



STOP THE SPREAD. PROTECT TOMORROW.

Everything you need to know about COVID DEFENSE Louisiana's Exposure Notification App

HOW COVID DEFENSE WILL STOP THE SPREAD & PROTECT PUBLIC HEALTH

This is your easy-reference guide for COVID Defense. COVID Defense is Louisiana's exposure notification app. The app requires no personal info to use and makes ourselves, loved ones and communities safer by stopping the spread of COVID-19 so we can safely and fully resume in-person school, business and worship activity.

FREQUENTLY ASKED QUESTIONS

What is exposure notification?

How does it prevent the spread of COVID-19?

Exposure notification is a core disease control method used by public health authorities for decades to help slow the spread of communicable diseases. This is done manually, with communities training thousands of specialized contact tracers. Learn more on the [CDC website](#).

What is the technology behind the COVID Defense app and how will it help slow the spread of COVID?

Google and Apple collaborated to create this exposure notification technology. Bluetooth technology allows public health authorities to quickly and effectively alert people that they may have been exposed and transmit important information about recommended next steps.

Exposure Notifications are alerts that people can receive on their phones to let them know they've been exposed to someone diagnosed with COVID-19. Fast notification of exposure is critical to slow the spread of COVID. Learn more about the [Exposure Notification API](#).

How does exposure notification help the economy?

As the health of our communities stabilize, the focus shifts to resuming normal business operations and economic recovery. An effective exposure notification strategy is a critical component of strong public health plans because it helps contain the spread of the virus and helps prevent another wave that would require a return to sheltering in place.

How does the app protect user privacy?

The app [requires no personal info to use](#).

Additionally, the app:

- Does not track your location
- Does not collect data for advertising
- Cannot be used for any purpose other than COVID-19 response



Learn more here

coviddefensela.com



Reach us here

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HOW YOU CAN HELP STOP THE SPREAD & SUPPORT PUBLIC HEALTH

OUR ASK TO YOU

The COVID Defense app will be successful if it's embraced by a broad community of supporters. To achieve that goal, we need your help in getting the word out about COVID Defense and explaining how it can stop the spread.

Promote the app

Share info about the app on your marketing and media channels.

Introduce the app

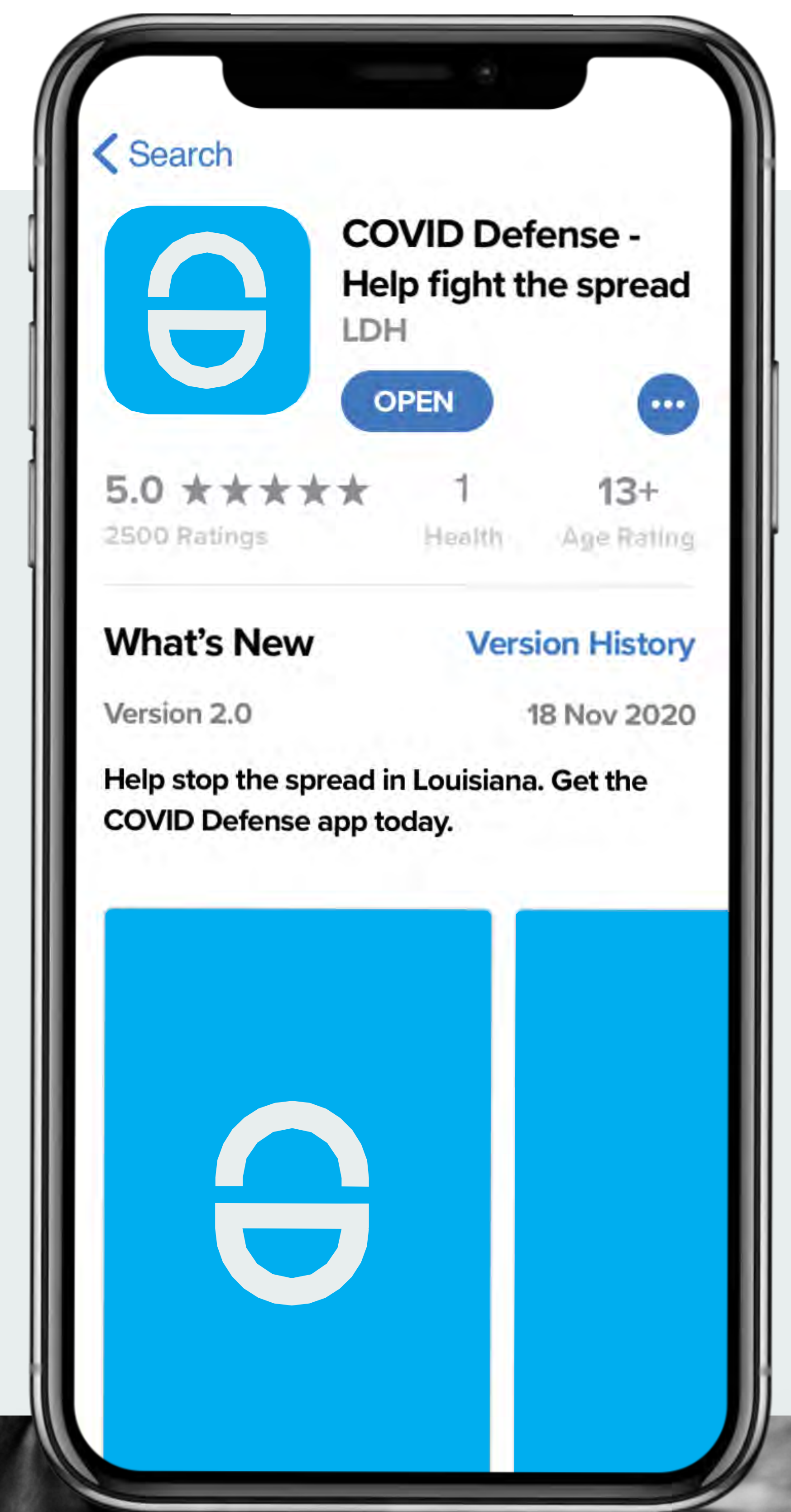
Introduce the app to your audience, explain how it works and why it's a critical weapon in the fight against COVID-19.

Explain the benefits of the app

With everyone who joins, the safety net is stronger. The app requires no personal info and is easy to use.

Download the app & ask others to download the app

Download the app so you know firsthand how easy and fast it is. Ask your audience to download the app from the Apple or Android app store.



KEY MESSAGES

The goal of the app is to slow the spread of COVID-19 so we can safely and fully reopen.

In order to build trust in the app, explain how it works and why it is important. The following message points need to be shared and reinforced by all app supporters.



PROTECT

The app protects you, your loved ones, the community, your privacy & data



REOPEN

Broad app use lets us safely and fully resume in-person school, business, sports, worship & helps keep us open



NO PERSONAL INFO

No personal info is required to use the app



FOR ALL

The app is for everyone 18 & older



EASY

The app is easy to find, use & understand

HELPFUL RESOURCES

We will provide a variety of marketing and communications tools to assist you with sharing information about COVID Defense.



WEBSITE

Our website coviddefensela.com explains how COVID Defense works, why it's important and provides a variety of resources that explain details of the technology for anyone interested



VIDEOS

A short video explaining how exposure notification apps work. [Watch the video.](#)



NEWSLETTER & BLOG CONTENT

Copy you may drop into blogs, e-newsletters or social media posts that explains how COVID Defense works



IMAGES

Images that illustrate why COVID Defense is important and how it works



PRINTABLE HANDOUTS

Documents that can be shared digitally or printed that explain why the app is important and how it works