

7.17.20



THE GET TESTED TOOLKIT

Stop the spread of COVID-19 in your community

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WELCOME TO THE GET TESTED TOOLKIT

The Get Tested Toolkit is part of a statewide effort to reduce the harm done by COVID-19 in our communities.

It's intended to provide municipalities and other organizations at the local level with the tools they need to educate their community about the signs of COVID-19 – and urge them to get tested.

The Toolkit includes production-ready advertising and other communication materials that can be used according to your needs. By using them, you can put the effort to stop COVID-19 front and center in your community.

Remember: COVID-19 is a public health issue, and the best way to confront a public health issue is with education and informed actions.

ABOUT GET TESTED

- **FUNDING:** The creation of the Toolkit (in English and Spanish) was funded by the State of Connecticut so that local organizations can use it based on their knowledge of the best way to reach their communities.
- **THE REASON FOR IT:** People require steady reinforcement of how to recognize the signs of COVID-19.
- **THE CALL TO ACTION:** Get tested. Testing indicates more than whether one person has the virus and needs to self-quarantine. It helps us understand and fight the disease at a statewide level.
- **THE CONTENT:** The Get Tested Toolkit uses messages, strong colors, and bold type to call attention to specific symptoms so that people know when they should get tested.

WHAT'S INCLUDED & HOW TO USE IT

POSTERS

- Posters can be printed at your local printer or through an online printer such as Vistaprint.
- **They can be posted in any common area** where people are likely to gather as part of everyday life:
 - Shopping areas
 - Coffee shops
 - Gas stations
 - Libraries and community centers
 - Town halls
- To add municipal logos, the PDFs can be edited using Adobe Acrobat and clicking the image icon.
(Some older versions of Adobe Acrobat may not show the image icon. When editing go to the area to the right of the Connecticut logo and the cursor should change to show that the area is editable. Click in that area to add a logo.)

Poster Samples



Poster sizes: 24" x 36", 18" x 24", 11" x 17"

Posters have been created to include a bleed area. Bleed refers to the amount of image that exceeds the final print trim size. The bleed will get trimmed off. Some online printers such as Vistaprint will ask for bleed to be included but without cropmarks that show printers where to trim. Included with the toolkit is a non-bleed option that will allow for in-house printing of an 11"x17" poster.

WHAT'S INCLUDED & HOW TO USE IT

DOOR HANGERS

- Door handles – which people’s hands are constantly touching – are a good place to remind everyone about COVID-19.
- These can be printed at your local printer or through online printers such as Vistaprint.
- To add municipal logos, the PDFs can be edited using Adobe Acrobat and clicking the image icon.
(Some older versions of Adobe Acrobat may not show the image icon. When editing go to the area above the Connecticut logo and the cursor should change to show that the area is editable. Click in that area to add a logo.)

Door Hanger Samples



Door hanger sizes: 4.5" x 11", 3.5" x 8.5"

These doorhangers are made to Vistaprint specifications.
<https://www.vistaprint.com/marketing-materials/door-hangers>

WHAT'S INCLUDED & HOW TO USE IT

STICKERS FOR KIDS

- **Kids age 7+ can be valuable messengers** for the Get Tested campaign. Handing out sheets of stickers gives them a way to post messages on their bikes, toys, books, and backpacks.
- Stickers can be printed locally or through online sources such as Vistaprint.
- **NOTE:** Because children cannot make a decision to get tested, the sticker messages also address other age-appropriate aspects of COVID-19.

Sticker Samples



Sticker size: 3" x 3"

These stickers are made to Vistaprint specifications.

<https://www.vistaprint.com/marketing-materials/labels-stickers/custom-stickers>

WHAT'S INCLUDED & HOW TO USE IT

GENERAL FLYER

- **This is a printed piece for general use.** It can be printed out in an office, at home, or by a local print shop.
- Use the flyers as a mini-poster or direct-distribution pieces to be handed out at events.
- To add municipal logos, the PDFs can be edited using Adobe Acrobat and clicking the image icon.
(Some older versions of Adobe Acrobat may not show the image icon. When editing go to the area to the right of the Connecticut logo and the cursor should change to show that the area is editable. Click in that area to add a logo.)

Flyer Samples



Flyer size: 8.5" x 11"

Flyers have been created to include a bleed area. Bleed refers to the amount of image that exceeds the final print trim size. The bleed will get trimmed off. Some online printers such as Vistaprint will ask for bleed to be included but without cropmarks that show printers where to trim. Included with the toolkit is a non-bleed option that will allow for in-house printing.

WHAT'S INCLUDED & HOW TO USE IT

SOCIAL MEDIA ADS

- Social media advertising is a good way to reach local audiences with geo-targeted messages. Social media ads are mainly self-service and can be done online.
- To add municipal logos, JPEG image files will need to be modified using photo editing software such as Photoshop.
- **Recommended platforms: Facebook, Instagram, Snapchat.**

Social Media Ad Samples



1080 x 1080 pixel size shown (not actual size)

WHAT'S INCLUDED & HOW TO USE IT

RADIO SCRIPTS

- **Radio commercials are a fast way to get a message out into the community.**
- The toolkit includes simple, 15-second scripts that reflect the same content as the rest of the campaign.
- Placement of the radio commercials can be done in 1 of 2 ways, depending on whether you want to use commercial or digital radio.

Commercial Radio

- The state has a complex radio market with many competitors using many programming platforms.
- Nielsen maintains ratings of CT's top stations at this page. Use it as a reference point for your own evaluation of your market. <https://tlr.nielsen.com/tlr/public/ratingsDisplay.do?method=loadRatingsForMarket>
- Once you've decided on a station(s), you can work through a station sales rep to record and broadcast the commercial.

Digital Radio

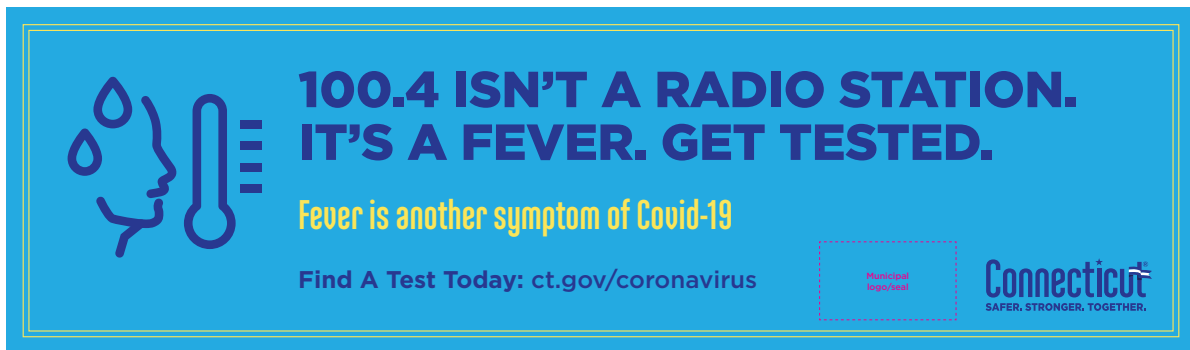
- Pandora, iHeartRadio, and other streaming radio services are able to target specific geographies.
- Contact these outlets directly to discuss a program that will enable you to target your area.

WHAT'S INCLUDED & HOW TO USE IT

BILLBOARDS

- **Billboards are a high-impact way to raise the profile of the campaign locally.**
- The Toolkit has billboards ready to produce in two sizes:
 - 14' x 48' billboards are the size you often see on the highway.
 - 10.5' x 22' are the size typically seen on secondary roads
- **Scout your local area for desirable billboard locations.** The media company that owns the billboard is usually printed on the billboard itself. Contact them for availability and rates.
- To add municipal logos, the PDFs can be edited using Adobe Acrobat and clicking the image icon.
(Some older versions of Adobe Acrobat may not show the image icon. When editing go to the area to the right of the Connecticut logo and the cursor should change to show that the area is editable. Click in that area to add a logo.)

Billboard Sample

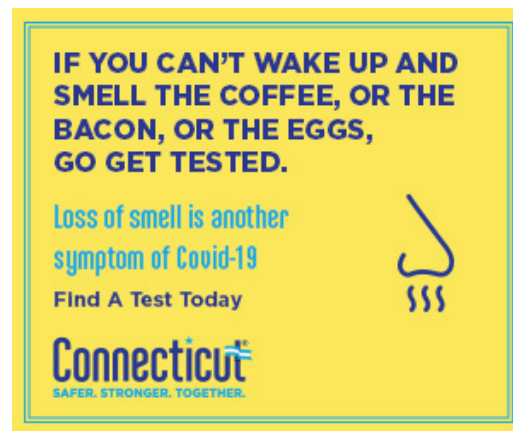


WHAT'S INCLUDED & HOW TO USE IT

DIGITAL ADS

- **Paid digital advertising often provides the highest degree of targeting at the most competitive cost.**
- Consider purchasing digital ads, such as banner ads and text search ads, to promote the campaign message.
- To add municipal logos, JPEG image files will need to be modified using photo editing software such as Photoshop.
- Setting up digital ads can be done online. You can get help setting up a program of digital ads (web banner ads and text search ads primarily) with Google Ads (<https://ads.google.com/home/>).

Digital Ad Samples



300 x 250 pixel size shown (not actual size)

WHAT'S INCLUDED & HOW TO USE IT

MAGNETS

- These fun, general-purpose magnets can be affixed to metal surfaces at work or home.
- Some suggestions:
 - Office equipment
 - Refrigerator doors
 - Car interiors
 - Desktops
- **Magnets can be produced using online resources** such as Vistaprint.

Magnet Samples



Magnet size: 5.47" x 4.21"

WHAT'S NOT INCLUDED

PRINT ADS

- **Print ad layouts are not part of the Get Tested Toolkit.**
- Reason: There are so many variables in print advertising: size, color vs black and white, etc.
- **HOWEVER:** If you would like to place print ads in your local newspapers or magazines, we would be happy to set these up for you. Just send detailed specifications and deadlines to samt@drinkcaffeine.com
- **ALSO:** Digital media (social media ads and display ads) often provide a more targeted, efficient way of reaching targeted groups.

TELEVISION ADS

- Because the complexity and expense of producing TV ads is beyond most local budgets, **TV commercials are not part of the toolkit.**
- **HOWEVER:** If you feel strongly that TV ads would be effective for your locality, contact your local network affiliate or cable system and inquire about how they can support your efforts. They may be willing to use the Toolkit creative and produce an ad for you as a public service announcement (PSA).