



# Communications Toolkit

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# Welcome to Sara Alert™ Communications Toolkit

Here you'll find messaging and multimedia tools to help you learn about, talk about and promote Sara Alert™ to:

- Public health professionals
- Sara Alert™ monitorees and members of the community

If you have questions about Sara Alert™, email us at: [saraalert@mitre.org](mailto:saraalert@mitre.org)

## Sara Alert™ Points of Contact

Your MITRE Sara Alert™ Communications Manager

★ Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

The Sara Alert™ Communications Toolkit sent to you by your MITRE Sara Alert™ Adoption Manager:

★ Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

See the **Key Resources** in each activity for more targeted support.

# Section 1. Sara Alert™ Communications Checklist for New Jurisdictions

Use this checklist to plan for communication and outreach for your Sara Alert™ launch.

The activities and the timeline in the checklist are suggestions. You and your team can decide which to do based on your jurisdiction's resources and priorities.

## The Checklist

### Before launch

- Meet with your MITRE Sara Alert™ Communications Manager.**
- Review Sara Alert™ communication resources** (listed above).
- Create a communications plan for your Sara Alert™ launch.**
- Share Sara Alert™ and Sara Alert™ resources with staff.**
- Share Sara Alert™ resources for monitorees with staff. Key Resource:**
  - Sara Alert™ Communications Toolkit: Tools for Monitorees

### At launch

- Prepare talking points for leadership. Key Resources:**
  - Sara Alert™ Media Brief
  - Sara Alert™ Communications Toolkit: Key Messages, Talking Points
  - Sara Alert™ Public Health FAQ's
- Send launch announcement email to jurisdiction staff. Key Resource:**  
Sara Alert™ Communications Toolkit: Sample Email to Staff
- Create a press release. Key Resource:**  
Sara Alert™ Communications Toolkit: Sample Press Release
- Work with your MITRE Sara Alert™ Communications Manager to prepare for media contact. Key Resources:**
  - Sara Alert™ Communications Toolkit: Key Messages, Talking Points
  - Sara Alert™ Media Brief
  - Sara Alert™ Online Media Kit
  - Sara Alert™ Public Health FAQ's
- Schedule media interviews and inform your MITRE Sara Alert™ Communications Manager. Key Resources:**
  - Request Media and Social Media Report from your MITRE Sara Alert™ Communications Manager
  - Sara Alert™ Communications Toolkit: Key Messages, Talking Points
  - Sara Alert™ Online Media Kit
- Implement social media and community engagement plans. Key Resources:**
  - Media and social media report: Request this from your MITRE Sara Alert™ Communications Manager.
  - Sara Alert™ Sick or Exposed webpage

### After launch

- Share monitoree communication tools with Sara Alert™ users/enrollers. Key Resource:**
  - Sara Alert™ Communications Toolkit: Sara Alert™ Tools for Monitorees
- Continue media interviews. Key Resources:**
  - Sara Alert™ Communications Toolkit: Key Messages, Talking Points
  - Sara Alert™ Online Media Kit
  - Sara Alert™ Public Health FAQ's

## Section 2. Sara Alert™ Tools for Public Health Professionals

Use these tools to inform your colleagues about Sara Alert™.

### Sara Alert™ Basics for Public Health Professionals

Sara Alert™ Resources and Tools available on the Sara Alert™ website



#### [Sara Alert™ In-Depth Video](#)

Transformation Technical Center gives a detailed presentation on Sara Alert™. Runtime 20:18. Dr. Paul Jarris, Chief Medical Advisor of MITRE's Health



#### [Sara Alert™ Public Health Fact Sheet](#)

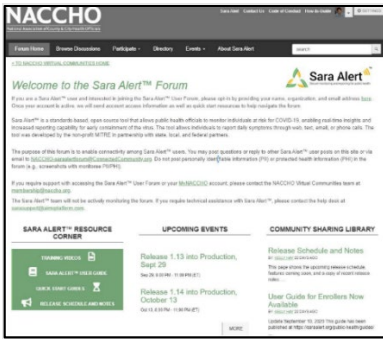
This two-sided fact sheet provides an overview of Sara Alert™ and how it works.



#### [Sara Alert™ Public Health Frequently Asked Questions](#)

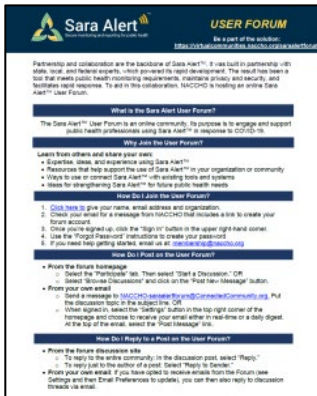
See answers to common questions from public health professionals about Sara Alert™. Topics include:

- Sara Alert™ Basics
- Security and Privacy
- Importing and Exporting Monitoree Information
- Application Programming Interface (API)
- Notifications
- Local Customization
- Transferring Records
- Monitoring More Than One Disease at a Time



## [Sara Alert™ User Forum](#)

Join this online community for real-time support, engagement and conversation among public health professionals using Sara Alert™ in response to COVID-19.

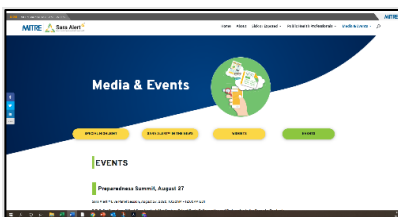


## [User Forum Fact Sheet](#)

The Sara Alert™ User Forum is an online community. Its purpose is to engage and support public health professionals using Sara Alert™ in response to COVID-19.

## Sara Alert™ Promotion Tools for Use with Public Health Professionals

Use these tools to promote Sara Alert™ in your organization.



## [Sara Alert™ Media & Events](#)

Visit our Media & Events page to see a list of media highlights, professional conferences and meetings that feature Sara Alert™.



## [Sara Alert™ Widget](#)

Promote Sara Alert™ with a widget on your webpage. The widget links to [saraalert@mitre.org](mailto:saraalert@mitre.org) where users can get more information about the tool.

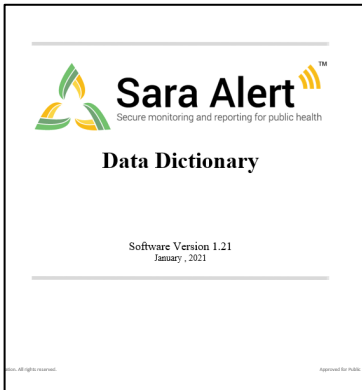
If you need a widget in a size that's not on the site, contact your MITRE Sara Alert™ Communications Manager.

## Sample Announcement Email to Staff

This email provides a starting point and recommended language for communication about Sara Alert™ to professionals inside and outside your organization. You can adjust the content to meet your needs. See [Appendix A](#).

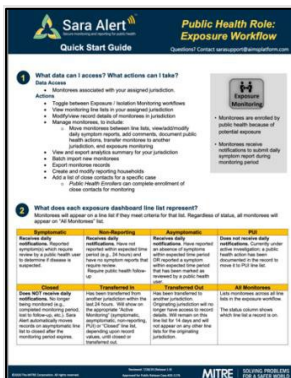
## Sara Alert™ Technical Resources for Public Health Professionals

Use these tools to learn the technical side of Sara Alert™ through our User Guides and training videos.



### [Sara Alert™ Data Dictionary](#)

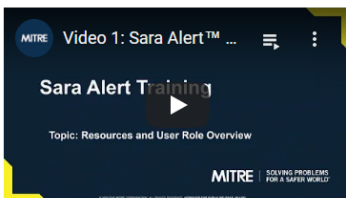
This detailed table includes elements associated with data fields in the Sara Alert™ database.



### [Sara Alert™ Quick Start Guides](#)

These slip-sheets provide easy steps to get started with Sara Alert™ based on:

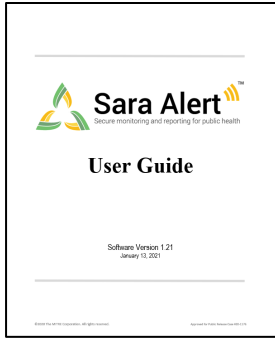
- Your role in using Sara Alert™
- The tasks you want to complete (exposure monitoring or isolation monitoring)
- Other topics, like household reporting and preferred reporting method



### [Sara Alert™ Tutorial Videos](#)

Watch these videos to see step-by-step Sara Alert™ demonstrations. [Topics include:](#)

- Enroll New Monitoree. Runtime 4:45
- Monitoree Record Detail Overview. Runtime 6:10
- List Overview. Runtime 4:53
- Moving Monitorees Between Line Lists. Runtime 4:55
- Isolation Monitoring Overview. Runtime 3:39
- Moving Cases into Isolation Monitoring & Moving Cases Between Line Lists. Runtime 10:54



## [Sara Alert™ User Guide](#)

This comprehensive guide explains roles and capabilities of the Sara Alert™ system. You should have received the guide by email in your launch packet. The User Guide is also available for download on the Sara Alert website and is updated every two weeks with each Sara Alert™ version release.



## [Sara Alert™ User Guide for Enrollers](#)

This guide is for public health professionals who are enrolling monitreees into Sara Alert™. The User Guide for Enrollees is available for download on the Sara Alert website and is updated every two weeks with each Sara Alert™ version release.



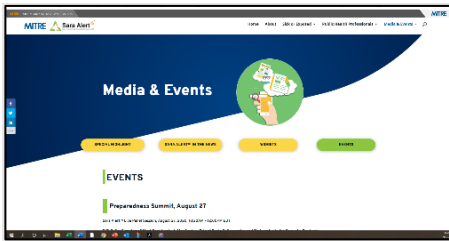
## [Sara Alert™ User Guide for Administrators](#)

The Sara Alert™ User Guide for Administrators provides written and visual guidance for the capabilities of the system available to users assigned the Administrator role.



## Section 2. Sara Alert™ Tools for Promotion and Media

Use these tools when informing the press and media about Sara Alert™.



### [Sara Alert™ Media & Events](#)

Visit our Media & Events page to see media highlights and a list of professional conferences and meetings that feature Sara Alert™.



### [Sara Alert™ Online Media Kit](#)

The online media kit contains resources to help you promote your use of Sara Alert™. The media kit includes graphics, Sara Alert™ logo, PowerPoint presentation on Sara Alert™, Sara Alert™ video conferencing backgrounds, and a branding guide.

### Sample Twitter Content



As part of our efforts to tackle #COVID-19 in our community, we will be using a new innovative tool @MITREcorp #SaraAlert to contain the spread of the virus and ensure our community's safety. For more information, visit [www.saraalert.org](http://www.saraalert.org)

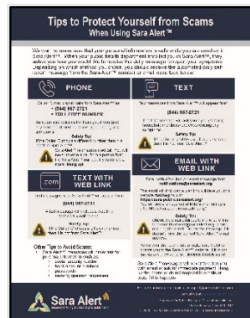
[@ORGANIZATION'S HANDLENAME] is working hard to keep our community safe! Check out @MITREcorp #SaraAlert, the innovative tool our team will use to monitor and report on #COVID-19 cases to help prevent the spread of the virus in our community. For more information, visit [www.saraalert.org](http://www.saraalert.org)

### Sample Press Release

A sample press release is provided in [Appendix B](#) that you can customize for your jurisdiction and use for your press release as upon launching your use of Sara Alert™.

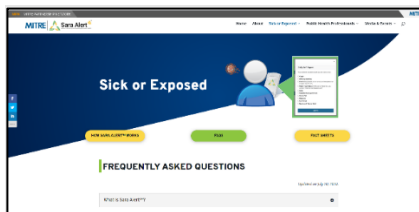
## Section 3. Sara Alert™ Tools for Monitorees

Use these tools to inform the public about Sara Alert™.



### [Sara Alert™ Fact Sheet: How to Protect Yourself from Scams](#)

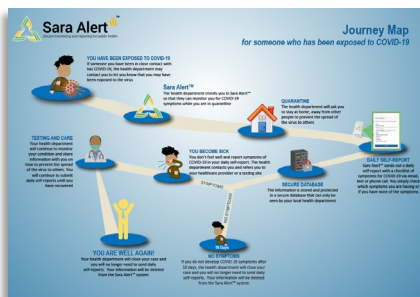
Help monitorees protect themselves from digital fraud during their reporting period. This one-sided fact sheet tells monitorees how to know for sure that their daily reminders are coming from Sara Alert™.



### [Sara Alert™ Monitree Frequently Asked Questions](#)

Encourage the general public to learn more about Sara Alert™. Topics include:

- What is Sara Alert™?
- Why are daily reports important?
- How does Sara Alert™ help the community?
- What happens if a monitree reports symptoms?
- What information does a monitree have to provide to sign up?
- Is monitree information kept private?
- How long is a person monitored?
- Why is it called Sara Alert™?



### [Journey Maps](#)

These easy-to-follow maps help monitorees understand their journey once they are enrolled in Sara Alert™ and are monitored for symptoms of COVID-19. There is a journey map for those who are sick with COVID-19 and one for those who have been exposed to the virus.



## [Sara Alert™ Video for All Audiences](#)

This short video offers a brief background of Sara Alert™ and shows how public health departments are using it to help control the spread of COVID-19. Length: 2:54 minutes.

## Final Note

We are excited that your team has chosen to use Sara Alert™ to help your jurisdiction with monitoring and reporting during this pandemic. Please do not hesitate to contact us at [saraalert.org/contact/](https://saraalert.org/contact/).

### **We're here for you! MITRE can help you with:**

- Targeted messaging
- Stakeholder engagement
- Print and digital training and promotion assets
- Public and media relations
- Social media analytics

### **Contact us at:**

[saraalert.org/contact/](https://saraalert.org/contact/)

## Appendix A. Sample Email to Staff

Dear [Staff member's name],

We are pleased to announce that on [INSERT DATE], [INSERT ORGANIZATION NAME] will begin using Sara Alert™ to help us combat COVID-19 in our community.

### What is Sara Alert™?

Sara Alert is a standards-based, open-source tool developed by MITRE in partnership with national public health organizations that automates the process of public health monitoring and reporting of individuals exposed to or infected with COVID-19 (or any infectious disease).

### Will you be trained to use Sara Alert™?

Yes. You have several training choices:

- Participate in Sara Alert™ training starting [INSERT DATE, TIME, PLACE INFORMATION]
- Watch [tutorial videos](#)
- Use the Sara Alert™ User Guide attached to this email. [ATTACH GUIDE TO EMAIL]
- Use the [Sara Alert™ Quick Start Guides](#)

### How does Sara Alert™ benefit [ORGANIZATION NAME]?

Sara Alert™ enables us to:

- Make disease monitoring more efficient and effective so we can apply time and resources to follow-up and coordinate care
- Use a free, disease-independent tool that's ready in real time for diseases beyond COVID-19
- Adapt and tailor the tool for our use at any time. The tool is open-source and based on public health and personal privacy standards
- Benefit from public health input at every level, from national to local jurisdictions. Sara Alert™ is a true public health collaboration.

### Questions?

- To learn more about Sara Alert™ and how it works, visit [saraalert@mitre.org](mailto:saraalert@mitre.org)
- To learn more about Sara Alert™ at [INSERT ORGANIZATION NAME], email: [INSERT CONTACT EMAIL]

## Appendix B. Sample Press Release

### [State] Deploys New Technology to Limit the Spread of COVID-19

**City, State** – [Governor, Mayor, etc.] announced today that the [Jurisdiction] Department of Health is significantly expanding contact tracing by deploying a new tool called Sara Alert™ to support monitoring and reporting of COVID-19.

“By deploying the new Sara Alert™ system to assist us, we can improve our efforts to mitigate the spread of the virus, protect the health of [jurisdiction] people, and support our goal of safely opening up our community,” said [Public Health Official]

The Sara Alert™ system, which is also used by several other jurisdictions, allows individuals who have been exposed to or infected with COVID-19 to report daily symptoms through text, email, or calls. The tool provides real-time insights and increased reporting capability to support containment of a disease of interest, currently COVID-19.

Sara Alert™ is free for use by federal, state, territorial, tribal, local governments, and regional health organizations. It was developed by MITRE, a not-for-profit organization that works in the public interest, in close collaboration and partnership with national public health organizations, including the U.S. Centers for Disease Control and Prevention, Association of State and Territorial Health Officials, National Association of County and City Health Officials, the Council of State and Territorial Epidemiologists, and other local and state health departments. Sara Alert™ enables public health workers to monitor and respond to the coronavirus pandemic and to coordinate and direct care where it is needed most.

“We developed Sara Alert™ with public health for public health,” said **Dr. Paul Jarris, Chief Medical Advisor of MITRE’s Health Transformation Technical Center, and former Vermont Commissioner of Health**. “Sara Alert™ has the potential to modernize the public health management of individuals in quarantine and isolation to protect communities from further spread of disease in this and future pandemics. As the pandemic evolves and stay-at-home measures are relaxed, states and localities can use it to strengthen efforts to control outbreaks in less affected areas, and to mitigate future waves of illness and possible rebound effects.”

###