

FOR IMMEDIATE RELEASE

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Media Contact: Tara Rose, Tara.Rose@vdh.virginia.gov

Crater Health District Announces COVID-19 Marketing Taskforce

The Crater Health District (CHD) is pleased to announce a new opportunity for collaborating and maintaining consistent messaging for all localities within the Crater Health District to include the cities of Emporia, Hopewell and Petersburg, and the counties of Dinwiddie, Greensville, Prince George, Surry and Sussex. The Crater Health District COVID-19 Marketing Taskforce is working together to improve strategic messaging for COVID-19 prevention and safety protocols.

"None of us have lived through a global pandemic of this magnitude. We appreciate the opportunity to collaborate with other Crater Health District localities, to craft and promote consistent messaging designed to slow the spread of COVID-19 and keep our citizens safe." - W. Kevin Massengill, Dinwiddie County Administrator

The Crater Health District's goal has always been to keep everyone in our localities safe and healthy, and that is especially true in this challenging time. The evidence shows that following the Centers for Disease Control (CDC) and Virginia Department of Health (VDH) guidelines for social distancing, hand washing and wearing a mask or face covering helps to protect our community. We all have an opportunity to help slow the spread of COVID-19 by following and promoting those prevention strategies.

"In order to ensure communications are relevant and timely, it is necessary that we come together and share information in a unified manner," says Crater Health District Director Alton Hart, Jr., MD, MPH. "I am grateful that we have established a COVID-19 Marketing Task Force to create a collective voice for the Crater Health District."

To lower the risk of spreading respiratory germs, including COVID-19, the Virginia Department of Health encourages the following effective behaviors:

- Stay home as much as possible, especially when you are sick.
- Avoid close contact with those who are sick.
- Wash your hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer only if soap and water are not available.
- Avoid touching your eyes, nose, and mouth.
- Cover your mouth and nose with a tissue or your sleeve (not your hands) when coughing or sneezing.
- Clean and disinfect frequently touched objects and surfaces.
- Practice social distancing. Maintain at least six feet of space between yourself and other individuals when out in public.

For more information on COVID-19, please visit the following websites: www.craterhd.net, www.vdh.virginia.gov/coronavirus or www.cdc.gov/coronavirus

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