This Communication Plan serves to prepare Kern County Public Health Services Department to communicate effectively about Valley Fever during the high-risk dry season of May through September and in the event of a dust storm.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. About the <em>Valley Fever Communication Plan</em></td>
<td>1</td>
</tr>
<tr>
<td>B. Goal</td>
<td>1</td>
</tr>
<tr>
<td>C. Valley Fever Risk Information</td>
<td>1</td>
</tr>
<tr>
<td>D. Target Audience, Stakeholders, Partners</td>
<td>2</td>
</tr>
<tr>
<td>E. Objectives</td>
<td>4</td>
</tr>
<tr>
<td>F. Strategies</td>
<td>5</td>
</tr>
<tr>
<td>G. Tactics / Activities</td>
<td>6</td>
</tr>
<tr>
<td>H. Timeline</td>
<td>11</td>
</tr>
<tr>
<td>I. Measurement</td>
<td>12</td>
</tr>
<tr>
<td>J. References</td>
<td>14</td>
</tr>
</tbody>
</table>

## Appendices

<table>
<thead>
<tr>
<th>Appendices</th>
<th>page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fact Sheet</td>
<td>a</td>
</tr>
<tr>
<td>Message Maps</td>
<td>b</td>
</tr>
<tr>
<td>Press Release</td>
<td>c</td>
</tr>
<tr>
<td>45-second Radio Live Read</td>
<td>d</td>
</tr>
<tr>
<td>Valley Fever Risk Scale</td>
<td>e</td>
</tr>
<tr>
<td>Variable Message Sign</td>
<td>f</td>
</tr>
</tbody>
</table>
A. ABOUT THE KERN COUNTY VALLEY FEVER COMMUNICATION PLAN

Kern County (California) Public Health Services Department (KCPHSD) strives to be prepared, be first, and be right. This creates a sense of trustworthiness, which improves the public’s opinion of the Public Health Services Department as experts about Valley Fever. In turn, this will allow KCPHSD to be of the most benefit to the largest number of people possible.

This communication plan serves to prepare KCPHSD to communicate effectively about Valley Fever during the dry season – May through September (which elevates the risk of contracting Valley Fever) – and, in particular, in the event of a dust storm (which elevates the risk of even more) in the San Joaquin Valley during that time. This plan lays out goals, objectives, and activities that KCPHSD and other stakeholders will implement in a Valley Fever event.

The main responsibility of KCPHSD and the communication team is to deliver information quickly and accurately, to improve the health outcomes of those already infected, and to prevent further infection. This Communication Plan will help KCPHSD achieve its mission: to keep the incidence rate of Valley Fever as low as possible during the dry season (May through September).

B. GOAL

The goal of this plan is to establish clear communication procedures for Kern County during the dry season and in the event of a dust storm. This is accomplished by (1) identifying key stakeholders and partners; (2) establishing clear objectives, strategies, and activities for emergency communication, disease management, and disease prevention; (3) establishing guidelines for a time line for rollout of tactics; and (4) having an evaluation plan to measure the success of the Valley Fever Communication Plan and efforts carried out.

The Kern County Valley Fever Communication Plan covers the preparation for and unfolding of the dry season (which brings an elevated risk of Valley Fever) including special procedures in the event of a dust storm during that time. It includes warnings and general health promotion messages focused on prevention and treatment (See Appendices).

This plan emphasizes the dissemination of information and education about Valley Fever to all residents of Kern County, especially high-risk groups and other target audiences. This plan aims to include all necessary information to communicate about the prevention and treatment of Valley Fever in a timely, efficient, and effective manner and support the public health department in the process. The plan outlines the what, when, where, and by whom of communication for Valley Fever season.

C. ABOUT THE RISK OF VALLEY FEVER

Valley Fever is an emerging infectious disease in California caused by inhalation of the fungus Coccidioides immitis, which grows in desert soil. Infection with C. immitis is referred to as coccidioidomycosis, cocci, or Valley Fever.
In California, Valley Fever is found predominantly in the Sacramento and San Joaquin Valleys. Rates of Valley Fever in these regions have increased more than six-fold over the past 10 years, from about 700 cases in 1998 to more than 5,500 cases in 2011, in part because of an increase in population size due to migration to the central valley [increased development causes disruption to the soil, and more people, new to the area, are susceptible] and alterations in climate patterns. In California, rates are highest in Kern County (150 cases per 100,000 population per year). The hospitalization rate in California for 2007, was 1.8 per 100,000 population, with the highest rate in Kern County (45.8 per 100,000 population).

The risk of Valley Fever is seasonal. Risk of Valley Fever is highest when the soil is dry. This risk is exacerbated by wind. Risk is also largest in the summer following a winter of heavy rain following a drought. Or, Drought → heavy rain in winter → dry soil that summer = HIGH RISK! In California, Valley Fever season is, in general, May through September, depending on the amount of rain that has fallen and when the rain ends. In a particularly wet year, Valley Fever season may be shorter. In a drought year, Valley Fever season may be longer.

The incidence rate of Valley Fever is Kern County is growing. Valley Fever is a daily hazard, exacerbated by the effects of drought. High winds during the dry season kick the fungus into the air, causing increased risk of inhalation and development of disease.

At the start of the dry season, and if and when a dust storm is predicted, Kern County Department of Public Health Services will activate its Valley Fever Communication Plan, to protect the health of the public not yet affected.

D. TARGET AUDIENCE AND STAKEHOLDERS/PARTNERS

Target Audience:
Adjacent health departments
All residences of Kern County
Community leaders (especially leaders of African American, Filipino, and Latino communities)
Daycare centers
Farm worker unions
Health care community (all hospitals in the county, all primary care physicians, nurses, 911 operators, EMS first responders)
Homeowner’s Associations
Labor unions
Local business owners (land developers, landscaping companies, stores that sell supplies for working outside - Home Depot, and stores and businesses offering local services for pregnant women {yoga studios, furniture and department stores, maternity clothing stores})
Media outlets (local and regional) – general, trade, and ethnic media
Non-local drivers passing through the area on major highways
Realtors in Kern County / Realtor associations
School districts
Senior centers and assisted living facilities
Stakeholders:
All county residents
Community leaders (especially leaders of African American, Filipino, and Latino communities)
Caltrans
City and county fire departments
City planning departments
Community-based organizations
Daycare centers
Department of Tourism
Department of Transportation
Farm worker unions
Health care community (all hospitals in the county, all primary care physicians, nurses, 911 operators, EMS first responders)
Homeowner’s associations
KCPHSD staff
Labor Unions
Local business owners (land developers, landscaping companies, stores that sell supplies for working outside - Home Depot, and stores and businesses offering local services for pregnant women {yoga studios, furniture and department stores, maternity clothing stores})
Local Parent Teacher Associations
Media outlets (local and regional) – general, trade, and ethnic media
Realtors in Kern County / Realtor associations
School districts
Senior centers and assisted living facilities
Support and advocacy networks for elderly
Support and advocacy networks for people living with HIV/AIDS

Partners:
U.S. Army Corps of Engineers
Adjacent local health departments
Caltrans
Centers for Disease Control and Prevention (CDC)
City and county administration
City and county departments of recreation
City and county elected leadership
City and county fire departments
City and county law enforcement
City planning departments
Civic organizations and unions
Daycare centers
Department of Tourism
Department of Transportation
Farm worker unions
Health care community (all hospitals in the county, all primary care physicians, nurses, 911 operators, EMS first responders)
Homeowner’s associations
KCPHSD staff
Knowledge leaders about Valley Fever
Labor unions
Local and regional emergency services
Local business owners (land developers, landscaping companies, stores that sell supplies for working outside - Home Depot, and stores and businesses offering local services for pregnant women (yoga studios, furniture and department stores, maternity clothing stores))
Local Red Cross
Media outlets (local and regional) – general, trade, and ethnic media
School districts
Senior centers and assisted living facilities
Support and advocacy networks for elderly
Support and advocacy networks for people living with HIV/AIDS
Realtors in Kern County / Realtor associations
US Department of Agriculture (Local)

E. OBJECTIVES
The goal of the Kern County Valley Fever Communication Plan is to establish clear communication procedures for Kern County during the dry season and in the event of a dust storm (or possible outbreak of Valley Fever).

1. EDUCATION and TRANSMISSION Objective: Effectively communicate public health information (what, when, where, why, action steps) about elevated risks of Valley Fever during the dry season to target audience, stakeholders, and partners, via media, radio PSAs, phone hotline, website, social media, and warning systems.

2. LEADERSHIP Objective: Position the KCPHSD as a trusted source for information about Valley Fever and how to act during a dust storm by communicating empathy and concern, accurate scientific information, and suggestions about what people can do to protect themselves.

3. MESSAGING Process Objective: Create messages from KCPHSD that are: accurate and reliable, credible, clear, consistent, frequent, empathetic, and appropriate for different socio-economic and demographic characteristics of various target audiences.

4. REACH AND COVERAGE Objective: Maximize the reach and coverage of prevention and treatment messages.

5. KNOWLEDGE and AWARENESS OBJECTIVE: Improve the public’s knowledge about prevention and treatment of Valley Fever, including the means by which information will be communicated to them and where they can access more information themselves.

6. TRAINING Objective: Train staff of KCPHSD and key stakeholders to be knowledgeable and competent to then be able to execute Valley Fever risk communication during the dry season and in the event of a dust storm.
7. **BEHAVIOR OBJECTIVE**: Foster compliance of all citizens with specific instructions and advice for prevention and treatment.

**F. STRATEGIES**  
Specific strategies will accomplish the objectives listed above.

- Create, pre-test, and initiate messages that are timely, accurate, empathetic, and credible.  
  *(This strategy addresses the leadership, messaging, education and transmission, and behavior objectives.)*

- Develop and implement communication strategies to reach high-risk populations.  
  *(This strategy addresses the leadership, messaging, education and transmission, and behavior objectives.)*

- Create and implement all communication channels (website, phone hotline, variable message signs, Valley Fever Risk Scale, press releases, radio spots, fact sheets, Facebook, and Twitter). *(This addresses the reach and coverage, leadership, messaging, and education and transmission objectives.)*

- Leverage all media sources (radio, TV, social media, newspapers) to communicate the KCPHSD-established key messages for prevention and treatment.  
  *(This strategy addresses the messaging, education and transmission, reach and coverage, knowledge, and behavior objectives.)*

- Establish, inculcate, and normalize two warning systems: roadway variable message signs and Valley Fever Risk Scale) [See Appendices e and f]  
  *(This strategy addresses the messaging, education and transmission, reach and coverage, knowledge, and behavior objectives.)*

- Train key staff about Valley Fever, key messages, policies, and procedures. Practice procedures that would take place in the event of a dust storm.  
  *(This strategy addresses the training and behavior objectives.)*

- Establish relationships with health care communities to plan for streamlined, collaborative, and expedited assignment and routing and placement of patients in the event of a dust storm (or resulting outbreak). *(This strategy addresses the training and behavior objectives.)*

- Evaluate the Valley Fever Communication Plan and execution for its effectiveness, timeliness, reach, coverage, and satisfaction (trustworthiness, comprehensiveness).  
  *(This addresses the reach and coverage, leadership, messaging, and education and transmission objectives.)*
G. TACTICS / ACTIVITIES
These activities detail the steps for creating dry-season messaging about Valley Fever and establish standard operating procedures in the event of a dust storm. Individual activities will be assigned to specific people at the initial Strategy and Planning meeting.

ESTABLISHING MESSAGING

- Establish communication team
  - Public Information Officer/Risk Communication Lead to serve as overall communication lead
  - Designate a spokesperson for Valley Fever
  - Content and Message Coordinator to serve as chief writer for all public information materials
  - Partner/Stakeholder Coordinator to serve as chief liaison with partners and stakeholders

- Activate target audience, gatekeepers to target audience, stakeholders, and partners
  - Determine who they are
  - Coordinate, communicate, and foster alliances with them
  - Leverage their participation in creating key messages
  - Leverage their participation for information distribution
  - Train them in the communication plan

- Establish a phone hotline
  - Establish an easy-to-remember 800-number that people can call to receive more information about Valley Fever
  - Write script for phone hotline message
  - Ensure information includes things residents can do to take action during the emergency
  - Provide information in English, Spanish, and Tagalog
  - Link toll-free to the CDC’s Public Hotline (800-232-4636)
  - Pre-test message with focus groups (made of representatives of target audience) for clarity and cultural appropriateness
  - Designate a staff member to maintain, update, and monitor the phone hotline as Valley Fever risk changes and new information may be needed; train him/her to do so

- Create a Valley Fever website
  - Prioritize information about prevention and treatment
  - Ensure information includes things residents can do to take action
  - Include elevated risk and warning sections corresponding to higher levels of the Valley Fever Risk Scale:
    - Elevated risk for dry season
    - Warning for extreme risk during a dust storm
    - Each section will give information appropriate for the different levels of prevention and treatment
    - These sections will be released during dry season and in the event of a dust storm
  - Provide information in English, Spanish, and Tagalog
  - Provide links to additional resources, including CDPH and CDC
 Include low literacy materials
• Include links to other websites with more information
• Include list of partners and their contact information
• Include information about the Valley Fever Risk Scale and proper prevention and treatment for each level
• Include media materials produced about Valley Fever to date
• Pre-test website with focus groups (made of representatives of target audience) for clarity and cultural appropriateness
• Designate a webmaster to maintain and update website as Valley Fever risk changes and new information may be needed; train him/her to do so

 o Create social media presence (Facebook and Twitter)
  • Prioritize information about prevention and treatment
  • Ensure information includes things residents can do to take action
  • Provide information in English, Spanish, and Tagalog
  • Include information about the Valley Fever Risk Scale and proper prevention and treatment for each level
  • Include information appropriate during dry season, emphasizing elevated risk and the importance of prevention and treatment [to be kept hidden until dry season]
  • Include information appropriate in the event of a dust storm or outbreak, emphasizing extreme risk and the importance of immediate prevention and treatment [to be kept hidden until needed for an actual dust storm event]
  • Designate a staff member to maintain and update social media as Valley Fever risk changes and new information may be needed; train him/her to do so

 o Create Fact Sheets
  • Create different sheets for various high-risk groups
  • Prioritize information about prevention and treatment
  • Ensure information includes things residents can do to take action
  • Provide information in English, Spanish, and Tagalog
  • Provide links to additional resources, including CDPH and CDC
  • Include low literacy materials
  • Develop brochure from fact sheet and send to press for hard copy distribution

 o Create press release
  • Prioritize information about prevention and treatment
  • Ensure information includes things residents can do to take action
  • Determine media distribution lists for Press Releases

 o Create radio PSAs
  • Write scripts for 15, 30, and 45 second radio PSAs, for both elevated risk and warning
  • Prioritize information about prevention and treatment
  • Ensure information includes things residents can do to take action
  • Provide information in English, Spanish, and Tagalog
  • Recruit Jerry Brown to record the announcements in English
Recruit community leaders in the African American, Filipino American, and Latin American communities to record PSAs
Identify radio stations for distribution for PSAs
Create different versions for dry season and for a dust storm event

Establish Variable Message Sign
- Meet with Caltrans to initiate the process of creating variable message sign(s)
- Work with Caltrans to create text for messages
- Determine roadways and highways appropriate for deployment (5, 33, 43, 46, 58, 65, 99, etc.)
- Designate key contact at Caltrans to activate signs as Valley Fever risk changes and train them in the Valley Fever Communication Plan so that they know when to activate sign and when the message on the sign may change and how they will be informed of both
- Designate contact person at KCPHSD to communicate with Caltrans

Establish Valley Fever Risk Scale
- Meet with knowledge leaders and scientists to develop scale, including when to activate it, how each level is measured, implications of each level for prevention/treatment messages
- Create graphics and signage with Valley Fever Risk Scale
- Post information about the Risk Scale on the website, including proper prevention and treatment for each level
- Designate someone from the Department of Transportation to maintain the sign and change signage as Valley Fever risk changes
- Designate contact person at KCPHSD to communicate with DOT

Connect with health care community
- Identify key health care facilities and providers with whom to partner
- Create plan for streamlined, collaborative, and expedited assignment and routing of patients in the event of a dust storm
- Train them in key messaging and the Valley Fever Communication Plan

FOR THE DRY SEASON

Activate the warning systems
- Increase the Valley Fever Risk Scale level as necessary
- Deploy variable message signs and alter as necessary

Activate all communication channels and monitoring at elevated risk level
- Activate elevated risk section of website, elevated risk message on phone hotline, and push elevated risk messages to Facebook and Twitter
- Distribute fact sheets
- Activate radio PSAs
- Activate Valley Fever spokesperson(s)
- Activate media monitoring
- Activate internet monitoring
- Monitor what is being said about the event and whether the information is accurate
prepared + first + right = trustworthy & effective

- Release initial information to media, public, and partners through arranged channels
  - Distribute press release to media contacts via email
  - Ensure spokesperson(s) are standing by for potential media inquiries
  - Distribute media materials to partner/stakeholder organizations

**IN THE EVENT OF A DUST STORM**

- Identify and establish contact with the Valley Fever communication team, including:
  1. Public Information Officer/Risk Communication Lead to serve as overall communication lead
  2. Content and Message Coordinator to serve as chief writer for all public information materials
  3. Media Coordinator to act as media liaison and contact person for team
  4. Direct Public Outreach Coordinator to manage all direct communication other than media (fact sheets, website, social media, phone hotline)
  5. Partner/Stakeholder Coordinator is the chief liaison with partners and stakeholders
  6. Communication Monitor to monitor and evaluate all external and internal communication

- Create a communication protocol and timeline
  - Create list of responsibilities and specific tasks (work plan) for each identified members of the crisis team, including timeline for each task

- Identify and train spokespersons
  - Training includes key message coaching (especially prevention and treatment) and probable Questions and Answers (Q&As)

- Connect with health care community
  - Confirm key health care facilities and providers
  - Activate plan for streamlined, collaborative, and expedited assignment and routing of patients to emergency departments

- Amplify communication and messaging
  - Elevate Valley Fever Risk Scale level
  - Elevate variable message sign messaging
  - Activate *warning* section of website, warning message on phone hotline, and push warning messages to Facebook and Twitter
  - Elevate phone hotline message and radio PSAs to *warning* level
  - Determine the local health department’s role in the response to the dust storm
  - Determine who is being affected by it and what they need to know
  - Activate communication team with a call down list
  - Activate dust storm section of the website and dust storm materials and messaging

- Prepare information and obtain approvals for release
  - Identify high-risk and other vulnerable populations
  - Prepare initial media statement
**prepared + first + right = trustworthy & effective**

- Draft and obtain approval on initial news release
- Confirm media contact list

  - Release initial information to media, public and partners through arranged channels
    - Distribute news release to media contacts via email
    - Update media materials produced to date to website
    - Ensure spokesperson(s) are standing by for potential media inquiries
    - Distribute media materials to partner/stakeholder organizations.
    - Establish regular briefing schedule and protocols with them
    - Establish regular briefing schedule and protocols for working with the media

  - Disseminate additional information
    - Send follow-up release with additional event information *(and details of news conferences/media briefings, if scheduled)*
    - Create additional materials including fact sheet and media advisory for news conferences/media briefings, as necessary
    - Send additional information to media, as available
    - Continue to monitor media coverage

  - Conduct press conference
    - In the event of a major outbreak
    - Determine time and location of conference
    - Notify media of scheduled news conference
    - Invite journalists to submit unanswered questions by email to media coordinator
    - Gather information addressing unanswered journalist questions and respond to questions

---

**AT THE END OF THE DRY SEASON (following the first rain of the season)**

  - Conduct Process Evaluation and Impact Evaluation
    - Identify what aspects of the program need evaluating
    - Establish variables of interest to measure
    - Contact key gatekeepers of target audience to collect data
    - Collect data for all variables being measured (hits to website, phone calls made to hotline, masks distributed, visits to emergency departments, number of days people remained at home from work, etc.)
    - Perform analysis

  - Revise *Valley Fever Communication Plan* according to evaluation
    - Determine need for changes to the *Valley Fever Communication Plan*
    - Determine need to improve policies and processes
    - Institutionalize changes with appropriate resources and training
    - Revise dust storm-specific plan policies and procedures based on lessons learned
H. TIMELINE

A timeline geared toward the start of Valley Fever season in May is appropriate. High-risk season for Valley Fever is May through September, when the soil is driest. The rainy season typically begins in October and runs through March / April. When the rainy season ends the soil begins to dry out and is completely dry by May. Dry soil increases the risk of Valley Fever. The risk remains higher until the rain begins again in October.

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
</table>
| October | Strategy and planning  
- Establish communication team  
- Determine who will carry out what tasks  
- Prioritize tasks  
- Determine milestone dates  
- Set dates for deliverables  |
| November| Initiate Contact  
- Determine who the target audience, gatekeepers to target audience, stakeholders, and partners are and foster alliances  
- Begin developing all communication outlets  
  - Variable message signs  
  - Valley Fever Risk Scale  
  - Begin building Valley Fever website (to be completed by end of January)  
  - Establish phone line  
  - Fact sheets  
  - Press release statements  
  - Radio PSAs  
  - Meet with Caltrans to initiate the process of creating variable message signs  
  - Meet with Valley Fever experts to develop Valley Fever Risk Scale  |
| December| Engage target audience  
- Leverage target audience, gatekeepers to target audience, stakeholders, and partners to help create key messages  
- Pre-test all material with focus groups (made of representatives of target audience) for clarity and cultural appropriateness  
- Train target audience, gatekeepers to target audience, stakeholders, and partners in communication plan  |
| January | Key messages  
- Hone key messages and make changes according to pre-testing  
- Become familiar with key messages  |
| February| Complete development of all communication outlets  
Create information distribution plan  
- Engage target audience  
Compile Media contact info  
- Finalize media material  
- Send fact sheet brochures to press  |
| March  | Establish leadership  
- Identify personnel to maintain phone hotline and maintain website  
- Identify personnel in charge of distributing press releases, radio PSAs, and fact sheets  
- Designate key contact at Caltrans to activate signs as Valley Fever risk changes  
- Train all relevant personnel  |
### prepared + first + right = trustworthy & effective

<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| April         | Prepare for the beginning of dry season  
|               | Activate warning systems                                              |
| May           | Activate all communication channels and monitoring  
|               | Release initial information through arranged channels  
|               | Create a timeline for activities and events in the event of a dust storm |
| June through September | Monitor media for dry-season level media activity  
|               | Conduct active and passive surveillance of Valley Fever cases  
|               | Remain alert for dust storm danger  
|               | - Review communication protocol in the event of a dust storm  
|               | - Create a communication protocol and timeline  
|               | - Amplify messaging and warning systems should a dust storm be predicted  
|               | - Prepare information and obtain approvals for release  
|               | - Release initial information to media, public and partners through arranged channels  
|               | - Monitor media  
|               | - Conduct active and passive surveillance of Valley Fever cases |
| October       | Process evaluation  
|               | Impact evaluation                                                   |
| November      | Conduct ongoing maintenance of Valley Fever Communication Plan  
|               | Update and change materials and protocols as necessary  
|               | Execute training for new protocols                                  |

### I. MEASUREMENT
Measurement serves to gauge the success of the Valley Fever Communication Plan after the dry season and after a major dust storm event. Benchmarks, questionnaires, and other measurement devices are used to evaluate the activities carried out and compare them to the implementation plan (activities) and original objectives.

**Process Evaluation**
Process evaluation will measure the fidelity of the Valley Fever Communication Plan.

**Implementation**
Was Valley Fever Communication Plan implemented as planned and according to the established timeline?

**Community Relationship Building**
Was contact made with all gatekeepers to target audience, stakeholders, and partners?

*All contact with gatekeepers and target audience, stakeholders, and partners will be logged in the KCPHSD database and then evaluated in October.*

**Education Objective**

**Comprehension:**
Was information about prevention and treatment of Valley Fever communicated effectively to the target audience?  
Did the target audience understand the information?  
*Measured using a post-test questionnaire about Valley Fever, distributed randomly within the target audience within Kern County.*
Reach:
How many fact sheet brochures were distributed?
How many roadway variable message signs were deployed, and for how many hours / days? And how many cars were on the roads during that time?

Coverage: What percentage of target audiences were exposed to the messages?

Impact Evaluation
Impact evaluation will measure whether Valley Fever Communication Plan achieved its outcome objectives.

Knowledge and Awareness Objective
Is the general public more aware of and knowledgeable about Valley Fever prevention and treatment?
Measured using a pre-test / post-test questionnaire about Valley Fever, distributed randomly within Kern County.

Behavior
Did the target audience comply with specific instructions and advice for prevention and treatment?
Measured for several different constructs. For example:

Masks:
- How many free masks were distributed by the Kern County fire department during a dust storm?
- For how many workdays over the period of a dust storm did outdoor laborers self-report wearing masks at work?

Testing for immunity:
- How many immunity tests were done by Kern County health care providers from May through September?

Outcome Evaluation
Outcome evaluation will measure whether Valley Fever Communication Plan achieved its mission, to keep the incidence rate of Valley Fever as low as possible during the dry season (May through September).

Measured using passive and active surveillance of reported cases of Valley Fever from May through September. This could also be measured by passive and active surveillance of fatalities from Valley Fever.
This could also be measured by days lost from work:
- How many Valley Fever sick days were reported by employers of their employees?
- Average duration of absences due to Valley Fever at work?
J. REFERENCES


