calls, compared to the other populations. They are also more receptive to Spanish-speaking Contact Tracers because they can connect with them on a cultural level. In addition, they are less likely to admit they’ve had COVID-19 for fear of rejection.
Among the African American community, there is already mistrust about government entities and medical institutions, and a lot of the entities involved with Contact Tracing don’t have experience reaching out to black Americans which could possibly be a factor in the contact tracing process.

Caucasians tend to be less receptive and are sometimes rude, argumentative or aggressive toward the Contact Tracer; sometimes, this group go as far as to say that “the virus is a hoax” or that “masks don’t work”.

Rural areas tend to be more difficult to reach people; sometimes if a person has a negative experience with a healthcare provider, then that impacts the interaction with any other health entity and shapes their perception of the local health department. Sometimes, people who live in areas surrounding a tribal community prefer to be monitored by the tribe rather than the public health department.

Oftentimes, younger audiences feel embarrassed and don’t want to share names or any information about whom they’ve been in contact with for fear of rejection by their friends and what friends might say if they knew they were exposed.

In some regions, the elderly population are reluctant to provide information for fear that they might have to go into a hospital and “not being able to come back home”. They are afraid to get tested because if they test positive, they fear not being able to see their families. In addition, within this population, Contact Tracers may need to make multiple calls to explain the situation and clarify the information to make sure the elderly understands and can retain the information.

Among the homeless populations, people don’t have a medical provider or lack the means to go to/from the emergency room for treatment or concerns with symptoms. One of the Contact Tracers shared how a homeless person they had called had tested positive and the symptoms had gotten worse, and when the Contact Tracer told this person to call their doctor or go to emergency room, this person said she did not have a doctor or money to go to the ER. According to the Contact Tracer, “I was basically this woman’s 911”.

###