



## On Thursday, July 16, The Rockefeller Foundation is releasing an update to its Covid-19 testing and tracing action plan.

### Background

As more states begin to loosen restrictions and reopen institutions, Covid-19 cases continue to accelerate in more than half of the U.S. Without a strategy that involves rapidly scaling up fast, inexpensive screening tests that can be used by schools and places of work, America faces an impending disaster. In April, we reached our first target of 3 million tests per week, but with bottlenecks and lag times, it's clear we need to do more to curb the spread of this deadly virus. That's why we are proposing a massive financial & organizational effort to get to 30 million tests and beyond.

The Rockefeller Foundation has developed a new testing strategy to not only safely reopen our communities and workplaces, but to keep them open this fall. The plan outlines four recommendations:

1. Resolve diagnostic testing shortages and implement widespread screening testing
2. Increase the use, speed, public trust, and support services for contact tracing
3. Strengthen the data infrastructure and use data to drive testing and tracing
4. Focus public communications on the value of personal safety measures, testing, and tracing

### Our Ask

We hope you will join us in sharing messages from the plan to make the case that the U.S. needs smarter testing, improved contact tracing, and more effective public health communication in order to keep the country open. This document contains social media messages and graphics that can be used to share The Rockefeller Foundation's new [National Covid-19 Testing and Tracing Action Plan](#).

Campaign hashtag (please include in all posts):

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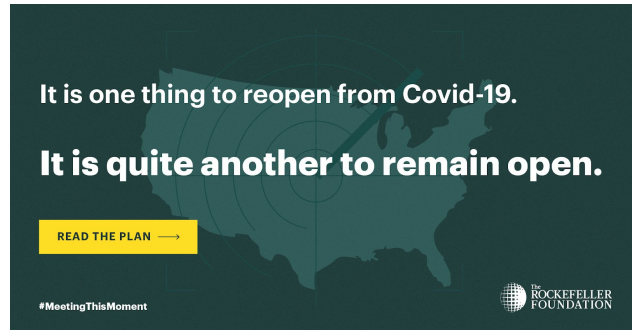
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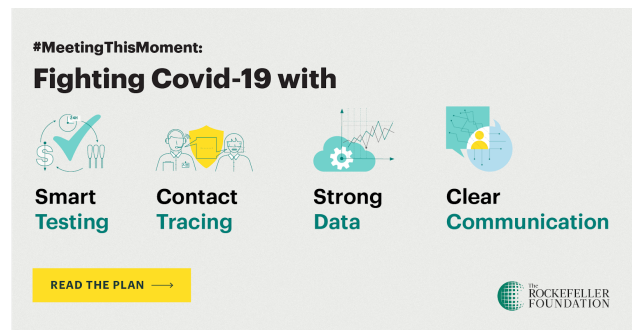
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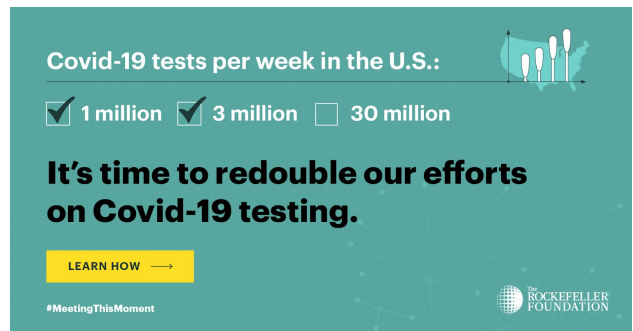
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**Fighting Covid-19 doesn't stop with testing.**  
We need **robust contact tracing** to stop transmission within communities.

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**Smart Testing**   **Contact Tracing**   **Strong Data**   **Clear Communication**


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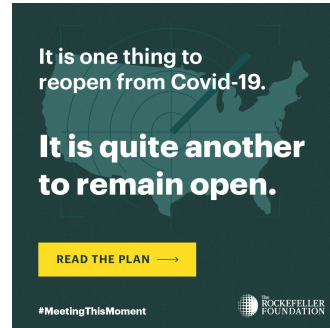
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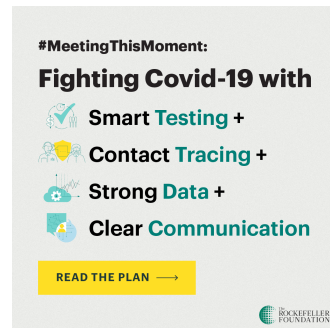
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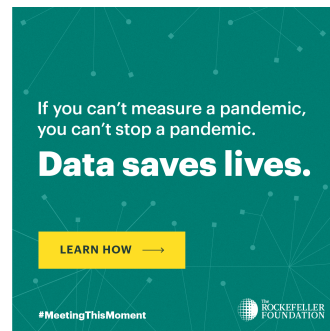
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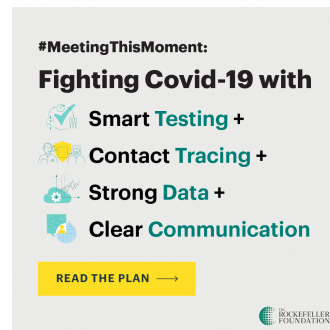
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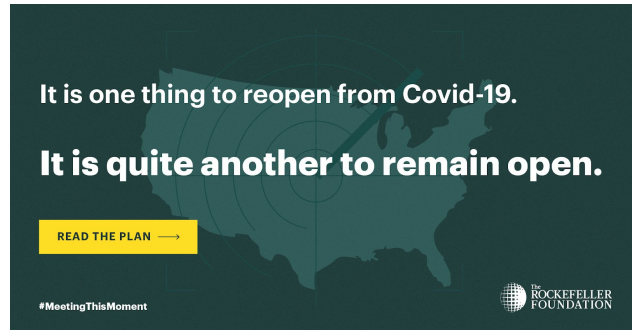
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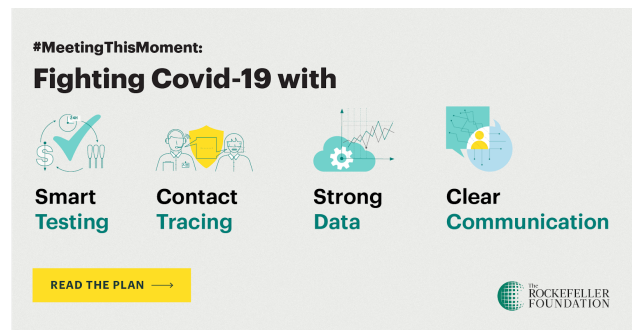
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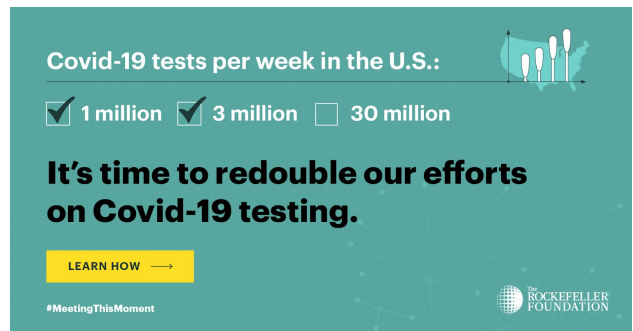
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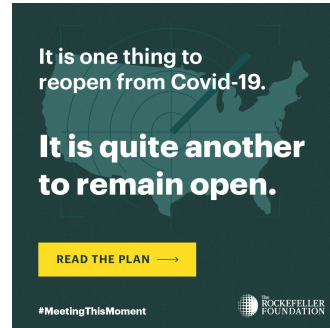
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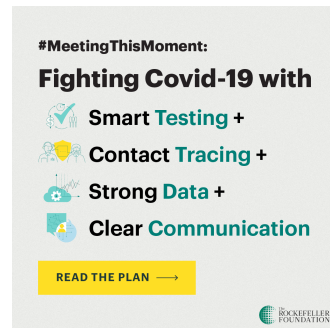
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