

Breaking Through → actually Getting Through

Public Health Campaigns in a Crowded Field with New Rules

#RonasReal

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Ogilvy

**#**

**RONNAS**

**REAL**

A campaign that puts all the truth and information in one place in hopes of stopping the spread and saving lives.

# PARTNERS + ROLES



Co-Lead



Co-Lead



UNIWORLD GROUP

Co-Lead  
(Multicultural)



zubi

Spanish Language  
Translation



VMLY&R

Website

**#  
RONAS  
REAL**

# **STONE**

Straightforward  
Real talk  
Facts & Information  
Empowering

A single message:  
this virus is no joke, #RonasReal

KNOW  
THE  
FACTS

STOP  
THE  
SPREAD  
**#RONAS  
REAL**

KNOW  
THE  
FACTS

STOP  
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STOP  
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KNOW  
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FACTS

STOP  
THE

# REAL TALK

Reiterate health precautions

Support communities of color by promoting the shift in social norms.

WHERE: OOH + SOCIAL MEDIA + MICROSITE



STOP #  
THE #  
SPREAD #  
RONAS  
REAL



## Broad awareness

- Sharing resources that can help with health and prevention care access, worker support, unemployment, etc.
- Sharing location-based services and data

## In-depth education

Aggregate up-to-date information about:

- Health precautions to take
- Pre-existing conditions that increase risk
- Societal/systemic issues that have led to black and brown communities being disproportionately impacted

WASH  
YOUR  
HANDS

If you're going outside, remember to practice social distancing and wear a mask. Share how you're helping stop the spread with [#RonasReal](#)

STAY  
6FT  
APART

If you're going outside, remember to practice social distancing and wear a mask. Share how you're helping stop the spread with [#RonasReal](#)

WEAR  
A  
MASK

Your mask doesn't just keep you safe, it also protects others from you. Help stop the spread, wear a mask. Share how you're helping stop the spread with #RonasReal

# **# # RONAS REAL**

There is no vaccine to prevent Covid-19. The best way to stay healthy is to do what you can to avoid being exposed to the virus. Share how you're helping stop the spread with [#RonasReal](#)

**FACT 1**

**MORE THAN**  
**12,682**  
**AFRICAN AMERICANS**  
**HAVE ALREADY**  
**DIED FROM RONA**

**#RONASREAL**

**FACT 2**

**CHECK**  
**YOURSELF**  
**FOR**  
**SYMPTOMS**

▶ **PERSISTENT PAIN IN CHEST**

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**REAL**

**FACT 3**

**MORE**  
**PEOPLE**  
**HAVE DIED**

from Coronavirus than U.S. soldiers  
during the Vietnam War.

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**REAL**

**FACT 4**

**TAKE EXTRA**  
**PRECAUTIONS**

People who're overweight,  
have high blood pressure or are  
diabetic are at increased risk.

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**FACT 5**

0%

**DEATHS**

African Americans account for 30% of  
Coronavirus deaths in the United States.

**#RONASREAL**

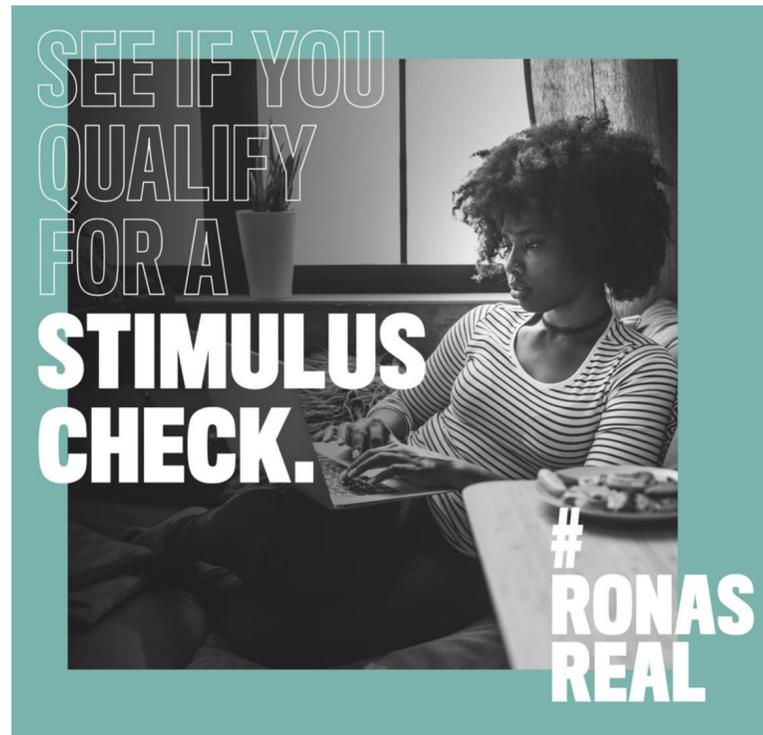
**FACT 6**

▶ **SOCIAL**  
**DISTANCING**  
**IS WORKING.**



# REAL SUPPORT

Provide disparately impacted communities information on tools and resources, and the platform to amplify their voices.  
WHERE: SOCIAL MEDIA + MICROSITE



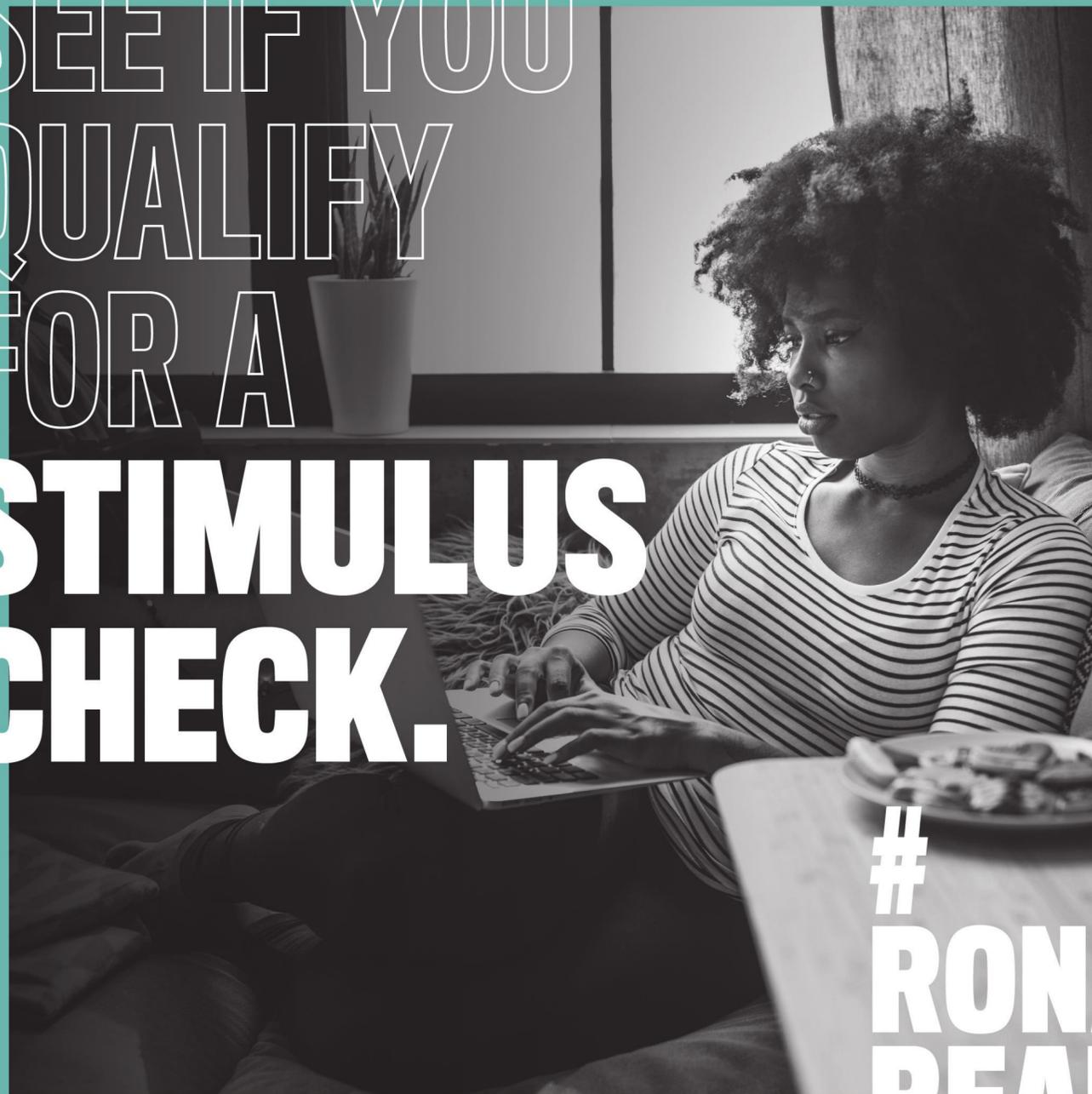
## Broad awareness

- Simple messages (masks, distancing, hand washing etc.) that will encourage people to take health precautions, and shift social norms toward preventing the spread.
- Potential to include more health- and symptom-specific reminders (diabetes, asthma etc.)

## In-depth education

- Aggregate information about:
- Health and prevention care access (testing centers, masks etc.)
  - Community resources to aid essential workers (e.g., childcare, meals)
  - Unemployment, stimulus information etc.

SEE IF YOU  
QUALIFY  
FOR A  
**STIMULUS  
CHECK.**



**#  
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REAL**

Stimulus checks are out. So are the scammers.  
To help avoid them, go to  
[benefits.gov/help/faq/Coronavirus-resources](https://benefits.gov/help/faq/Coronavirus-resources)  
to see if you qualify. Share how you're helping stop the  
spread with #RonasReal

# PROTECT YOUR MENTAL HEALTH DURING THE PANDEMIC

Everyone is being put through an enormous amount of stress dealing with the pandemic. So, don't forget to think about your whole being wellness—that includes mental health. Here are a some resources for you to check out. Tag your own if you have some. [#RonasReal](#)

The image displays a grid of nine resource cards, each with a distinct color and title. Each card provides a brief description of the resource and its location or type.

- SISTA AFYA** (Local Chicago Resource): This Chicago-based organization says its mission is sustaining the mental wellness of Black women through building community, sharing information, and connecting Black women to quality mental wellness services, all toward the goal of more people getting what they need to have a full, whole life.
- THE HEALING** (Local Chicago Resource): The Healing believes that with all the pressures of living in our society today, Black men need a safe space to fellowship, release stress, and recenter. The Healing says it offers this space through the practice of yoga.
- INCLUSIVE THERAPISTS** (National Resource): Inclusive Therapists describe themselves as social-oriented professionals who, as advocates, activists and committed to allyship, offer a simpler, safer way to find care.
- NATIONAL QUEER AND TRANS THERAPISTS OF COLOR NETWORK** (National Resource): NQTTN says they are a healing justice organization committed to transforming mental health for queer and trans people of color in North America.
- BLACK VIRTUAL THERAPIST NETWORK** (National Resource): BVTN is described as a collective of advocates, yoga teachers, artists, therapists, healers, religious leaders, teachers, psychologists and activists committed to the emotional/mental health and healing of Black communities.
- ALEXANDRA ELLE** (Social Media Resource): Elle is an author and founder of the Hey, Girl podcast. Her Instagram feed offers affirmations and reminders like "We are never alone in our struggles" and "You don't have to be okay. Healing isn't linear."
- NEDRA GLOVER TAWWAB** (Social Media Resource): The licensed clinical social worker describes herself as a "boundaries expert." Setting boundaries is important to safeguarding our mental health. Tawwab also holds weekly Q&A sessions on Instagram, so stay tuned to her feed - you can even submit a question you'd like answered.
- BLACK GIRL IN OM** (Social Media Resource): This brand describes its vision as "a world where women of color are liberated, empowered & seen." On its feed you can find helpful resources like meditations, along with a lot of joyful photos of Black people.
- THE NATIONAL SUICIDE PREVENTION LIFELINE (CALL 800-273-8255)**  
**THE CRISIS TEXT LINE (TEXT HOME TO 741741)** (Urgent Response Resource): Hopefully some of these resources can supplement your self-care. But if you're thinking of harming yourself and need immediate support, reach out—these free lifelines are available 24/7.

PARTICIPATION  
IN THE CENSUS MEANS  
**MORE RESOURCES  
TO FIGHT  
CORONAVIRUS.**

Each person not counted can mean \$1,400 less aid. Money desperately needed in Cook County to help reverse Covid-19 health disparities in Black and Latino communities. Share your local resources in the comments. #RonasReal.

# HOSTING A MOVIE NIGHT IN CHICAGO DURING COVID-19?

HERE ARE FIVE THINGS  
TO CONSIDER:



Coronavirus has even made inviting friends over to watch a movie complicated. Here are a few suggestions to help make it simpler and safer. Share your own movie night stipulations in the comments. #RonasReal

WHILE THE WEATHER  
IS HOT, **COOLING  
CENTERS ARE  
AVAILABLE** ACROSS  
COOK COUNTY.

Don't sweat out the Coronavirus at home. Residents without access to air conditioning can find a cool place to go at [cookcountylil.gov/service/cooling-centers](https://www.cookcountylil.gov/service/cooling-centers). Share how you stay cool while staying safe. #RonasReal

KNOW  
THE  
FACTS

**RONAS  
REAL**

STOP  
THE  
SPE

► When in public, wear

STOP  
THE  
SPE

## **ONLINE DAY OF ACTION**

We are kicking off #RonasReal with an **Online Day of Action**.

We want to remind people that nothing has changed related to the severity and negative impact COVID-19 has on communities of color.

### WHAT YOU CAN DO

- THE ASK

#### **Ongoing**

- Use #RonasReal when sharing information related to the virus on your social media channels
- Follow @RonasReal on your social media platforms
- Encourage followers to use the #RonasReal hashtag when speaking about Covid-19 and their community

**GOAL: Increase and elevate the conversations of your communities on social media**

When:  
after the election

How:  
via social media and social networks

**#  
RONAS  
REAL**

*Questions?*

*Follow up with AmySue @*

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**Ogilvy**