

**CONTACT INFORMATION:**

**Shilpa Rajagopal**

**shilpa.rajagopal@utexas.edu**

**WE'RE STAYING**

**CONNECTED,  
CAREFUL,  
COVERED.**

**PROTECT  
TEXAS  
TOGETHER**



## Protect Texas Together - Campaign Proposal

### Campaign Overview and Messaging

This social media campaign leverages the message of “Protect Texas Together” to encourage healthy behaviors and safe socializing through conversational infographics and relevant examples from everyday life. The goal is to *normalize* a set of healthy behaviors (wearing a face covering, washing hands frequently, etc.) and help people recognize that physical distancing does not mean forgoing social connectivity.

The primary messaging revolves around three main phrases - as a community, we can:

- Stay Connected [maintain physical distancing while staying connected with each other]
- Stay Careful [practice proper hand hygiene, monitor symptoms, be cautious of your actions]
- Stay Covered [wear face coverings when appropriate to protect not only yourself, but the people around you]

Each of these themes is designed to encompass sub-messaging that discusses harm reduction strategies and resources for individuals to use (i.e.: free testing sites, symptom monitoring app, Longhorn Connections website, etc.). Highlighting **accessible** resources is one of the most important ways to promote equity in messaging, as it not only recognizes the disproportionate barriers that some students may face such as cost, but also offers solutions to reduce these disparities by prioritizing safety. Furthermore, by focusing on social norming, these messages are not meant to stigmatize any behavior; rather, the campaign is centered around promoting health and safety holistically by building on pre-existing values of care/respect and highlighting folks in the community who make these healthy choices. The end call-to-action beyond the 3 C's addresses that “we need your help” to protect Texas together, leveraging that mutual sense of responsibility for our actions (as individuals and collectives) that arises from our role in the UT community.

### *Examples of Harm Reduction Messaging:*

#### Stay Connected - from a distance

- Maintain at least six feet (about a “sofa length” apart) between you and another person.
- Greet people with a “hook ’em” instead of a hug or handshake.
- Catch up with friends and co-workers over the phone or through video chat. A simple check-in can go a long way.
- Plan to meet outdoors whenever possible.
- Limit the size of any in-person gatherings. If you do meet, bring your own food, drinks, and other personal items to reduce the risk of transmission.
- Possible resources to include → CMHC Emotional Wellness Workshops (held virtually), Longhorn Connection website, interactive websites like Netflix Party or online Pictionary for virtual activities, tools/best practices for student organizations to support programming and meetings over Zoom
- Emphasis on **peer modeling**
  - Highlight ways people practice safe socializing by wearing masks
  - Guiding questions: “How do you stay connected during these times? How are you helping protect Texas together? What does safe socializing look like to you?”

- Can reach out to students, faculty, and staff through individual colleges (many of them have listservs overseen by the Dean's Office or advisors)
- Quotes/responses from UT students, staff, and faculty can be used to create social media highlights that emphasize and reinforce positive healthy behaviors

#### Stay Careful - through your actions

- Wash your hands often and for at least 20 seconds - think the chorus for "Mr. Brightside" as a reference!
- Check how you're feeling before heading outside. You can monitor any symptoms easily with the Protect Texas Together app.
- Avoid touching your eyes, nose, and mouth.
- Keep a bottle of hand sanitizer to use regularly.
- Be kind to yourself and the people around you. Our choices protect not just us, but our family, friends, and co-workers.

#### Stay Covered - for yourself and others

- Face coverings reduce the spread of COVID-19. The more people wearing them, the better.
- Wear a face covering when you're around people. This can be while shopping at a grocery store, picking up takeout from a local restaurant, or using public transportation.
- Remember to wear a face covering at all times while inside UT buildings.
- Infographic idea → Checklist of things to remember before leaving your home: "keys, phone, and face covering"

#### **Delivery and Audience**

Social media is an effective tool to reach a wide range of students, staff, and faculty who may be on or off campus. The graphics created are meant to be conversational and sharable, providing examples of how healthy behaviors can be adopted into daily life. Beyond social media messaging, examples of promotional material that includes the "Protect Texas Together" tagline are laptop stickers, stress balls, mini hand sanitizers with labels that encourage healthy behavior, silicone card holders for phones, and/or PopSockets. One of the most effective ways to distribute these promotional items is by creating a "COVID Care Kit" for UT students, staff, and faculty. This kit would model the "Sleep Kits" from the Longhorn Wellness Center. Proposed "COVID Care Kits" could include a mask, travel size hand sanitizer or pack of disinfecting wipes, stickers/phone card holders/keychains, and informational handouts. These kits could be either mailed to students or available at specific locations upon request (such as the Student Services Building and WCP Student Activities Center).

Sample Graphics (platform used: Canva)

