Old Saybrook

COVID 19 Community UPDATE #46 – April 30, 2020

The following Community Update is being provided to you from the Town of Old Saybrook Emergency Operations Center.

The intent of this document is to provide a daily summary of preparedness, response and other government activities.

Public Safety & Community Information

- The Nation, State, and Town remain under Declared States of Emergency.
- The Town's Emergency Operations Center (EOC) remains operational.
- There were no new CONFIRMED cases of COVID-19 today in Old Saybrook.
- Old Saybrook belongs to the Connecticut River Area Health District (CRAHD).
- This includes the Towns of Chester, Clinton, Deep River, Haddam, and Old Saybrook.
- There were two (2) new CONFIRMED cases of COVID-19 today in our Health District.
- These are the current reported Positive Cases according to CRAHD:

-	Chester	-	35 Confirmed Cases	7 Deaths
-	Clinton	-	31 Confirmed Cases	3 Deaths
-	Deep River	-	9 Confirmed Cases	
-	Haddam	-	20 Confirmed Cases	
-	Old Saybrook	-	22 Confirmed Cases	

- This is the eighth (8^{th}) day in a row of decreasing hospital admissions in Connecticut.
- A steady decrease for a fourteen (14) day period is what we are eager to see.
- Now more than ever, we truly need EVERYONE, to help PREVENT Community Spread.
- Wear a facemask when in public. It really, truly, helps prevent the spread.
- Some seem to not be wearing their face mask properly. We can help!
- Click this link form the CDC on how to properly wear a mask.

  https://www.cdc.gov/coronavirus/2019-ncov/downloads/DIY-cloth-face-covering-instructions.pdf
- We will have news over the weekend about the "Masks for All" program.
- We will hold a public conference call with local businesses on Saturday at 10 AM.

Recovery Taskforce – Open OS!

- One of the four (4) phases of Emergency Management is "Recovery".
- We will be simultaneously "Responding" and "Recovering" for quite some time.
- The Town has established a Recovery Taskforce.
- The goal of the Taskforce is to ensure the Town opens SAFELY & SUCCESSFULLY.
- All plans must be in concert with the Governor's Orders and Public Health Guidance.
- You have an opportunity now to provide direct input with our Recovery planning.
- What are your thoughts about our beaches, Mini Golf, Saybrook Point Gatherings, Camps?
- Email your thoughts and ideas to: OpenOS@OldSaybrookPolice.com

Public School District

- The Public School District served breakfast and lunch to 272 students today!
- Student & Parents are providing input concerning alternative high school graduation plans.

Public Health

- It is extremely important that EVERYONE takes this Public Health Emergency seriously!
- Restaurants MUST close their outdoor eating areas to the public.
- Public Health Employees are inspecting restaurants daily to ensure sanitary compliance.
- Maintain Social Distancing – Stay six (6) Feet away from another person.
- Do not participate in group activities that have more than five (5) people.
- Wash your hands often. (Soap and water!)
- Shop alone! If you must go out for essential items, please do so alone!
- If you do not need to go out – Stay Home and Stay Safe!

Municipal Government Operations

- The Town Hall will be open tomorrow. Municipal Government is operational!
- Please make an appointment with the Department you wish to do business with.
- Check the Town website for information concerning remote access to Town Meetings.
- Register for a library card online. Click the link below to do so!

http://actonlibrary.org/online-library-card-renewal-or-registration/

- This weekend is 2020 Census Digital Action Weekend! Check out the attachment!

Social Services / Youth and Family Services

- Social Services Appointments will be conducted by phone, 860-395-3188.
- This is a difficult time for many people. Please know we care and we are here for you.
- Youth and Family Services Counselors are providing tele-counseling services. 860-395-3190.
- Our services are completely professional and confidential.
- Please click here to locate a virtual AA Meeting: https://www.aa.org/press-releases/en_US/press-releases/aa-groups-using-digital-platforms-to-find-sobriety-during-coronavirus-covid-19-outbreak

Good News!!

Funny Faces……is the name of our current contest!

Faces that when you see them – you can't help but simply SMILE!

Time to get your Funny on Old Saybrook!

Send your Funny FACE to:

Fun@OldSaybrookPolice.com

New Pictures – Older Pictures – Babies – Kids – Adults – Pets

If it makes you smile – help us share that joy with Old Saybrook!

The submissions we are getting are absolutely hysterical! You are making us smile!!

Keep them coming Old Saybrook!

- Thanks to donations from private citizens, Saybrook Hardware, MAR. Floral & The Funktion Fitness Foundation, Old Saybrook Police Employee's travelled around Town again today to "Check In" with some of our residents!
- Each person visited was provided with a beautiful floral arrangement symbolizing better times to come! To date we have "checked in" on over 120 households.
- Here is a link to one of the news reports about this Random Acts of Kindness Program.

https://www.fox61.com/article/news/health/coronavirus/old-saybrook-pd-delivers-flowers/520-2b66e4ec-50d7-4673-80f6-9df43b9b1638

- Be safe. Keep Smiling. We will get through this!

OLD SAYBROOK OFFICE OF EMERGENCY MANAGEMENT

ONE COMMUNITY. ONE TEAM.

Old Saybrook
Emergency Operations Center

Time to get your "Funny ON" Old Saybrook!

The Old Saybrook Emergency Operations Center is sponsoring a:



Funny Face Contest!



You know what we are talking about!

That face…..

That face that when you look at it - you can't help smiling from ear to ear!

Current photos or classics from the past. All are welcome!



You know what we are talking about!

That face…..

That face that when you look at it - you can't help smiling from ear to ear!

Current photos or classics from the past. All are welcome!

Kids, Adults, Pets - It's all fair game!! Just make us Smile!!

Entries are due by Saturday, May 2, 2020 at noon!

Send your Submissions to:

Fun@OldSaybrookPolice.com

If the links don't work on your device….
Please visit our social media sites by searching COVID19OS

Winning Funny Faces will receive a pizza and ice cream on Saturday for Dinner!

2020 Census Resource Guide

Digital Action Weekend (May 1- 3, 2020)

Introduction

This document is a quick reference guide of key messaging and resources to aid and inform digital activations for May 1-3, during a digital action weekend for organizations, influencers, celebrities and partners to elevate content about the 2020 Census on social media. Make #2020Census trend on social!

Key Facts About the Census

- Social Media
  - Take the Pledge
  - Challenge your Peers
  - General Social Media Collateral & Messaging
- Create Your Own Content
- Make a Video
  - Sample Video Scripts
  - Census Video Prize Contest
- Join the Response Rate Challenge
- Responding to the 2020 Census
- National Campaigns of Census Partners
- 2020 Census Language Resources
- Official 2020 Census Bureau Campaign
  - 2020 Campaign Slogan & Messaging
  - Message Testing & Research Studies
- Audience Segmentation
  - Hard-to-Count (HTC) populations
- Materials, Factsheets and Other Resources

Key Facts About the Census

THE BASICS

- The census counts every person living in the United States, regardless of age or citizenship status, every 10 years in years ending in 0.
- It's in the Constitution.

IT'S IMPORTANT

- It's about money, power, and data.
- Every 10 years we help decide how taxpayer dollars come back to our communities. The 2020 Census will help to distribute billions of dollars in federal resources to your community.
- Our community gets resources based on census population counts, that help pay for hospitals, emergency services, schools, roads, and more.
- An accurate and complete census helps businesses, community leaders and elected officials make informed decisions every day.

IT'S EASY

- For the first time, people can respond online and by phone, in addition to the mail-in option. Your response impacts funding for your community for critical services for the next 10 years.

- The next decennial census happens in 2030.

IT'S SAFE AND CONFIDENTIAL

- Your data is protected and it's confidential. Federal law protects your responses, which cannot be shared with law enforcement, immigration agencies, or housing authorities.

COVID-19 & THE 2020 CENSUS

- The 2020 Census is underway and the most important and safe thing you can do is respond online, by phone, or by mail. It has never been easier to respond to the 2020 Census.

- Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up with households.

- Please check this page regularly for update s and adjustments in response to COVID-19. See the latest status of operations & current timeline .



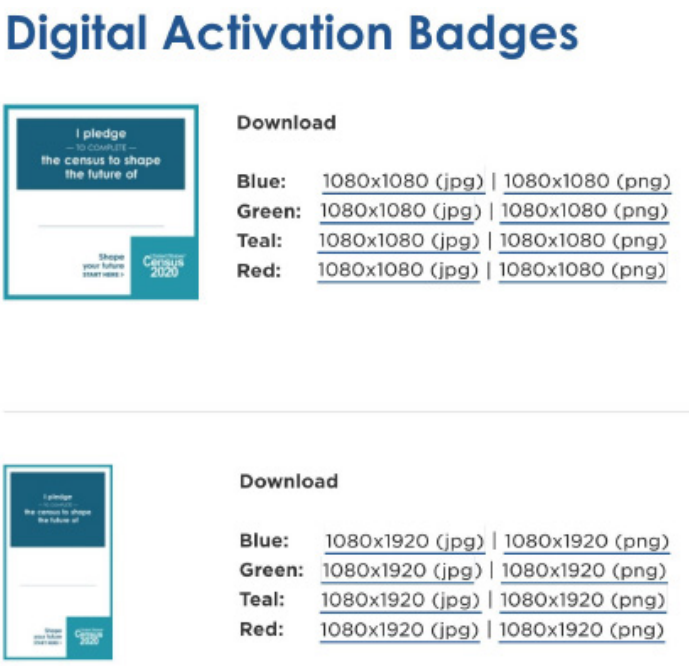
Social Media

Share information on your social media channels about the census and why it's important to respond. Everyone can play a role in ensuring that everyone is counted once, only once, and in the right place.

TAKE THE PLEDGE

- You can inspire others. Take the pledge and tell everyone —your friends, family, neighbors and co-workers— to complete the census, and that they should respond now, too!
    - Post the pledge web badges on social channels to show your support in responding to the census.





CHALLENGE YOUR PEERS

- Tag your friends and challenge them to complete the census as well.
  - Customize your post (English or Spanish).



- Instagram Stories : Post the pledge or challenge badge to your IG story and tag the friends you are challenging, then post a second slate with the blank pledge so friends can easily share the graphic from there!

- Sample Copy : DYK the #2020Census informs hundreds of billions in funding for things like education and health programs that communities need? I pledge to complete the 2020 Census and I am challenging [@ your friends!] to do the same.

GENERAL SOCIAL MEDIA COLLATERAL & MESSAGING

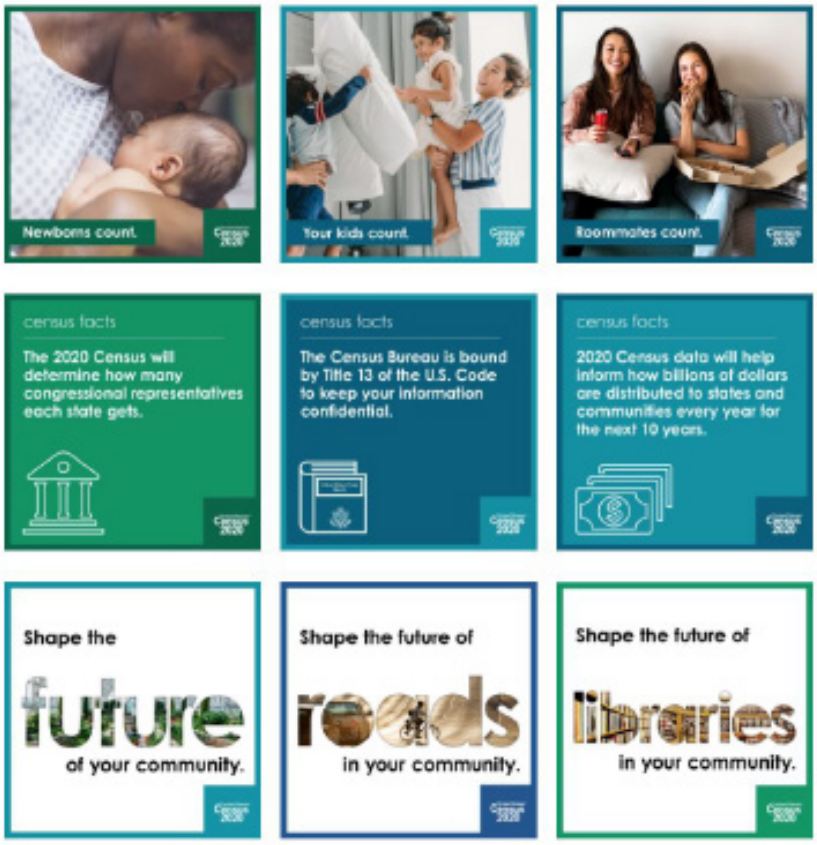
Download graphics, memes, videos, photos… have fun!

- Social Media Graphics
- Social Media Video Posts (downloadable file)
- Pledge Badges
- Challenge Badges
- Web Badges

- Tag @USCensusBureau in your posts. We are on Instagram, Facebook, and Twitter

- Use the official campaign hashtags: #2020Census and #ShapeYourFuture

- Link to 2020Census.gov so your followers can learn more and complete the census online



HERE ARE SAMPLE POSTS TO GET YOU STARTED:

○ In our country, everyone counts—no matter who you are, what you do, how you worship, or whom you love. I'm proud to support the @USCensusBureau and the #2020Census. Respond to the census now at 2020Census.gov . #shapeyourfuture

○ Why do I support the #2020Census ? The census informs where federal funds go every year for things like our healthcare workers, EMTs and firefighters. Go to 2020Census.gov now to respond! #shapeyourfuture

○ The #2020Census counts everyone who lives in the United States. No matter who you are, we all count! Go to 2020Census.gov now to be counted. @USCensusBureau. #shapeyourfuture

○ There's still time to shape the future for your community. You can complete the #2020Census now online, by phone, or by mail. Visit 2020Census.gov.

○ No matter where you call home, the #2020Census is your chance to shape the future of your community. Complete the census today! 2020Census.gov

○ Complete the #2020Census to help shape the next 10 years for health care and infrastructure. There's still time to respond! Visit 2020Census.gov

○ The #2020Census helps direct billions of dollars of funding for things that your community needs, including roads. Complete the census today. Visit 2020Census.gov

○ Help the schools in our communities when their doors reopen and for the next 10 years by responding to the #2020Census now. You can answer online, by phone, or by mail. Visit 2020Census.gov

○ The #2020Census informs funding for the services that keep your community safe and prepared. Complete the census today! 2020Census.gov

○ Your answers to the #2020Census are safe, secure, and used only to produce statistics. Learn more at 2020Census.gov.

CREATE YOUR OWN CONTENT

- Go to CreativesForTheCount.org , check out the gallery, download content and post!

- Over 500+ pieces of content have been created through Census Accelerate, an initiative of the U.S. Census Bureau to encourage user-generated, open-sourced content available for anyone to use.

- Create your own content and post your graphics, memes, video, photos and more. Post on social media and upload to the Creatives For The Count gallery.



MAKE A VIDEO

Create and post a video or PSA (Public Service Announcement) by using the sample video scripts below. Check out Census Bureau resources: Library of PSA's / PSA Toolkit and head over to our YouTube channel to get inspired!

10 seconds

When you respond to the 2020 Census you help ensure that your community receives the funding for healthcare that it deserves. Respond today at 2020Census.gov.

10 seconds

In our country, everyone counts—no matter who you are, how you worship, or whom you love. The 2020 Census is how this great American promise is kept. Respond today at 2020Census.gov

10 seconds

Even while social distancing, please take a moment to respond to the census. You can do it online, by phone, or by mail. Respond today at 2020Census.gov.

15 seconds

Spend a few minutes online today to impact the next 10 years of funding on healthcare, infrastructure, and education. We all see how important these are today. So please go to 2020Census.gov and respond today to make America's tomorrow brighter.

15 seconds
It's time to respond to the 2020 Census. Your community needs your help. It's essential that everyone gets counted, including young children. Your responses are safe and confidential. Respond today at 2020Census.gov.

The COVID-19 pandemic underscores the importance of census data and responding to the 2020 Census. Respond today at 2020Census.gov and make sure your family, friends, and neighbors do too! It's safe, easy, and important.

15 seconds

The COVID-19 pandemic underscores the importance of Census data and responding to the 2020 Census. Together with data from the Census Bureau's American Community Survey, census data also allows scientists and healthcare experts to model the potential impact of an emerging health threat. Respond today at 2020Census.gov.

30 seconds

The COVID-19 pandemic underscores the importance of responding to the 2020 Census and the importance of census data. That's because your response helps shape decisions about how billions of dollars in federal funds flow into communities each year for the next 10 years for critical services. Like health care clinics. And hospitals. And emergency services like EMTs and fire departments. Emergency situations like COVID-19 illustrate just how important it is to respond to the census. So please do today at 2020Census.gov.

30 seconds
Getting an accurate count of everyone who lives in the United States is so important. Especially right now! The census helps inform how billions of dollars in federal funds are spent every year for services that are critical to all of us, including hospitals, health clinics and emergency response like EMTs and fire departments. Today we all see how important these services are. So, please respond at 2020Census.gov as soon as you can.

30 seconds

There will be parties again soon, and family gatherings. There will be parades and sporting events and concerts. To help our communities when they come back together after the COVID-19 pandemic, I'm asking you to please respond to the 2020 Census now. Spend a few minutes online today to impact the next 10 years of funding on healthcare, infrastructure, and education. We all see how important these are today. So please go to 2020Census.gov and respond today to make America's tomorrow brighter.

CENSUS VIDEO PRIZE CHALLENGE

Learn more about the Get Out the Count Video Prize Challenge, with $50,000 in prizes. This is an excellent opportunity to engage your audiences, networks, partner organizations and trusted voices working on census efforts, as well as individuals, students, content makers and influencers. Challenge Rules and Guidelines available on challenge.gov, please see FAQ's and/or contact census.accelerate@census.gov if you have any questions.

Challenge deadline: May 7th at 11:59pm ET

Three prizes will be awarded:
- $30,000 grand prize
- $10,000 runner up
- $10,000 student prize



Use the sample posts below and share the video animation /promo graphics (downloadable file) on social media.

(link: bit.ly/CensusVideoChallenge)

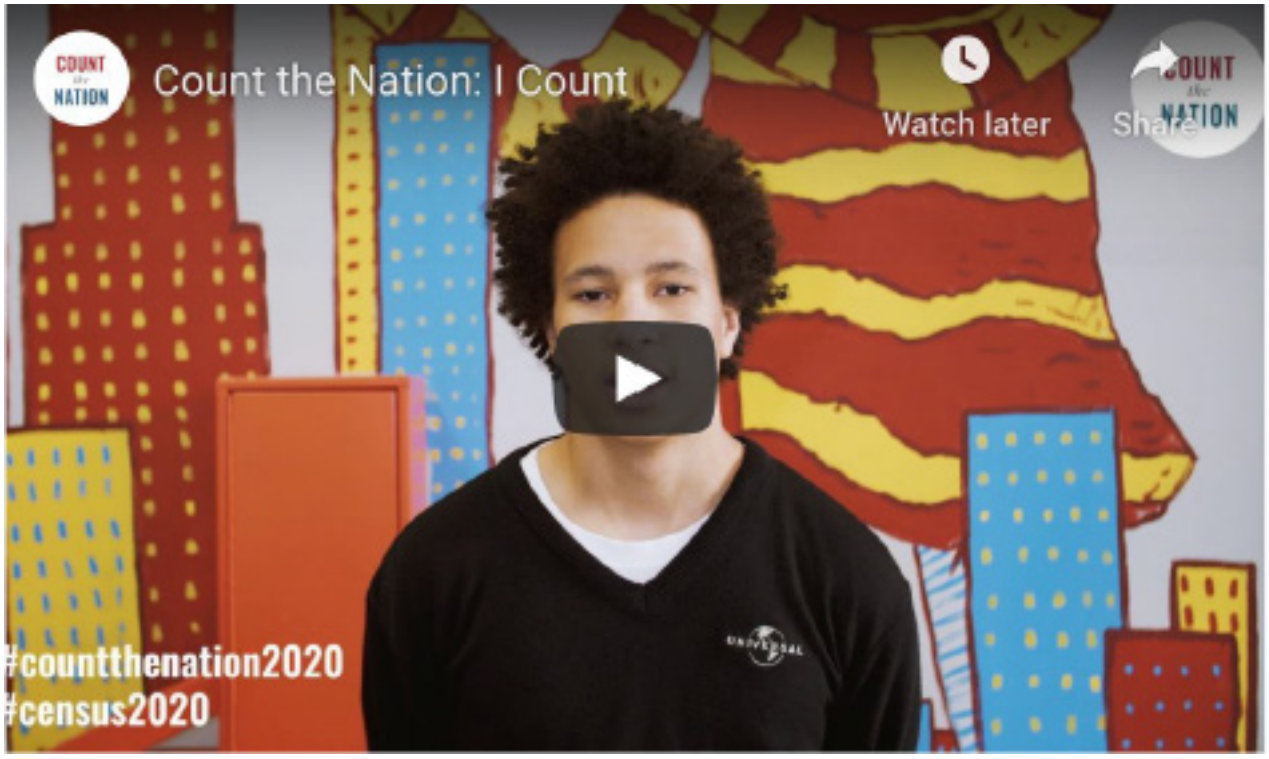
- Got some time on your hands? Check out how making a short video for the #2020Census could win you $30,000. Submit your entry by May 7th (link) #CensusVideoChallenge

- Calling all content creators! Create a short video about the #2020Census for your chance to win you up $30,000. Apply by May 7th! (link) #CensusVideoChallenge

- Calling all students! Got some extra time on your hands? Create an original short video about the #2020Census for a chance to win up to $30,000. (link) #CensusVideoChallenge

- Can you produce quality video content for the #2020Census? Then try your hand at winning up to $30,000 in the #CensusVideoChallenge open until May 7th. The Census is looking for the most impactful, inspiring, creative, and short original videos to help GET OUT THE COUNT. (link)




Count the Nation: I Count
Watch later
Share
#countthenation2020
#census2020

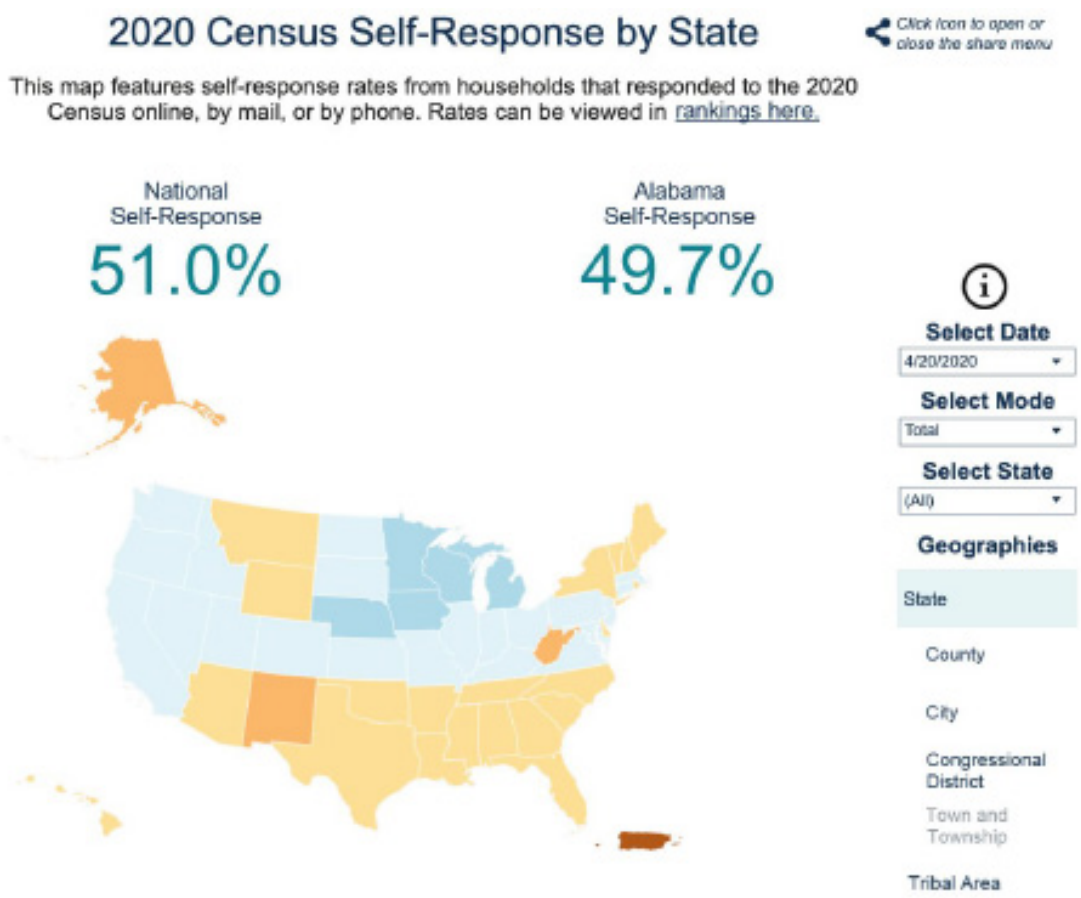

Everyone Counts
nea.org/census
0:39 / 0:40

JOIN THE RESPONSE RATE CHALLENGE

- Are you curious about how many people in your community are responding to the 2020 Census? Check out how your community is doing and challenge everyone to increase response rates for your state, city or county. (Response Rate Map / Rankings Dashboard)

- While you keep tabs on local response rates, challenge others on social media to respond , check out the Response Rate Challenge Toolkit!





RESPONDING TO THE 2020 CENSUS

Paper Questionnaire
Sample 2020 Census Questionnaire (Paper Form)
Respondent Guide

Online Questionnaire - Internet Self Response
my2020census.gov
Video Guide for completing the census online

Invitation Letter
Sample copy of the Census letter inviting households to respond

NATIONAL CAMPAIGNS OF CENSUS PARTNERS

Take a look at social media toolkits and other content from partners' national campaigns:

CensusCounts.org (Join the Twitter Town Hall on May 1st at 1pm ET! #CensusCounts)

Countallkids.org (May 2 = Baby Day, #CountAllKids #BabiesCount)

Hagasecontar.org (#HagaseContar)

Countthenation.org

Rockthevote.org

Census.narf.org

Yallacountmein.org

Countusin2020.org



2020 CENSUS LANGUAGE GUIDES

The 2020census.gov informational website and language guides are available in 59 languages other than English.

The online questionnaire itself (my2020census.gov) is available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese,Russian, Spanish, Tagalog, and Vietnamese).

- Video Language Guides - "How-to" walkthrough videos that help respondents complete the 2020 Census online.
- Print Language Guides - These help respondents complete the 2020 Census paper form. Also available in braille and large print.
- Language Glossaries - Translations of commonly used terms for the 2020 Census.
- Language Templates - Template versions of the guides and glossaries are available for communities to create materials in additional languages beyond the 59 supported non-English languages.

OFFICIAL CENSUS BUREAU CAMPAIGN

- Shape Your Future. Start here.
- Awareness Campaign videos
- Motivation Campaign videos

2020 CAMPAIGN SLOGAN & MESSAGING

"Shape Your Future. START HERE." is the foundation for all advertising and communications about the 2020 Census. This tagline highlights that people can shape their future by responding to the 2020 Census. The campaign reinforces that message by explaining how their future and their community's future are impacted by the 2020 Census.

MESSAGE TESTING & RESEARCH STUDIES

2020 Census Barriers Attitudes and Motivators Study (CBAMS)

- CBAMS Summary Findings Presentation
- CBAMS Survey Report
- CBAMS Focus Groups Report

AUDIENCE SEGMENTATION

2020 Census audience segments are groups of census tracts with similar predicted self-response behavior and similar demographic variables associated with self-response. These audience segments were determined by the U.S.

Census Bureau for their distinctive patterns of media consumption and distribution of census mindsets. The eight 2020 Census audience segments in the U.S. range from highly likely to respond to the census to unlikely to respond.

- 2020 Census Audience Segments

HARD-TO-COUNT (HTC) POPULATIONS

The Census Bureau recognizes a range of socio-demographic and other groups as hard-to-count. The following communities are at risk of being undercounted in the 2020 census. These individuals are considered hard-to-locate; hard-to-contact; hard-to-persuade; and/or hard-to-interview.

- African American and Black
- American Indian and Alaska Native (AIAN)
- Asian America, Native Hawaiian, and Pacific Islander
- Hispanic / Latinx
- Middle Eastern and North African (MENA)
- LGBTQ+
- Children 0-5
- Complex households/ multi-family households
- Low English proficiency/ ESL
- Low internet proficiency
- Digitally disconnected communities
- Immigrants
- Rural populations
- Young and mobile/ Millennials/ Gen Z
- University/ College Students
- Renters

MATERIALS, FACTSHEETS AND OTHER RESOURCES

Census 101: What you Need to Know

How the 2020 Census will invite everyone to respond

Census at a Glance Factsheet/Timeline

Who counts on the census?

Questions asked on the Census

About Census Takers/Enumerators

2020 Census Press Kit

Brand Guidelines, US Census Bureau

2020 Census Outreach Materials

Where you are counted matters - Residence Criteria

The Census Safety and Security