

## BETTER TOGETHER OUTREACH - CALL TO ACTION

### Getting HOU On the Road to Recovery.

The Better Together - Todos Juntos Mejor campaign is a multilingual public health education campaign empowering Houstonians with the knowledge and skills to protect their families and communities from COVID-19. The campaign promotes four key action that works together to slow the spread of COVID-19.

### **Wash your hand • Wear a mask • Social distance • Get Tested**

The campaign includes television, radio, print, digital advertisement, and direct outreach into the city's most vulnerable communities through neighborhood canvassing, signage, toolkits and virtual educational presentations. We know to continue to be effective, we must go directly into the communities and engage civic and community-based organizations and those they serve.

### Call to Action

This call to action is intended to excite and get the buy-in of the civic and community-serving groups and organizations to continue to educate their employees, volunteers, and those they serve to slow the spread of COVID-19 and get Houston on the road to recovery.

### Slow the Spread Goal

As of late July, the COVID-19 positivity rate reached a record 23%; there are neighborhoods in Houston in which the COVID-19 positivity rate reached as high as 30%. Mayor Turner proclaimed August Better Together Month and set a COVID-19 positivity rate target of 5% or lower. Join the fight today and commit to slow spread!

### Where to Start

- Make a public announcement of your participation
- Promote the Better Together campaign and use the hashtag on social media
- Challenge your clients and colleagues to join the campaign
- Post signage where possible

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- Provide educational materials to your clients and workforce
- Coordinate educational opportunities with the Better Together Health Educators for your employees
- Register for CitizensNet and AlertHouston for COVID-19 Response Updates  
<https://www.houstontx.gov/citizensnet/>  
<https://houstonemergency.org/alerts/>

### For Education & Outreach

<http://www.houstontx.gov/health/health-education/better-together-outreach.html>

[healtheducation@houstontx.gov](mailto:healtheducation@houstontx.gov)

### For Materials

<https://www.protecttheh.com/>

### For Press and Media

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**Together, we can slow the spread and get Houston on the road to recovery.**

**#BetterTogether**  
**#BetterTogetherOutreach**

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