

We are one person
We are too alone
We are three together
We are for each
Steven Stills (slightly paraphrased)

I might be stretching the envelope just a bit on this one, but when I heard the chorus of Steven Stills' song the other day I couldn't help but make it about this small town, our precious community, and to relate it to this resurgent virus, and to winter's looming chill.

I am afraid that after eight months of iteration and reiteration, the mantra of COVID-19: mask, wash, distance; mask, wash, distance—has receded until it blends into the aural background, competing with insurance commercials and the countering ads of accident attorneys.

As individuals we tend to go about our regular business on our own. Mixed messages from Big Government have diluted the urgency of our counter-virus advice. I fear that we will resist (CHORUS, *in unison*): the guidelines, recommendations and executive orders that tell us to stay home. Yet now, more than ever, we do need to follow that advice. I hope we can remember that we are all in this together, and that we are here for each other's comfort and support.

Deep River and our tri-town neighbors have been fortunate for a long time. We have maintained a lower case rate than the majority of the state, and while that seems to have ended, this local increase in positive cases is in direct correlation to the county and the state. We are not experiencing an outbreak due to any individual instance, rather, we are seeing an increase in transmission due primarily to family transmission and the simple fact that people are more mobile in their daily lives and may be required to travel outside of our little bubble. As county and state cases increase, it will become inevitable that transmission will continue to occur here at home.

BUT WE CAN BE IN CONTROL. We have the will. We have the purpose. Let's search through the babble for the message, the words we are tired of hearing, the COVID-19 mantra:

Mask On, Six Feet Between Us, Wash Hands.

Good News:

Free COVID-19 testing is now in our area on a daily basis. Community Health Center has established a permanent testing site for both symptomatic and asymptomatic residents in Old Saybrook. Testing will continue to be available from 8:30 AM – 4:00 PM at Saybrook Point by the Mini Golf Course. No appointments -No fees! Please get tested! The COVID-19 PCR Test is the most reliable test and takes 2-3 days for results to be available. The average wait time at the Old Saybrook Testing Site is 2 hours – so please arrive early. In addition to this, there will be another pop-up testing site at St Joseph's Church Parish Center, 47 Middlesex Avenue, in Chester on Thursday, November 17, from 9 am through 1:00 pm.

Go to www.chc1.com to view all locations and hours of operation for Community Health Center COVID-19 testing sites, complete your registration form in advance to bring with you and to find additional details about the testing and view a video of the testing process.

CT CARES Small Business Grant Program:

One-time \$5,000 Grant Available

Small Businesses (less than 20 FTE's) can apply

For more details and eligibility requirements follow this link:

<https://portal.ct.gov/DECD/Content/Coronavirus-Business-Recovery/CT-CARES-Small-Business-Grant-Program>

Advertising Across Social Media:

Essex Savings Bank is sponsoring a free digital small business workshop on November 18th.

DATE: Wednesday, November 18, 2020

TIME: 12:00 PM – 1:30 PM EST

LOCATION: Online Webinar Via Zoom

EVENT: Free SCORE Workshop on “Advertising Across Social Media”

DESCRIPTION: In this interactive and engaging presentation, award-winning brand manager Maria Miranda will offer **tips, techniques and best practices** for advertising your business on Facebook, Instagram and LinkedIn. There will be time for Q&A. **Pre-registration is required.** In this hands-on workshop, you will learn:

How to promote and target the ideal audience with Instagram advertising

How to promote your business with paid content and advertisements on LinkedIn to achieve engagement

How to directly target consumers with authentic, engaging Facebook ads

Register Here: https://score.zoom.us/webinar/register/WN__n-Nm9RsRtabhV7BH9P0BQ

Stuff-A-Cruiser:

Don't forget about the Deep River Police Department's annual "Stuff -A -Cruiser" for the benefit of the Deep River Food Pantry. This Sunday at the Adams Hometown Market parking lot from 10 am - 2 pm. Donations help feed local families for the holidays and beyond.

Message from the Region 4:

Please follow this link to read the message sent from Region 4 Schools to parents, families, and staff:

https://www.essexct.gov/sites/g/files/vyhlf3116/f/news/letter_to_families_and_staff_covid-19_update_on_november_11_2020_to_send.pdf

COVID Alert CT:

Connecticut is launching COVID Alert CT, an exposure notification app that can let you know if you have been exposed to COVID-19 – all without disclosing any of your personal information. In order to slow the spread of COVID 19 it is important that as many people as possible make sure the app is on their phone. This app is only as successful as the number of people who download it. The app is available in multiple languages, and is available both on Android and iPhone.

Find out more, and learn how to download, or set up the app at ct.gov/covidalertct.

Please continue to be vigilant and do all you can to control further spread. The Nation, the State, and the Town are still operating under a State of Emergency. Numbers are climbing and the only real tools we have in hand to resist and slow the spread reside in our behavior. Wear your mask, keep your distance while in public, and wash your hands. In the meanwhile, be patient and call your friends, both far and wide. Check in with your neighbors. Check in with your family. We will get through this together, we are Deep River.

Be safe, be well, be kind

Peace

Angus