



MEMORANDUM

Date: July 8, 2020

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator 

Re: **Update on COVID-19 Public Relations and Communications Efforts**

The Communications Department first received an inquiry from the public regarding the Coronavirus and the COVID-19 pandemic in January of this year. By early March, the Pima County COVID-19 website was a reality and the first COVID-19 educational posters and collateral materials were distributed.

Since the onset of the pandemic, it has been clear that regular communication with the public about many aspects of the virus and ways in which the community can and must respond is critical. It has also been clear that the message must address the health and well-being of the people as well as the infrastructure, businesses and institutions that make Pima County a chosen place in which to live, work, play and worship. The communication effort must also address recovery and reopening activities in addition to the initial response that focuses on public health directives and actions.

The Communications Department in conjunction with the Health Department has led the myriad of COVID-19 related outreach and education initiatives. In May, the resources of the Departments were augmented by the addition of Hilton and Myers to assist with advertising and the REA Media Group, which focuses primarily on Spanish Language communications. In addition, the Pima County Back to Business (PCB2B) effort includes a Community Outreach Subcommittee that brings together a wide range of local media experts to assist with the successful implementation of the communications plan.

A summary of the communications and outreach efforts conducted thus far is provided in the attached report from the Communications Office.

CHH/lab

Attachment

c: Jan Leshner, Chief Deputy County Administrator

July 7, 2020

To: Chuck Huckelberry, County Administrator

Via: Jan Leshar, Chief Deputy County Administrator 

From: Mark B. Evans, Communications Office Director 

Re: Current Communications Office COVID-19-related communications initiatives

The Communications Office is managing several COVID-19-related outreach and education initiatives. What follows is a brief overview of what we're working on this week and through July.

Face Masks

This is the most urgent communications initiative we're working on in conjunction with Health Department and HD Communications. This initiative has a tentative budget of \$100,000, which doesn't include value-added content from media or the County's own comms effort. It is a broad-based, multi-channel, multi-language, countywide campaign to educate and encourage the wearing of face coverings as the best option to slow the spread of the virus. We are specifically targeting people between the ages of 20 and 40, young males, and Latino families. We previously did a more generic \$60,000 face coverings and social distancing campaign in April and May. We are recycling some of those messages while we work on the age-specific target audience messaging.

The campaign has five parts rolling out in successive weeks in English and Spanish.

- Part 1 was increased use of social media with younger demographics. More than half of the County's Facebook followers are over the age of 55, while more than 60 percent of our Instagram users are under the age of 40, ergo, we've ramped up our use of Instagram. We've also established and begun developing content for TikTok, which is heavily used by people between the ages of 15 and 30.
- Part 2 involves a series of 15 and 30 second PSAs involving members of the community in the target demographic making personal appeals to wear face coverings. These commercials are in production and will run on traditional TV and cable, as well as on social media and YouTube.
- Part 3 involves local celebrities and others making appeals to wear masks if we want to return to "normal." For instance, UA women's basketball coach Adia Barnes saying "If you want to watch us play this winter, wear a mask now." Other ideas include local Instagram influencers, UA and PCC student leaders, local musicians and bands.
- Part 4 builds on the musical part of Part 3 and will seek popular local bands to develop short "Wear a Mask" songs and music videos to be pushed on YouTube.
- Part 5 is solely geared toward Spanish-speaking families. I've created a mini-task force within the Office to prioritize this and begin distributing messages via traditional and nontraditional means (faith groups and Latino social, nonprofit and political orgs) ASAP. Part 5 has been reprioritized and Parts 3 and 4 won't be worked on until Part 5 is fully developed and rolled out in the next week.

Face Mask Enforcement

The Comms Office has worked the past two weeks with Consumer Health and Food Safety and County Administration to develop the procedures for collecting constituent complaints related to BOS Resolution 2020-49, their review and disposition, and the modification of the pima.gov/facecoverings webpage to provide the public information about the Resolution, how to file a complaint, and, if needed, the list of establishments ID'd as noncompliant.

Ready for You – May 21 Proclamation

The Ready For You campaign is the effort to inform the public about the BOS May 21 Proclamation, and provide a method for the public to learn which businesses are complying with the Proclamation, which are not, and an easy method for businesses covered by the Proclamation to apply for the identifying emblem, or badge, as detailed in the Proclamation. The media campaign and website (www.pimaready.com) were developed during June and launched July 1. Like the mask campaign, it also is a broad-based, multi-channel, multi-language, countywide campaign. The Office has contracted with Hilton & Myers advertising firm, and NuPoint Marketing, to develop the majority of the materials for the campaign. It should be noted that the Ready For You emblem is becoming coveted by businesses not covered by the May 21 proclamation - for instance, we've had requests from hair salons, fitness studios (only gyms with pools are covered by the Proclamation) and other retail outlets, seeking the Ready For You emblem. The Board may wish to expand the program if its success continues, though a method for verifying businesses not permitted by CHFS will need to be established.

Testing

The County is launching a major COVID testing effort this week and we are rushing to develop all of the marketing and promotional ads and materials to inform the public of this opportunity. We're developing a four-week campaign with a first-week soft-sell while the contracted company ramps up to full service. We will follow that with a full-throated, metropolitan media campaign in English and Spanish. The same team working on the face masks campaign would have to develop this campaign, so we may farm out some of this work to H+M once a funding source is identified.

Contact Tracing

This public information effort based on the Maximus contract just executed is being led by the Health Department's communications team with support from the Communications Office. This effort will be treated as a companion to testing and promoted as the County leading the way locally to test the community, trace the contacts with positive cases, and quarantine exposures to help slow the spread.

Downtown Tucson Partnership

The Communications Office is assisting DTP develop its assistance program for downtown businesses reopening or working to stay open through the summer. We are developing numerous collaterals and assisting with its marketing and advertising effort.

Other Comms not related to COVID-19

The Office continues to support all County departments with their communications needs. Among comms efforts this past week and going forward into July include assisting Flood Control with messaging related to expected flash flooding due to the massive Bighorn Fire, acclimating the public to the Combined Community & Workforce Development department, pushing out the final stages of the Census, assisting the Recorder with the start of early voting, and working with elections on messaging safe election-day voting.

cc

Dr. Theresa Cullen, Health Director

Aaron Pacheco, HD Communications