

Washoe COVID-19 Regional Information Center (RIC)

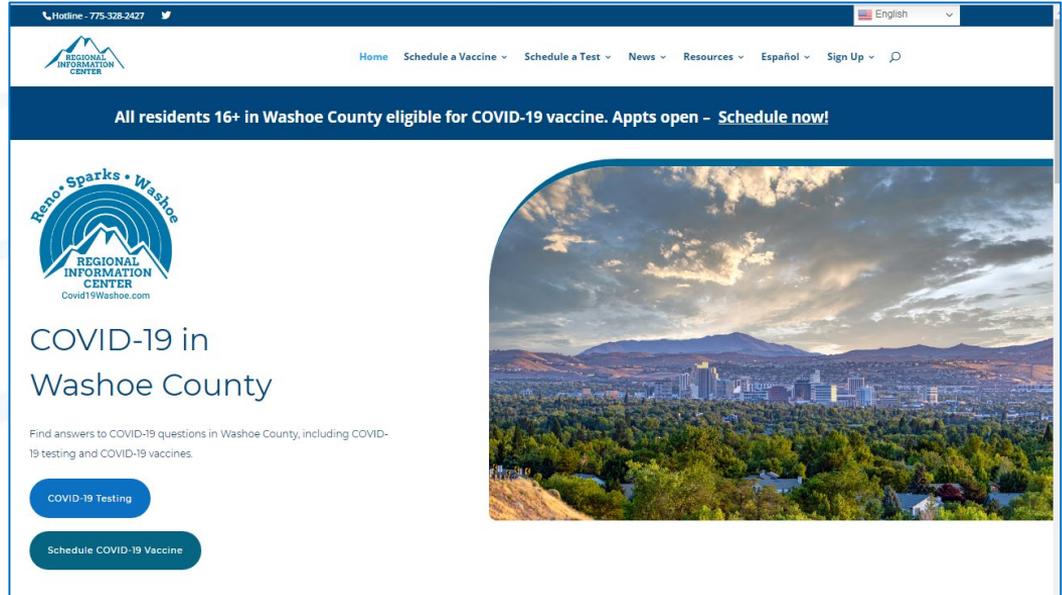


Washoe County Regional Information Center (RIC)

- Established in March of 2020
 - Ensure **ALL** residents of Washoe County have access to critical pandemic related information
 - Build community trust in regional COVID-19 response efforts
 - Ensure access to timely and accurate COVID-19 vaccine related information
 - Facilitate communications resources among regional government entities, health partners, media, and regional stakeholders
- Washoe County, City of Reno, City of Sparks, Washoe County Health District and 22 additional regional stakeholders



2.1M Page Views



Covid19Washoe.com

94 Media Briefings



460 Press Releases



FOR IMMEDIATE RELEASE:
April 12, 2021
Health Hotline: 775-328-2427

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Residents urged to fill out screening questionnaire before COVID-19 vaccine appointment at Livestock Events Center

Failure to submit questionnaire day prior to appointment could result in delays

April 12, 2021. Reno/Sparks, NV – The Regional COVID-19 Response Team is urging residents who receive the COVID-19 vaccine at the Reno-Sparks Livestock Events Center (RSLEC) to fill out the screening questionnaire the day prior to your appointment.

The link to fill out the questionnaire only takes a few minutes and is emailed and texted to residents who sign up for a vaccine at RSLEC.

Residents are also asked to bring their confirmation email with the QR code on it by either printing it out or having it available on your smart phone. A QR code is a square, secure bar code that is located on the appointment confirmation email you receive after you schedule an appointment.

Filling out the questionnaire beforehand could speed up the time it takes to receive the vaccine by 20-30 minutes.

"We cannot overstate the importance of filling out your COVID-19 screening questionnaire in advance and having your QR code ready," said James English, Regional Operations Chief for COVID-19 Response & Vaccine Deployment. "This speeds up our operation tremendously and gets you in an out of the vaccine site faster. We take great pride in offering a safe and quick vaccine process for residents and it's critical that members of the public accomplish these tasks beforehand."

COVID-19 vaccine appointments at RSLEC are available the week of April 19 and [can be scheduled here](#). You must have an appointment to receive the vaccine. Check out [other providers in Washoe County who are administering the vaccine at this link](#).

When you schedule your vaccine at the RSLEC, you will receive an email and text about 22 hours prior to your appointment time. Please note that email will come from the State of Nevada and not the Health District because the software was provided by the State of Nevada.

[Covid19Washoe.com](https://www.covid19washoe.com)

4,576
Twitter Followers
5.5M
Impressions



Covid19Washoe.com

30,000 Newsletter Subscribers



Weekly COVID-19 Vaccine Community Newsletter – April 16, 2021

Apr 16, 2021 | Press Release

f Facebook 0

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Weekly COVID-19 Vaccine Community Newsletter – April 16, 2021

Appointments are available for the free COVID-19 vaccine.

April 16, 2021, Reno/Sparks, NV – The Regional Information Center is providing a COVID-19 vaccine community newsletter in Washoe County to help educate residents on the mass vaccination effort by the COVID-19 Response Team and community partners.

Updates from the COVID-19 Response Team

Providers in Washoe County have administered 264,294 COVID-19 vaccines overall (163,258 fully vaccinated). Visit the State of Nevada's vaccine dashboard to see more.

COVID-19 vaccine appointments are available at the Reno/Sparks Livestock Events Center, starting April 28, 2021.

Click here to sign up and make sure to put in your zip code so that only appointments at the Reno/Sparks Livestock Events Center show up. Also make sure to scroll through multiple days to find an appointment that works for you. More than 4,000 appointments are available.

Janssen (Johnson & Johnson) COVID-19 Vaccine

You may have heard that the Centers for Disease Control & Prevention (CDC) and Food & Drug Administration (FDA) recommended a pause on the use of the Janssen vaccine out of an abundance of caution. The agencies reported six cases nationwide of a rare blood clotting condition. Because of that recommendation, residents who were scheduled to receive the Janssen (Johnson & Johnson) COVID-19 vaccine will now receive the Moderna or Pfizer vaccine instead.

Those residents who have received the Janssen vaccine in Washoe County are encouraged to monitor their symptoms and be in contact with your doctor on your health status. According to the CDC, adverse events appear to be extremely rare. There have been no associated issues with the Moderna or Pfizer vaccines.

All Nevadans 16 years and older now eligible

All Nevadans 16 years of age and older are now eligible for the COVID-19 vaccine. Free vaccination opportunities are available through the Washoe County Health District, the Retail Pharmacy Program and participating healthcare providers.

Homebound vaccine appointments available

The Washoe County Health District is providing COVID-19 vaccines to homebound residents.

People age 16 years and older who are homebound, including those who require a taxing effort to leave home, require assistance of another to leave the house or are bedridden, can call 775-328-2427 or email covid19vaccine@washoecounty.us to sign up.

Residents urged to fill out screening questionnaire before COVID-19 vaccine appointment at Livestock Events Center

If you are scheduled to receive the COVID-19 vaccine at the Reno/Sparks Livestock Events Center (RILEC), please be sure to fill out the screening questionnaire.

Covid19Washoe.com

Information Accessibility

- Materials and outreach in Spanish
- Sign Language Interpreter and Closed Captioning when available



The screenshot shows the website interface for Covid19Washoe.com. At the top, there is a navigation bar with a direct line number (775.326.2427), a Twitter icon, a language dropdown menu set to Spanish, and navigation links for 'Casa', 'Programa una vacuna', 'Programar una prueba', 'Noticias', 'Recursos', 'Español', and 'Inscribirse'. Below the navigation bar is a dark blue banner with white text: 'Todos los residentes mayores de 16 años en el condado de Washoe elegibles para la vacuna COVID-19. Citas abiertas - ¡ Programe ahora!'. The main content area features the 'Reno • Sparks • Washoe REGIONAL INFORMATION CENTER Covid19Washoe.com' logo on the left. To the right is a large image of a cityscape at sunset. Below the logo and image, the text reads 'COVID-19 en Condado de Washoe'. Underneath, it says 'Encuentre respuestas a las preguntas sobre COVID-19 en el condado de Washoe, incluidas las pruebas de COVID-19 y las vacunas COVID-19.' There are two blue buttons: 'Prueba de COVID-19' and 'Programar la vacuna COVID-19'.



**MASK ON
MOVE ON**

**PONGAMOS
DE NUESTRA
PARTE**

- Regional campaign to decelerate the spread of COVID-19 in Washoe County
- Focused messaging for LatinX, College Students/Millennials, Residents 65 and older, and Essential Employees and Business Owners
- Partnered with KPS3, BVK, and IC Media Strategies

**MASK ON
MOVE ON**

**PONGAMOS
DE NUESTRA
PARTE**

CAMPAIGN OVERVIEW VIDEO



KALYANI SUDALATHA
@kalyanisudalatha

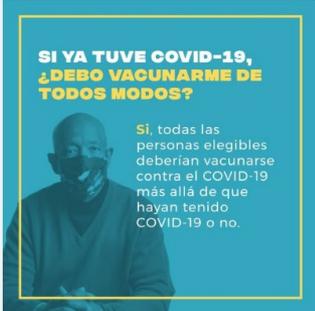
Mask On Move Forward

- Shifting focus to COVID-19 Vaccines
 - Continued Public Relations and outreach efforts
 - Paid advertising to promote vaccine outreach
 - Town Halls to educate all community members about vaccine safety
 - Vaccine location and access
 - Partner with community leaders, business and organizations to share message

Pongamos De Nuestra Parte
April 14 at 9:00 AM

Today is a good day to break a myth. If you're over 16, get vaccinated!
#SeguirAdelanteNV

See original · Rate this translation



**SI YA TUVE COVID-19,
¿DEBO VACUNARME DE
TODOS MODOS?**

Si, todas las personas elegibles deberían vacunarse contra el COVID-19 más allá de que hayan tenido COVID-19 o no.

The graphic features a blue background with a yellow border. On the left is a portrait of a man wearing a white face mask. To the right of the portrait is the text in Spanish, which translates to: 'If you already had COVID-19, should I get vaccinated in all ways?' and 'Yes, all eligible people should get vaccinated against COVID-19 regardless of whether they have had COVID-19 or not.'

Pongamos De Nuestra Parte
April 6 at 9:01 AM

My brother has been on the front lines of this virus as a nurse, caring for and protecting all veterans in our region. He has always done his best to protect us and not bring the virus home. I also play my part and it was an honor that he will vaccinate me against COVID-19. Evelyn Peña #FollowAdelanteNV

See original · Rate this translation



A photograph showing a man in a white face mask. He is looking down and to the right. The background is slightly blurred, showing what appears to be an outdoor setting with a building.

Mask On. Move On.
April 10 at 12:00 PM

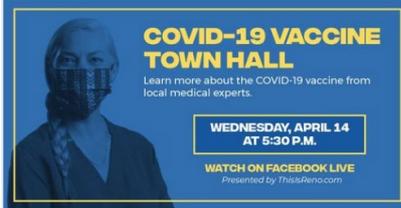
We got vaccinated... well... for 1000 reasons. For our family, our friends, our community. We got vaccinated for our businesses, our co-workers, for ourselves. But most importantly we got vaccinated because it is safe, fast and will help get us all back together. – Rob and Shayna G. #MaskOnMoveOn



A photograph of two people wearing blue face masks. They are both smiling and looking towards the camera. The person on the left is a woman with long dark hair, and the person on the right is a man with short hair. They appear to be indoors, possibly in a home or office setting.

Mask On. Move On.
April 14 at 3:33 PM

Get COVID-19 vaccine answers from northern Nevada health experts. What is it designed to do? How can we trust it? What does it contain? Find out more today at the Virtual COVID-19 Vaccine Town Hall at 5:30 p.m., moderated by Bob Conrad, publisher and editor of This Is Reno. #MaskOnMoveOn



**COVID-19 VACCINE
TOWN HALL**

Learn more about the COVID-19 vaccine from local medical experts.

**WEDNESDAY, APRIL 14
AT 5:30 P.M.**

WATCH ON FACEBOOK LIVE
Presented by ThisIsReno.com

The graphic has a blue background with a yellow border. On the left is a portrait of a man wearing a white face mask. To the right of the portrait is the text in English, which translates to: 'Get COVID-19 vaccine answers from northern Nevada health experts. What is it designed to do? How can we trust it? What does it contain? Find out more today at the Virtual COVID-19 Vaccine Town Hall at 5:30 p.m., moderated by Bob Conrad, publisher and editor of This Is Reno. #MaskOnMoveOn'. Below this is a yellow box with the text 'WEDNESDAY, APRIL 14 AT 5:30 P.M.' and another yellow box with the text 'WATCH ON FACEBOOK LIVE Presented by ThisIsReno.com'.

What's Next?

- Continue pandemic messaging following transfer of authority
- Shared messaging and support for regional concerns
 - CARES Campus and support of unsheltered populations
 - Services and support for older Americans
 - Regional emergencies (i.e. wildfires, flooding)
 - Additional regional concerns

