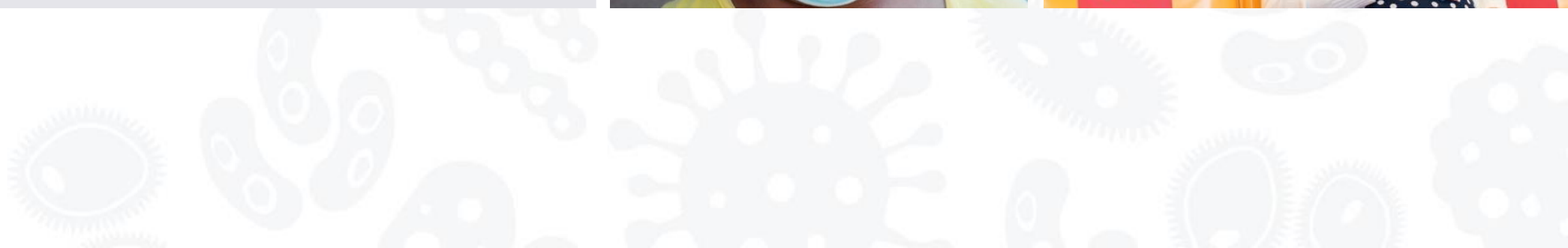


The Say Yes! COVID Test: Mobilizing Communities for Action



SAY YES!
COVID TEST
JOIN THE FREE AT-HOME TESTING CHALLENGE

RADx-UP partners with
communities
most affected
by the pandemic



The RADx-UP CDCC

Principal Investigators



**Michael Cohen-
Wolkowicz,
MD, PhD**
*Duke Clinical Research
Institute (DCRI)*



**Giselle Corbie,
MD, MSc**
*UNC Center for Health
Equity Research*



**Warren A. Kibbe,
PhD, FACMI**
*Duke Department of
Biostatistics and
Bioinformatics*

Operations



Susan Knox, MBA
CDCC Program Manager

100+ operational & support staff

- Experienced
- Diversity of backgrounds and training
- Dedicated Engagement Impact Teams

Core Leaders



Chris Woods, MD
COVID-19 Testing Core



Al Richmond, MSW
*Community
Engagement Core
Community-Campus
Partnership for Health*



Krista Perreira, PhD
*Community
Engagement Core*



Keith Marsolo, PhD
*Data Science &
Biostatistics Core*



Lisa Wruck, PhD
*Data Science &
Biostatistics Core*

RADx-UP is community-engaged research

- **Overarching goal**
 - Evaluate how to increase uptake and access to COVID-19 tests in underserved populations
- NIH started RADx-UP in September 2020, with awards in phases
 - Fall 2020: Phase I (69 projects) and CDCC
 - Spring/Summer 2021: Say Yes! COVID Test, and the Safe Return to School Diagnostic Testing Initiative (16 projects so far)
 - Fall 2021: 40 additional Phase 2 projects expected
- RADx-UP partners with communities most affected by the pandemic
 - RADx-UP projects build on existing researcher-community infrastructure, processes, and relationships



Public Health Intervention Goals & Objectives

- Goal: a public health intervention with an ecological analysis component to provide 80,000 households with the opportunity to test frequently at home to reduce SARS-CoV-2 community transmission
- Objectives:
 - Promote public health intervention through community engagement and widespread advertising + marketing communications
 - Distribute tests to households within the specific communities and promote frequent testing
 - Analyze outcome variables such as prevalence and incidence of SARS-CoV-2 and wastewater surveillance
 - Optional research study to look at potential socio-behavioral mechanisms of SARS-CoV-2 Community Transmission

Say Yes! COVID Test Research Study

- Observational, cohort sub-study
- Sub-study will look at potential socio-behavioral mechanisms of SARS-CoV-2 Community Transmission: social interactions, health behaviors, healthcare utilization, knowledge, disease burden, feasibility of at-home testing
- Study hypothesis: a positive at-home test result will be associated with altered self-reported social interactions and altered health behaviors compared to negative test results
- Questionnaires: demographics, medical history, health status, COVID testing and symptoms, social interactions, knowledge of prevention strategies, infection risk and attitudes

The Public Health Opportunity



Make 40,000 free, rapid, self-administered COVID-19 test kits available to households in Greenville-Pitt County, NC and Chattanooga, TN to help reduce COVID-19 spread

SAY
YES! COVID TEST

2 Easy Ways to Get the Tests



ORDER ONLINE

Tests can be ordered online in less than a minute and will arrive right at your doorstep.

OR



PICK UP LOCALLY

Tests can also be picked up from one of the community pickup locations.

Local organizations partnered with Say Yes! to help with test distribution

Three tests a week. One healthier community.

people
per
household



until
all tests
are used

tests per week

SAY
YES! COVID TEST

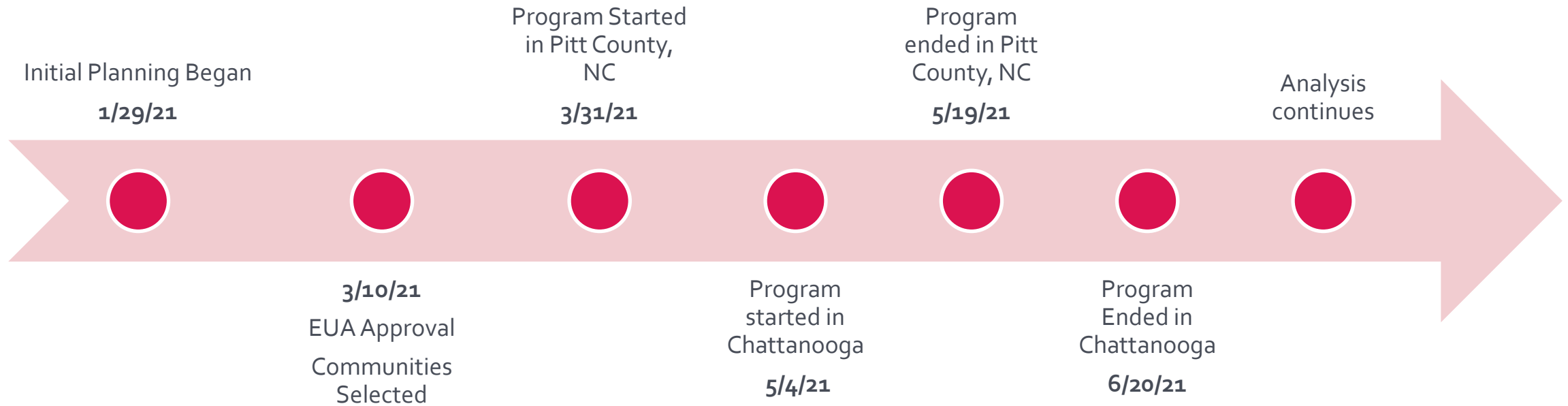
Stakeholders

Stakeholder	Scope of Work
UNC	PI/Co-PI of PHI & Research Study, statistical analysis
DCRI	PI/Co-PI of PHI & Research Study, project management, statistical analysis, research communications
CCPH	Leads Community Engagement efforts
NCCU	Assists with Community Engagement efforts
Univ. of Massachusetts	Data transfer, data collection/management consultation
NIH	Oversight/Funding
CDC	Lead Public Health Intervention, develop protocol
Quidel	Provide test kits, provide support for test kits
CareEvolution	App programming, oversee kit distribution, ordering website for test kits
Local Health Depts	Lead and inform public health intervention activities

CCPH, Community-Campus Partnerships for Health; DCRI, Duke Clinical Research Institute; NCCU, North Carolina Central University; PHI, public health intervention; UNC, University of North Carolina at Chapel Hill.

**SAY
YES!**  **COVID TEST**

Say Yes! Timeline

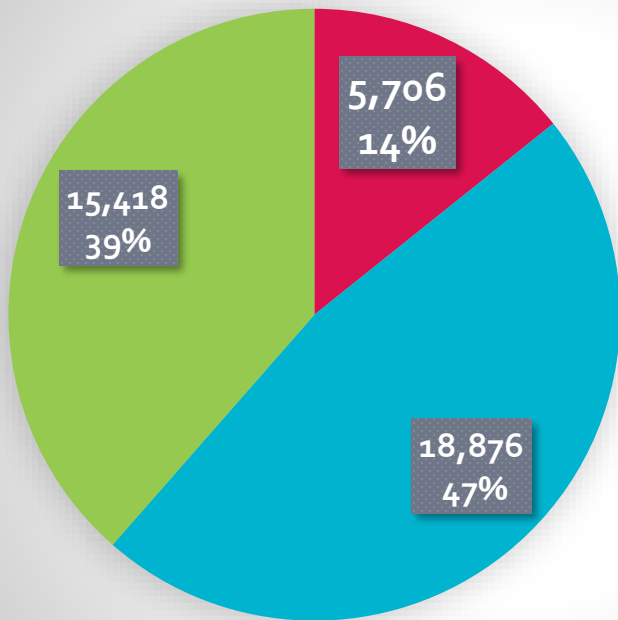


Pitt County:
24,582 kits distributed

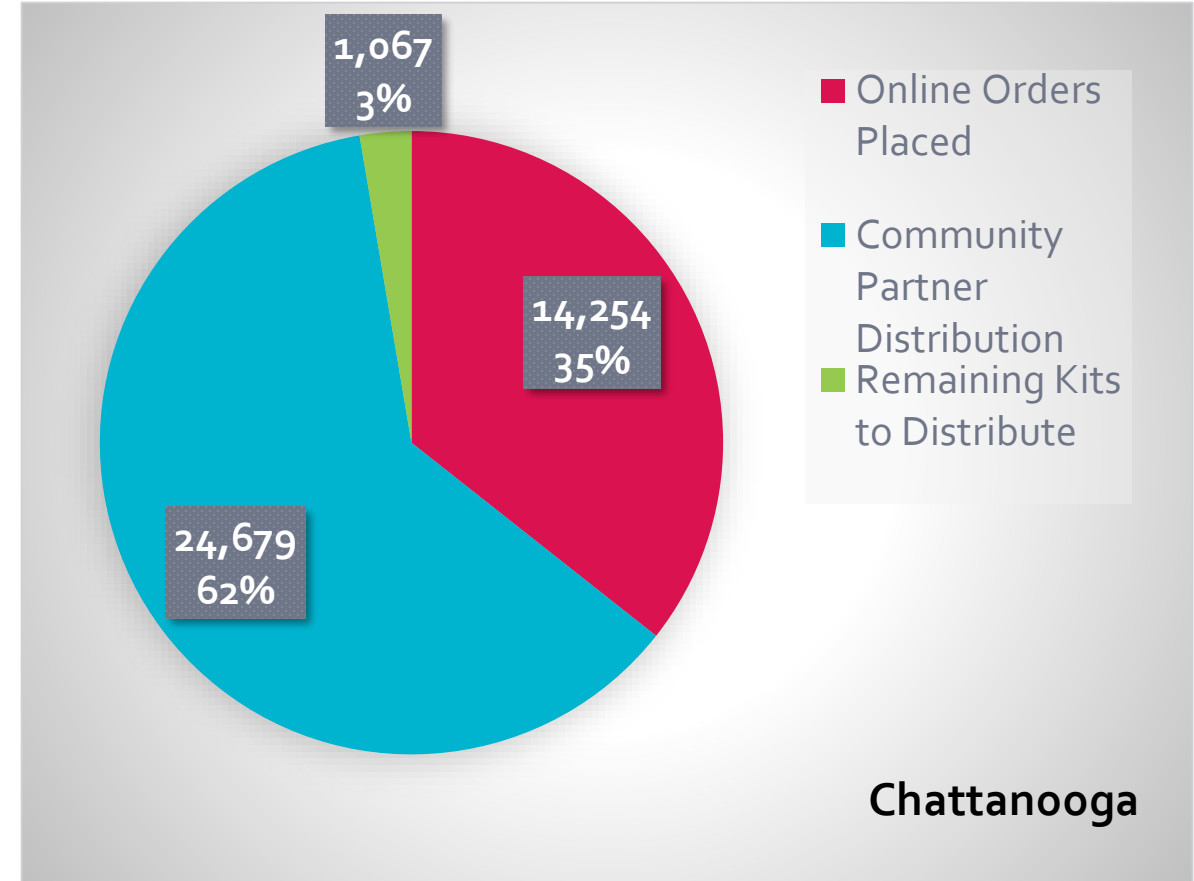
Chattanooga:
38,933 kits distributed

Six Week Intervention Period

Pitt County



- Online Orders Placed
- Community Partner Distribution
- Remaining Kits to Distribute



Chattanooga

Public Health Campaign

- Full-scale marketing campaigns in Pitt County, NC and Chattanooga, TN
 - Goal: Distribute 80K test kits + encourage use
- Engaged creative and marketing/PR agencies + DCRI graphics, digital, production
- Managed \$750K ad budget and delivered:

Website • Posters • Test kit info cards

• Flyers • Social media • Videos •

Online ads • Media outreach •

Outdoor advertising



Getting the Word Out

- Community-specific logo, website, hashtag, and social media accounts
 - CovidTestPittCounty.org,
CovidTestChattanooga.org
 - #covidtestpittcounty
#covidtestchattanooga
 - Facebook pages, Instagram and Twitter accounts



Messaging Evolution

The following key messages were used and evolved over the course of the program:

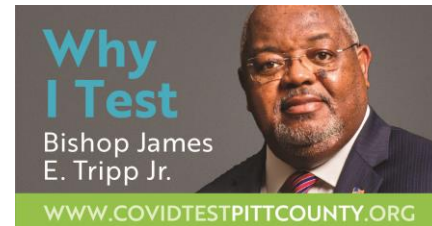
INITIAL MESSAGING

Focused on Join the Challenge and the need to test three times a week



PERSONAL STORIES

Soon after launch we began sharing stories of why people test



FOCUS ON FREE

Moved to a focus on the FREE aspect of the test kits



EDUCATIONAL EMPHASIS

Highlighting key information to dispel misunderstandings



Getting the Word Out – Media Coverage

- Strong earned national and local media coverage
 - CBS Morning News
 - NBC News
 - Washington Post
 - New York Times
 - Wall Street Journal
 - CNN
 - Many more!

States test at-home COVID-19 testing program

BY KRISTOPHER J. BROOKS
APRIL 28, 2021 / 8:48 AM / MONEYWATCH



Where N.C. stands amid Pres. Biden's vaccine goals

NCDHHS reported as of Wednesday, 49.9% of adults are partially vaccinated.



By Cindy Choi
Published: May 5, 2021 at 7:59 PM EDT
f t i

GREENVILLE, N.C. (WITN) - The North Carolina Department of Health and Human Services reported as of Wednesday, nearly 50% of adults received at least one dose of the COVID-19 vaccine.

This comes as President Joe Biden on Tuesday announced a new goal to have 70% of adults partially vaccinated by July 4.

In Pitt County, at least 30% of adults are partially vaccinated, according to health director Dr. John Silvernail on Wednesday.

Can regular at-home testing slow the spread of Covid? One N.C. county is trying to find out.

Pitt County, NC., is participating in a federal pilot program that aims to have residents self-test for Covid-19 thrice a week.

Apr 11, 2021, 5:00 AM EDT
By Lauren Dunn

Three times a week, Rodney Coles Sr. gives himself a Covid-19 test in the privacy of his own home.

Coles, founder and CEO of the Churches Outreach Network in Greenville, North Carolina, swabs his nose, then stirs the sample into a little tube filled with a reagent. In 10 minutes, his test result is revealed on a little paper strip, similar to a pregnancy test. If a blue line appears, the test is negative. But a pink line indicates a positive finding.



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by Taboola



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With outdoor adventures for all, Killington Resort makes the perfect summer getaway. Plan your trip today.



THE MARKET INSIDERS
Wall Street Legend Issues Warning: "Move Your Money Before July 27th"

Community Partners in Action



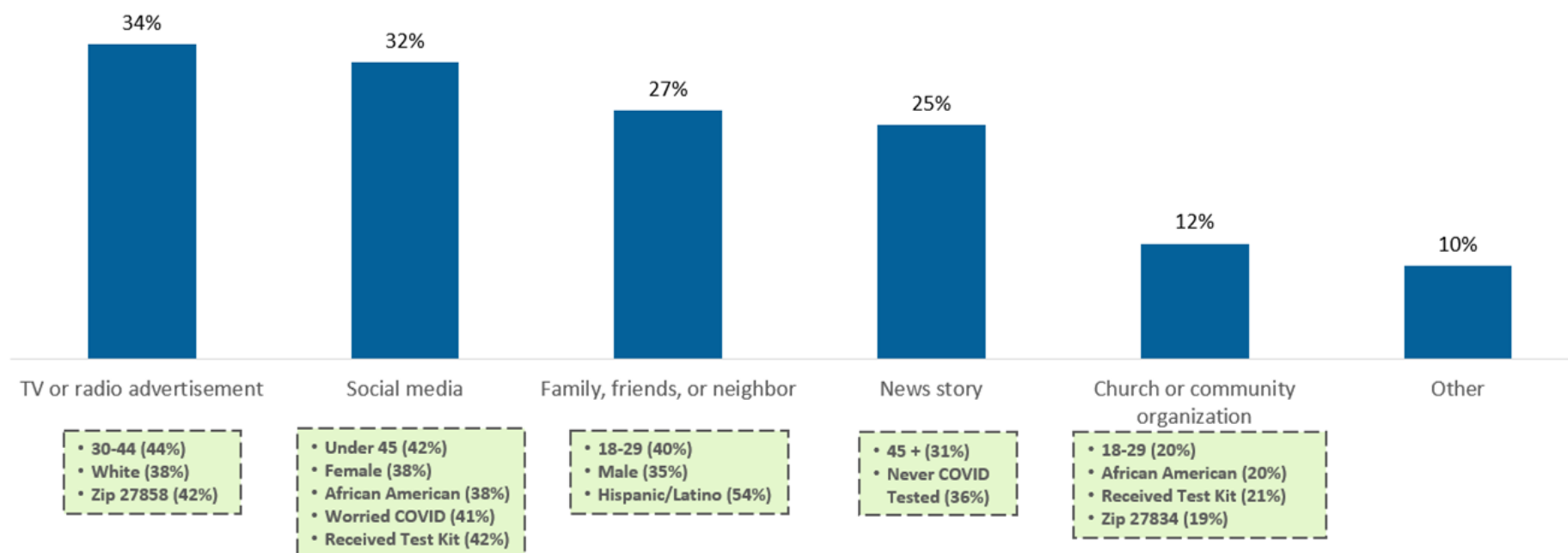
Pitt County: General Project Awareness

- 80% of Pitt County residents were aware of the general availability of at-home COVID-19 tests
 - Ease of testing for self/family and protection for self/family/community were top motivators for using at-home tests
- Among residents who had not received a test kit from Pitt County, online ordering was indicated as the preferred method of receiving one
- **41% of people who had not received a free test kit (34% of all residents) did not want one**
 - Those not interested most often indicated it was because they were vaccinated; however, they only represent about half of those not interested

Pitt County: General Project Awareness (cont.)

TV/radio and social media are main sources of awareness, but each channel has reached specific population segments with higher frequency than average.

Source of Awareness of Pitt County Public Health Providing Free At-Home Test Kits



Q9. How did you hear about the at-home test kit program? Base: Those who are aware that Pitt County Public Health is providing at-home test kits to household for free (n=210).

Public Health Campaign Results

- Named and branded the entire effort
- Designed all print and digital collateral
- Supported online ordering of >20,000 test kits
 - Campaign's digital ads drove a conversion rate of 7.9% in Pitt County and 10.55% in Chattanooga (indicating percentage of website visitors from these ads who ordered a test kit)
 - Facebook was the most effective channel
- Elevated awareness among community members
 - Campaign generated ~14MM impressions in Pitt County and ~11M in Chattanooga, maximizing reach and driving awareness through a robust marketing mix
- Achieved 50 clips of print/online coverage, 84 broadcast/radio
- Built relationships with community partners & health depts to open doors for future research

Program Successes

- Delivered 63,000+ COVID-19 tests that were not in the community prior to our involvement
- Launched as scheduled in both communities
- Onboarded 10+ community partners in Pitt County & 40+ community partners in Chattanooga
- Created close partnerships with Pitt Co and Hamilton Co Health Departments
- One-of-a-kind program: no similar COVID home testing intervention has been launched in the US

Program Challenges

- Tight Timelines
 - Not enough time to make deep inroads in community
 - Would like to better understand barriers/concerns/attitudes towards in-home testing
- Challenges influencing and tracking actual usage of kits
 - Market research data showed tests not used per protocol: only 11% reported using tests 2-3 times per week; 35% had not used their tests at all
- Communications and engagement challenges
 - Highly polarizing topic area
 - Challenges running digital ads on COVID-19
 - Moderating social media and dispelling misinformation
 - Large proportion of population did not want a test kit

Thank you.

SAY YES!
COVID TEST



sayyescovidtest.org