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Latest Re-Opening Response Plan to target outreach

Plan will support local and state efforts; focus on businesses, populations

CARSON CITY, NV – Today, Nevada Health Response, in coordination with the Department of Health and Human Services and the Department of Business and Industry, released the latest Nevada COVID-19 Re-Opening Response Plan.

The State anticipated an increase in positive COVID-19 cases as businesses re-opened, and this plan is a targeted response to review data and focus on affected communities to protect public health.

"This expanded plan utilizes traditional public health outreach and targeted interventions with strong enforcement strategies to ensure compliance," said **Julia Peek, Deputy Administrator, Division of Public and Behavioral Health, Community Health Services.** "It is intended to build on Governor Sisolak's directive requiring face coverings. As the trend in cases continues to grow, we will continue to use every tool available to implement a comprehensive, multi-disciplinary approach to protect the health of Nevadans and our visitors."

Since the beginning of June, Nevada has observed increases to the number of daily new COVID-19 cases being diagnosed throughout the state. The COVID-19 cases identified in June have shifted to a younger age demographic and a higher proportion of cases are of Hispanic ethnic origin.

A newly created COVID-19 Prevention Ambassador Program will support local and state workforce programs and provide outreach and resources for residents. This initiative will

focus on communities most impacted by COVID-19 and Ambassadors will be trained to educate and encourage individuals to take the precautions necessary to protect themselves from this virus.

Additionally, the State of Nevada will implement a targeted strategy of outreach and enforcement to support the counties most impacted by COVID-19. This plan includes a partnership with the Division of Industrial Relations in the Department of Business and Industry which has established a phone line to take complaints regarding non-compliant businesses, increase unannounced business surveillance and coordinate with chambers of commerce to promote messaging for Nevada industries. Those phone lines are (702) 486-9020 and (775) 688-3700.

"The collaboration between State agencies illustrates Nevada's resiliency, and drive to work together to support each other when protecting our communities," **said Gov. Steve Sisolak.** "We know that if we stay safe, we can stay open, and I'm grateful that the State continues to take a concerted approach in our efforts to mitigate the spread."

These strategies support Nevada's three public health goals of testing at least 2 percent of Nevada's population each month, having a contact tracer reach out to every Nevadan who tests positive for COVID-19 within 24 hours of the confirmatory lab report being received by the health authority, and reaching out to close contacts of those testing positive within 24 hours of identification.

More information on Nevada's COVID-19 response can be found at NVHealthResponse.nv.gov

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