

**IREDELL COUNTY  
HEALTH DEPARTMENT  
COVID-19 VIDEO  
CAMPAIGN PLAN**

## Participants

Role	
Names redacted for Privacy	Interviewee, Video I Extra
	Interviewee, Video I Possible Extra
	Interviewee, Video I Possible Extra
	Interviewee Back-up, Video I Extra
	Interviewee, Video II Extra
	Interviewee, Video II
	Back-Up Interviewee, Video II Extra
	Back-up Interviewee, Video II Possible Extra
	Extra
	Back-up Extra if Needed

Iredell County Health Department  
Wednesday, April 13-14, 2021

**Wednesday, April 13**

**Schedule**

**10:00 a.m. – CREW CALL at Wallace House, Mitchell Community College**  
420 Walnut St. Statesville, NC 28677  
10:05 a.m. – Crew meeting  
**11:00 a.m. – A-CAM & B-CAM ROLL: INTERVIEW WITH YUNUEN JAIMEZ-VAZQUEZ**  
**11:30 a.m. – A-CAM & B-CAM ROLL: INTERVIEW WITH TIANA HERNANDEZ**  
**12:00 p.m. – A-CAM & B-CAM ROLL: INTERVIEW WITH VANESSA DEYANIRA GARCIA**  
12:30 p.m. – Crew Lunch  
01:15 p.m. – Prep for 2nd round of interviews  
**01:30 p.m. – A-CAM & B-CAM ROLL: INTERVIEW WITH MARIAH BAYER**  
**02:00 p.m. – A-CAM & B-CAM ROLL: INTERVIEW WITH EMMA THERIOT**  
**03:30 p.m. – A-CAM & B-CAM ROLL: INTERVIEW AMIR BAILEY**  
03:00 p.m. – Wrap interviews, load gear  
04:00 p.m. – Load out

**Thursday, April 14**

**Schedule**

**10:00 a.m. – CREW CALL at MITCHELL COMMUNITY COLLEGE**  
500 W. Broad St. Statesville, NC 28677  
10:05 a.m. – Crew meeting  
**10:15 a.m. – A-CAM & B-CAM ROLL: MAIN BUILDING/CAMPUS CIRCLE WITH (EXTRA)**  
**10:45 a.m. – A-CAM & B-CAM ROLL: BRICK SIGN FACING BROAD STREET WITH (EXTRA)**  
**11:15 p.m. – DEPART for DOWNTOWN STATESVILLE CLOCK TOWER**  
101 S. Center St. Statesville, NC 28677  
\*\*approx 3 minutes away  
**11:20 p.m. – A-CAM & B-CAM ROLL: CLOCK TOWER (EXTRAS)**  
**11:50 p.m. – DEPART for MARTIN LUTHER KING JR. PARK**  
911 Lakewood Dr. Statesville, NC 28677  
\*\*approx 4 minutes away  
**12:00 p.m. – A-CAM & B-CAM ROLL: GAZEBO WITH (EXTRAS)**  
**12:30 p.m. – A-CAM & B-CAM ROLL: SIGN**  
**01:00 p.m. – A-CAM & B-CAM ROLL: FOUNTAIN**  
**01:30 p.m. – DEPART for TBD LUNCH LOCATION \*\*approx. TBD minutes away**  
**02:15 P.M. – DEPART FOR MAC ANDERSON PARK**  
433 N Race St. Statesville, NC 28677  
\*\*approx. TBD minutes away  
**02:30 p.m. – A-CAM & B-CAM ROLL: JOGGING WITH (EXTRA)**  
**03:00 p.m. – A-CAM & B-CAM ROLL: MEDITATION WITH (EXTRA)**  
**03:30 p.m. – A-CAM & B-CAM ROLL: JOURNALING/HEALTHY LUNCH WITH (EXTRA)**  
**04:00 p.m. – A-CAM & B-CAM ROLL: ENVIRONMENTAL SHOTS**  
04:30 P.M. – Crew wraps, load gear

## Interview Location

### Wallace House, Mitchell Community College

420 Walnut St. Statesville, NC 28677

Exterior: (Late Afternoon/Early Evening)



Interior: (Late Afternoon/Early Evening)



Interior: (Late Afternoon/Early Evening)



Interior: (Late Afternoon/Early Evening)



## Locations for B-Roll

Place	Address	Specific Landmark(s)
Mitchell Community College	500 W. Broad St, Statesville, NC 28677	Main Building/Campus Circle w/ Extras, Brick Sign Facing Broad Street w/ Extras
Downtown Statesville Clock Tower	101 S. Center St, Statesville, NC 28677	Clock Tower (shot panning up)
Martin Luther King Jr. Park	911 Lakewood Dr, Statesville, NC 28677	Fountain, Sign, Extras in Gazebo
Mac Anderson Park (Running/Walking/Park)	433 N Race St, Statesville, NC 28677	Exercising

## Additional Shots (can be stock footage)

Shot	Video
Sanitizing high touch surfaces with a wipe	I & II
Washing hands	I & II
Putting on a mask	I & II
Getting a vaccine	I & II
Washing fruits & veggies	II
Exercising	II
Doctor's visit	I & II
Sneezing/coughing into arm	I & II

## Video I Talking Points & Interview Questions (English)

Talking Point	Question
Lessons Learned from COVID-19 Pandemic <ul style="list-style-type: none"> <li>Mention Vaccination</li> </ul>	<ul style="list-style-type: none"> <li>What are some things you learned about public health and preventing illness from the COVID-19 pandemic that you will continue to use?</li> </ul>
Layered Prevention Strategies <ul style="list-style-type: none"> <li>Keeping up to date on vaccinations/boosters</li> <li>Masking when sick</li> <li>Covering sneezes and coughs</li> <li>Staying home when sick</li> <li>Staying on-top of doctor's visits</li> <li>Taking care of mental health</li> <li>Managing Stress</li> <li>Eating Healthy</li> <li>Staying Active</li> </ul>	<ul style="list-style-type: none"> <li>How do you protect yourself from getting sick?</li> <li>How do you stay mindful of your own risks and prevent spreading your germs to other people?</li> <li>What do you do to take care of your mental health?</li> <li>How do you manage the stress of school, extracurriculars, family, and staying healthy?</li> </ul>
Going Back to a New & Healthier Normal <ul style="list-style-type: none"> <li>Prioritize <ul style="list-style-type: none"> <li>Vaccination</li> <li>Mental Health</li> <li>Self-Care</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>How does being mindful of your health help the community stay healthy?</li> <li>What would you encourage your friends, peers, and community to do so we can go back to a new, healthier normal?</li> </ul>

## Video II Talking Points and Interview Questions (Spanish)

Talking Point	Questions
Challenges faced throughout the pandemic <ul style="list-style-type: none"><li>• Challenges</li><li>• Coping strategies</li><li>• Managing stress<ul style="list-style-type: none"><li>◦ Exercise</li><li>◦ Self-care</li></ul></li><li>• Managing chronic illness<ul style="list-style-type: none"><li>◦ Staying active</li><li>◦ Managing symptoms</li><li>◦ Eating healthy</li></ul></li></ul>	<ul style="list-style-type: none"><li>• What are some of the challenges you've faced over the course of the pandemic?<ul style="list-style-type: none"><li>◦ Can include loss of family member, managing chronic illness, dealing with COVID-19, long-COVID symptoms, Being a parent, etc.</li></ul></li><li>• What has been your experience managing stress during this time?</li></ul>
Layered Prevention Strategies <ul style="list-style-type: none"><li>• Keeping up to date on vaccinations/boosters</li><li>• Masking when sick</li><li>• Covering sneezes and coughs</li><li>• Staying home when sick</li><li>• Staying on-top of doctor's visits</li><li>• Taking care of mental health</li><li>• Eating Healthy</li><li>• Staying Active</li></ul>	<ul style="list-style-type: none"><li>• How do you protect yourself from getting sick?</li><li>• How do you stay mindful of your own risks and prevent spreading your germs to other people?</li><li>• How do you take care of your health?<ul style="list-style-type: none"><li>◦ What are your favorite ways to stay active?</li><li>◦ What do you do to take care of your mental health?</li><li>◦ What's your favorite healthy meal to make or eat?</li></ul></li><li>• How does taking care of your health help you take care of yourself and your family?</li></ul>