

CSTE Communications Team – Summary Report CSTE Executive Board Retreats, January 2022

This report summarizes CSTE's communications activities September 2021-January 2022.

Communications at-a-Glance

- ✓ **11** national media stories w/ CSTE quoted
- ✓ **43** COVID-19 response digests
- ✓ **17** Ad Hoc All State Epi Calls hosted
- ✓ **153.3** average ASE call attendees

Major Accomplishments

- ✓ 2018-20 Annual Report release
- ✓ CSTE 70th anniversary membership video
- ✓ 2021 Epidemiology Capacity Assessment (ECA) release
- ✓ Steering Committee page web updates
- ✓ 2022 Call for Abstracts
- ✓ Hosted State Epi Forum and Risk Communications Training

CSTE in the News

Recent media stories featuring comments from CSTE leadership –

- A Shift Away from Daily COVID Case Counts Has Begun (Stateline/Pew Charitable Trusts)
<https://bit.ly/33X5SF9>
- How to Think About Covid Data Right Now (The New York Times)
<https://nyti.ms/34dkzni>
- Boosters are the best defense against omicron. But that message isn't getting through (ABC News)
<https://abcn.ws/3AEhclq>
- Should You Report Your COVID-19 Home Test Results to Your Local Health Department? (Verywell Health)
<https://bit.ly/34d9IPZ>
- As At-Home Tests Surge, Doubts Rise About Accuracy of Public Covid Counts (The New York Times)
<https://nyti.ms/3s2w2yC>
- Nevada among last states to add rapid tests to virus tally (ABC News)
<https://abcn.ws/3g2LAfX>
- What Happens When the World's Most Popular COVID-19 Dashboard Can't Get Data? (Time Magazine)
<https://bit.ly/3r6Rsvd>
- What parents should know about school COVID-19 outbreak reporting (Michigan Radio/NPR)
<https://bit.ly/3rXtodm>
- Michigan's new definition of a COVID-19 school 'outbreak' will mean fewer are reported (Detroit Free Press)
<https://bit.ly/3rYK2cj>

- Finally, New Federal Cash Will Bolster Public Health Ranks (Stateline/Pew Charitable Trusts)
<https://bit.ly/2Ytqx0N>
- To Quarantine or Not: The Hard Choices Schools Are Leaving to Parents and Staff (Kaiser Health News)
<https://bit.ly/3kQwwUJ>

In addition to the published stories above, CSTE has been featured in numerous local media stories highlighting the COVID-19 case definition and other guidelines, such as outbreak guidance. CSTE responded to media inquiries from ABC Raleigh, Associated Press, Boston Globe, CNN, New York Times, Kaiser Health News, Newsy, NPR and USA Today. Comms also supported CSTE Executive Director participation in ASTHO's podcast, as well as fulfilling requests to share CSTE content in published scholarly works being developed by Salem Press and other public health professionals.

All Member Email Communications

General communications

- 2018-2020 CSTE Annual Report release
- 2021 State Epi Forum invitation
- 2021-22 Strategic Impact Plan launch
- CSTE 70th Anniversary Video campaign
- 2021 CSTE Membership Assessment launch
- 2022-23 Call for Executive Board Nominations
- Promotion of CSTE career opportunities
- Public Health Thank You Day email

Program-specific communications

- COVID-19 response (see below)
- Alcohol Outlet Density report launch
- SARS-CoV-2 Human-Animal-Environment Interface RFP
- Concurrent Disasters RFP
- Newsletters (SUI Connection, Case Surveillance)
- Several other campaigns to committee distributions of 100-250

COVID-19 Response Communications

- Public Health Partners Statement on Universal Case Investigation/Contact Tracing (Jan. 2022)
- Classification Of COVID-19-Associated Deaths Among COVID-19 Cases Update (Dec. 2021)
- COVID Response Digests sent: **43**
- Stand-Alone Response messages: **47**
- COVID response webinars (Whole genome sequencing data dashboards & visualization; Updates on COVID-19 in pregnancy)

Workforce Communications

- 2021 Epidemiology Capacity Assessment (ECA) release
- CSTE Applied Epidemiology Fellowship – Fellow application campaign, Class 20 host site application

- CSTE APHIF Host Site Application campaign
- CSTE LEAD application launch
- DSTT application campaign
- Newsletters (LEAD and Mentor programs)

Annual Conference Communications

- Save the Date for CSTE 2022 Conference w/ digital postcard
- Call for Abstracts CSTE 2022 Conference
- 2022 Position Statements Template announcement
- 2022 Annual Conference sponsored travel announcements
- Sponsor/exhibitor solicitation emails

Other communications

- CSTE Foundation end of the year solicitation, update emails
- Social media promotion of CSTE and partner activities
- Internal communication to staff

Website Content Development

- 2022 CSTE Annual Conference preliminary agenda & sponsor/exhibitor content
- Updated Steering Committee pages on CSTE.org
- In-progress update to all subcommittee pages on CSTE.org
- Updated WF pages – APHIF, DSTT, ECA

Call/Webinar Hosting

Comms-hosted Ad Hoc ASE calls, EB calls and promoted COVID webinar series

- Hosted **17** Ad Hoc State Epi calls w/ average call attendance of **153.3**
- Promoted COVID Webinar Series (Whole genome sequencing data dashboards & visualization; Updates on COVID-19 in pregnancy)

Current Activities

- Comms is working collaboratively with Big Cities Health Coalition (BCHC) to release the 2021 BCHC Epi Capacity Assessment results.
- Comms is developing and will produce the 2021 CSTE Annual Report
- Comms continues to develop a plan for a member wide biweekly electronic newsletter.
- Comms is developing a COVID stories project with video, audio or written content components, as part of CSTE's overall resiliency project for members.
- Comms is working to develop marketing materials for the new Sponsor Partner program, and to promote to existing leads, including
- Comms is supporting the development and implementation of a new web-based community using Higher Logic software.
- Comms provides ongoing support of CSTE advocacy efforts (DMI, Data Elemental to Health, federal funding)
- Comms provides ongoing support of CSTE Foundation communications.