

SU CASA - ENDING DOMESTIC VIOLENCE

Crisis Communications
Guide for COVID-19
Pandemic & Outbreak



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Journ 375 Sec 01*

ABOUT SU CASA - ENDING DOMESTIC VIOLENCE

For more than 35 years, Su Casa has served the Los Angeles community by offering immediate safe refuge, counseling services, case management and transitional housing to those impacted by domestic violence and abuse.

Su Casa operates a 24-hour hotline for those in immediate need of crisis intervention, employs certified and bilingual counselors and operators, and has long-term transitional shelters that offer a 12-month program designed to help survivors receive an education or find employment with the goal of becoming self-sufficient.

MISSION, VISION, AND GOALS

With the help of the community and Su Casa's many programs, we are committed to helping individuals feel empowered and to achieve self-sufficiency. It is our belief that one right step leads to another and these steps lead to a Community of Peace.

CRISES RESPONSE DUE TO COVID-19 PANDEMIC

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OVERVIEW

This plan is aimed to help board members, executives, counselors, volunteers and all individuals involved with the planning or implementation of crisis care and housing within our organization to follow COVID-19 guidelines properly and to appropriately communicate the cohesive message that Su Casa understands the importance and severity of keeping those within its shelters and homes safe while providing guidance through potential outbreak situations.

01

INTRODUCTION



Su Casa has the responsibility to keep those seeking shelter and relief safe and healthy during their time of need

STATE RESPONSE

COVID-19 cases and deaths are rising across the United States. According to the City of Long Beach, health orders have been issued restricting activities of the community as a means of slowing the spread of COVID-19. The orders are in alignment with efforts in the region, including LA County Public Health, the City of Los Angeles, and Pasadena Public Health, as well as the statewide order issued by Governor Newsom on March 19, 2020.

SU CASA'S PROMISE

As an organization, Su Casa has the responsibility to keep those seeking shelter and relief safe and healthy, especially during times of a global crisis. We must take measures not only to comply with health and safety regulations issued by the state, but also internally to continue the work we do in helping those who have been impacted by domestic abuse and to help slow the spread of the virus.

02

TASK FORCE

CONTACT INFORMATION

ANNA CONTI

Executive Director

Conti will be one of the official spokesmen to the media in regard to all COVID-19 policy and potential crisis updates. She will be the voice to official media responses and calls.

p. 562-421-6537
e. anna@sucasadv.org

DEAN LOCKWOOD

Director of Development & Community Outreach

Lockwood will be one of the official spokesmen to the media in regard to all COVID-19 policy and potential crisis updates. In addition to Conti, he will field media calls. He will also be in charge of creating messaging for social media and for internal use throughout Su Casa shelters and related programs.

p. 760-218-0018
e. dean@sucasadv.org

BOARD OF DIRECTORS

13 Board Members

The board members will receive official messaging and planning. They are not necessarily involved in day-to-day operations and thus will have prepared responses in the case that they are approached by the media.

JENNIFER HERRERA

Administrative Coordinator

Herrera will be responsible for coordinating interviews and directing the media to either Conti or Lockwood for official statements.

She will also help with implementing new procedures throughout the shelters and programs regarding COVID-19 safety.

p. 562-421-6537
e. info@sucasadv.org

OFFICIAL SU CASA SOCIAL MEDIA OUTLETS



facebook.com/SuCasaEndingDomesticViolence



@su_ending



@su.casa.ending.dv

02

COMMAND CENTER

**IN-PERSON MEETINGS WILL BE SUSPENDED UNLESS DEEMED ESSENTIAL**

To keep our staff, counselors and volunteers as safe as possible and to reduce the spread of COVID-19, we recommend that all non-essential meetings and work place happenings be scheduled virtually via ZOOM or by phone. This also includes, when possible, media appearances or interviews with media outlets.

OFFICE LOCATION FOR SUPPLIES & POTENTIAL IN-PERSON MEETINGS

In the event that staff does need to meet in person, they will use the main office location. All staff is required to wear masks and is encouraged to practice social distancing. All staff must follow the CDC recommended guidelines if they are feeling unwell or have been exposed to COVID-19.

3750 E. Anaheim Street in Long Beach

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ADDITIONAL CONTACTS

LOCAL

LONG BEACH HEALTH & HUMAN SERVICES

Main Health Facilities Center
2525 Grand Ave.
Long Beach, CA 90815
p. 562-570-4000

COVID-19 Hotline
p. 562-570-4636
p. 562-(570-INFO)
hrs. 9 a.m. to 5 p.m.

WOMEN SHELTER OF LONG BEACH

4201 Long Beach Blvd., Suite 102
Long Beach, CA 90807
p. 562-437-7233

NATIONAL

CENTER FOR DISEASE CONTROL & PREVENTION

1600 Clifton Road
Atlanta, GA 30329
p. 800-CDC-INFO
tty. 888-232-6348

NATIONAL DOMESTIC VIOLENCE HOTLINE

p. 800-799-SAFE (7233)

LONG BEACH POLICE DEPARTMENT

Police Dispatch
p. 562-435-6711
(Do not call for an emergency response)

Business Desk Inquiries
(562) 570-7260

Public Safety Building
400 W. Broadway
Long Beach, CA 90802

HOMELESS SERVICES IN LONG BEACH

Long Beach Multi-Service Center
1301 W. 12th St.
Long Beach, CA 90813
p: 562-570-4500

MEDIA

PRESS-TELEGRAM NEWSPAPER

5225 E. 2nd St.
Long Beach CA 90803
p. 562-499-1337
e. ptnews@presstelegram.com

LOS ANGELES TIMES

2300 E. Imperial Highway
El Segundo, CA 90245
p. 213-283-2274

03

KEY STAKEHOLDERS

INTERNAL PUBLICS

- Staff Members
 - Executive Board
 - Operational Staff
 - Counselors
 - Volunteers
- Donors & Sponsors

EXTERNAL PUBLICS

- Domestic Abuse Victims
 - Individuals
 - Families
 - Teens
- Local Community
- City of Long Beach
- Local Domestic Violence Organizations
- Media
- Long Beach Health & Human Services

WHO, WHAT, WHEN & HOW TO CONTACT

Internal Publics: Contacted via phone and email immediately following a potential crisis situation.

Media Response: To be sent immediately via all appropriate channels (social, email, phone, etc.) with facts and cohesive message about what has happened with internal contact information for further questions and inquiries. Contact to be made with local, and if appropriate, national news outlets by the official spokesman.

Social Media & Website: Updates should be timely to ensure the public is aware of what is happening and what steps Su Casa is taking to resolve the situation.

- Only use of official Su Casa social media channels allowed to distribute information

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CRISIS & RESPONSE**GENERAL COVID-19 PROTOCOL***Overview*

COVID-19 stay-at-home restrictions are implemented to help slow the spread of disease. Su Casa must apply new protocols to continue working in a safe and sanitary manner.

Key Messaging

- Su Casa will continue to facilitate a safe and sanitary living and work space for staff and residents
- Counseling, legal assistance, medical appointments and other appointments are conducted through video conferencing methods
- Su Casa upgraded the computer network system to enable for greater bandwidth need and the ability for children to attend school virtually
- New residents are housed in a local hotels for a quarantine period before joining general residence
- Personal Protection Equipment is provided to all residents and their children for the safety of the shelter
- Non-essential excursions from the shelter have been discontinued

Official Media Statement

As stay-at-home restrictions are strengthened due to an increase in the spread of COVID-19 in the Long Beach area, we at Su Casa understand the responsibility we have to keep those seeking shelter and relief from domestic violence safe and healthy. We have taken measures not only to comply with health and safety regulations issued by the state, but also internally to continue the work we do in helping the local community receive immediate relief. We have implemented new safety protocols including mandatory quarantine at a safe location for those in need of long-term shelter and testing to help control the spread of COVID-19. We have taken steps to make online schooling accessible for the children who call Su Casa home, and will continue counseling services for those in need through virtual means. We will continue to monitor the ongoing health crisis and will make changes according to health official's recommendations. Su Casa will continue to be a healing sanctuary where victims can find their voice, develop inner strength, and become self-directed agents of change in their own lives.

ADDITIONAL MATERIALS

SU CASA COVID-19 PROTOCOL TALKING POINTS

OVERALL MESSAGE

Su Casa will continue to facilitate a safe and sanitary living and work space for staff and residents

Su Casa has made the shift to virtual and socially distant programs

Su Casa will work with health agencies to ensure proper practices and implementation of regulations

TALKING POINTS

- We have implemented several health and safety measures to stop the spread of COVID-19 including sanitizing stations, supplying personal care items and health checks for employees and residents (like temp checks.)
- Masks will be provided and required to be worn by all employees and by residents in public areas.
- Counseling, legal assistance, medical appointments and other appointments are conducted through video conferencing methods
- Su Casa upgraded the computer network system to enable for greater bandwidth need and the ability for children to attend school virtually
- Su Casa is in communication with the Long Beach Health and Services in order to safely and fully follow all safety protocols issued by the state.
- We will remain vigilant and will continue to stay updated with CDC recommendations as things evolve.

ADDITIONAL MATERIALS

SU CASA COVID-19 PSA 60 SECONDS

THE NEED FOR EMERGENCY SERVICES FOR VICTIMS OF DOMESTIC ABUSE IS AT AN ALL-TIME HIGH. NATIONALLY, DOMESTIC VIOLENCE INCREASED BY 20 PERCENT SINCE COVID-19 AND SU CASA HAS PARTNERED WITH THE LOS ANGELES MAYOR'S OFFICE TO PLACE MORE THAN ONE HUNDRED SURVIVORS INTO HOTELS, WHILE PERSONALLY HOUSING MORE THAN TWO HUNDRED VICTIMS AND THEIR FAMILIES. FOR MORE THAN 35 YEARS, SU CASA HAS SERVED THE LOS ANGELES COMMUNITY BY OFFERING IMMEDIATE SAFE REFUGE, COUNSELING SERVICES, CASE MANAGEMENT AND TRANSITIONAL HOUSING TO THOSE IMPACTED BY DOMESTIC VIOLENCE AND ABUSE. WE UNDERSTAND NOT ONLY THE NEED TO PROTECT INDIVIDUALS AND FAMILIES FROM IMMEDIATE DANGER, BUT THE IMPORTANCE OF CONTINUED SUPPORT AND EDUCATION TO HELP BREAK THE CYCLES OF ABUSE. WITH THE HELP OF THE COMMUNITY AND OUR MANY PROGRAMS, WE ARE COMMITTED TO HELPING INDIVIDUALS FEEL EMPOWERED AND TO ACHIEVE SELF-SUFFICIENCY WHILE TAKING THE STEPS TO KEEP THEM SAFE AND HELATHY. OUR BELIEF IS THAT ONE RIGHT STEP LEADS TO ANOTHER AND THESE STEPS LEAD TO A COMMUNITY OF PEACE. IF YOU OR ANYONE YOU KNOW IS IN NEED OF IMMEDIATE ASSISTANCE, PLEASE CALL 310-555-7878.

ADDITIONAL MATERIALS

COVID-19 SAFETY INFORMATION FOR THOSE SEEKING SHELTER AT SU CASA: SOCIAL MEDIA

INSTAGRAM, FACEBOOK & TWITTER

KEEPING YOU SAFE AT SU CASA DURING COVID-19

5 Steps for Safety



Rest easy in a safe and clean living space with sanitizing stations and constant supply of personal hygiene care items



Access to virtual counseling, legal assistance, medical appointments and other appointments



New residents are housed in a local hotel for a quarantine period before joining general residence to ensure they COVID-19 free



Masks are provided and required to be worn by residents and their children for the safety of the shelter



Non-essential excursions from the shelter have been discontinued to help control the spread of COVID-19

ADDITIONAL MATERIALS

COVID-19 HEALTH & WELLNESS FORM FOR EMPLOYEES AND RESIDENTS BEFORE ENTERING LIVING FACILITIES

If you are an employee and answer yes to any of these questions, you cannot work today and must reach out to your supervisor for instructions.

If you are seeking immediate refuge and answer yes to any of these questions, please alert a staff member immediately so they can help direct you to the appropriate health services.

Please wait to have your temperature checked before entering and make sure to wear a mask at all times

What is your first and last name?

Your answer

Do you have diarrhea, nausea, or vomiting?

Yes

No

Are you coughing?

Yes

No

Do you have shortness of breath?

Yes

No

Do you have a fever (100.4 or higher)?

Yes

No

New loss of taste and/or smell?

Yes

No

Are you currently waiting for Covid-19 test results?

Yes

No

Have you tested positive for Covid-19?

Yes

No

Have you self-quarantined?

Yes

No

Have you been exposed to anyone currently waiting for Covid-19 test results?

Yes

No

Have you been exposed to anyone who has tested positive for Covid-19?

Yes

No

Have you traveled outside your state or regional area?

Yes

No

Before entering the building what did your temperature read?

Your answer

04

CRISIS & RESPONSE**COVID-19 OUTBREAK IN ANY OF THE
SU CASA SHELTERS***Overview*

A positive COVID-19 case has been discovered at one of the Su Casa residences. Steps need to be taken to control a potential outbreak situation

Key Messaging

- Su Casa will immediately take the appropriate steps to isolate and house the infected individual away from the general population
- Health monitoring and care will be given to the individual who has been infected
- Su Casa will monitor the situation closely to locate any other potential exposure to residents or employees and will contact trace in accordance to local health guidelines
- Su casa will work with local and national health agencies to take the appropriate steps in isolating the incident

Official Media Statement

We at Su Casa have learned of a confirmed positive COVID-19 case within one of our transitional housing facilities. The individual is currently in self-quarantine at a safe and comfortable location as their health status is closely monitored. We are also monitoring and supporting the entirety of our residents and staff, and are taking every step to alert those who may have been exposed to better help them receive any testing or care necessary. As of now, this is an isolated incident. We are working closely with health officials to take the proper steps in sanitizing our locations to reduce the risk of potential COVID-19 cases in the future. We will continue to employ our COVID-19 safety protocols and will evolve with health recommendations accordingly. We wish the individual a speedy recovery and will be here to support them every step of the way.

ADDITIONAL MATERIALS

SU CASA COVID-19 POSITIVE CASE TALKING POINTS

OVERALL MESSAGE

Su Casa will immediately take the appropriate steps to isolate and house the infected individual away from the general population

Health monitoring and care will be given to the individual who has been infected

Importance of health and safety of employees and residents

TALKING POINTS

- The individual and anyone exposed will have a safe place to stay away from the general population until they have received a negative COVID-19 test.
- They will receive the same help and care they would receive if they were in the transitional housing while they recover.
- Su Casa will provide the individual with the appropriate medical care while they are in self-isolation
- We will monitor the individual and will help to keep the family informed with transparent and open communication as they recover.
- Su Casa's top priority will always be the health and safety of its employees and residents.
- Su Casa will continue to work with local health agencies to insure that all appropriate steps (masks, sanitizing, etc.) are taken in controlling the potential spread of COVID-19.

ADDITIONAL MATERIALS

INTERNAL EMAIL FOR EMPLOYEES REGARDING POSITIVE COVID-19 CASE

SUBJECT: COMMUNITY UPDATE POSITIVE COVID-19 CASE IN TRANSITIONAL HOUSING

Hello _____,

Unfortunately, we at Su Casa have learned of a confirmed positive COVID-19 case within one of our transitional housing facilities. The individual is currently in self-quarantine at a safe and comfortable location as their health status is closely monitored.

We are taking every step to alert those who may have been exposed to better help them receive any testing or care necessary. Given the definition of close contact as under 6 ft for more than 15 minutes, we don't consider you to have been in close contact with this individual. However, out of an abundance of caution we are notifying all employees.

If you are feeling ill or experiencing symptoms such as fever, loss of taste or smell, coughing or difficulty breathing, we recommend self-isolating for 14 days per CDC guidelines. Please contact us for testing location information.

We will continue on with our current sanitization, social distancing and screening procedures. As a reminder, employees are prohibited from coming to work if they feel any COVID-19 related symptoms, and should be complying with all health and safety guidelines while at work.

Your health and safety are the top priority for Su Casa and we will continue to take every step possible to ensure a safe working environment during this difficult time. Sincerely,

Dean Lockwood
Director of Development & Community Outreach
p. 760-218-0018
e. dean@sucasadv.org

04

CRISIS & RESPONSE**COVID-19 DEATH OF RESIDENT IN
TRANSITIONAL HOUSING***Overview*

A positive COVID-19 case has resulted in the death of a resident living in long-term transitional housing.

Key Messaging

- Su Casa is devastated by the loss of one of the residents of its safe housing
- Su Casa will continue to notify and support the family and friends of the individual who has passed of COVID-19
- Su casa will continue to work with local and national health agencies to take the appropriate steps in keeping residents and employees safe.

Official Media Statement

We are deeply saddened to have learned of the passing of a resident of our transitional housing facility due to COVID-19. We can only begin to offer our condolences to the family and friends impacted by such an unexpected loss. This individual was an example of strength and dedication as they continued on their journey to peace. Their story of resilience will forever stay with us at Su Casa. We are here to support the family, friends and community who have been impacted by this devastating loss and will continue to offer counseling services to those in need. We will continue to do our best to fight COVID-19 and create a safe and healthy space for all of those who are in need of refuge. Su Casa will continue to be a healing sanctuary where victims can find their voice, develop inner strength, and become self-directed agents of change in their own lives.

ADDITIONAL MATERIALS

SU CASA COVID-19 DEATH OF RESIDENT TALKING POINTS

OVERALL MESSAGE

Loss of resident in transitional housing due to COVID-19

How this individual caught COVID-19 and potential blame of Su Casa

Importance of health and safety of employees and residents

TALKING POINTS

- We can only begin to offer our condolences to the family and friends impacted by such an unexpected loss.
- This individual was an example of strength and dedication as they continued on their journey to peace.
- Su Casa is unable to provide information regarding the intimate details of the individuals health care due to privacy concerns.
- Su Casa has always and will continue to take the appropriate actions in accordance with CDC and health official's guidelines to curb the spread of COVID-19 within its facilities.
- Su Casa's top priority will always be the health and safety of its employees and residents.
- We will continue to offer support to the family, friends and community who have been impacted by the loss. This includes counseling services.

05

CRISIS RECOVERY

The crisis plan should be evaluated and updated regularly as regulations and safety measures change during the COVID-19 pandemic. Constant contact with health officials will allow Su Casa to stay up to date with any changes to combat the spread of COVID-19. All communication channels including phone, email and social media should be evaluated in order to maintain the most effective communication with all publics and stakeholders.

BEST METHODS TO TEST AND EVALUATE THE PLAN

- *Employee questionnaire*: Asks questions about the effectiveness of Su Casa's communication with them, specifically which channel of communication was most effective.
- *Open Discussion with Residents*: Continually talk with residents to see that they feel as though Su Casa is doing everything necessary to keep them safe and to test the effectiveness of communication throughout the housing facilities.
- *Crisis Report*: Explains what Su Casa did well and what needs to be improved upon.
- *Test of communication channels and databases*: Ensure that Su Casa has the ability to retrieve health information and wellness checks from an external source (such as Cloud-based software) in the event of a positive COVID-19 case.

