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**Cc:** MayorCouncil <[MayorCouncil@grantspassoregon.gov](mailto:MayorCouncil@grantspassoregon.gov)>

**Subject:** Vaccination promotion

Dear Commissioners:

Thankfully, Covid-19 case numbers in Josephine County and throughout Oregon have dropped dramatically since the peak just before Labor Day. And yet the county's infection rate is still higher than it's been for much of the past 19 months. Here in Josephine County, just 50% of our total population is vaccinated. We're not out of the woods yet.

Our local businesses, our children, our mental health and our quality of life have been deeply adversely affected by this pandemic. We need to get back to normal. Let's work together to end Covid-19 in Josephine County.

I've solicited vaccination promotion ideas from city council members and local healthcare leaders including the county public health department, AllCare, Asante and Valley Immediate Care. Here's a draft proposal:

Part 1: Launch "Josephine County Cares" campaign. [Est. budget \$75,000]

- Create a positive marketing campaign with trusted and well-known local leaders (including doctors, businesspeople, teachers, pastors, etc.) expressing care and concern for the community. Publicize that the vaccine is free and where to get more information. Promote county's COVID Hotline: 541-916-7030.
- Run ads in local print media, radio, TV, social media. Possibly leverage PSA time with over-the-air media.
- Provide signs and banners featuring JoCo Cares theme, including pins and stickers that individuals can wear to show support.
- Host a panel discussion with medical providers, city and county leaders to answer Covid-19 vaccine questions.
- Media interviews with the media and/or paid ads sharing "why I got vaccinated" stories.

Part 2: Coordinate with medical providers and other community efforts to maximize resources. [Est. budget \$75,000]

- Direct contact from local doctors could increase trust in the process.
- Connect with providers to encourage a call/text message campaign to their patients.
- Produce and provide informational flyers through social service partners, food banks, schools, etc. to help educate residents on the facts of the virus and its implications in our community.

- Provide educational outreach on the employer level; small group meetings for employees and family members to learn about vaccination, get questions answered.
- Seek opportunities to provide outreach to underserved communities: homeless population, migrant labor, marijuana industry, etc.
- Coordinate with healthcare providers to provide a no-cost visit (in person and via telehealth) with a doctor for consultation about the Covid-19 vaccine. Goal is to provide access to persons who don't have a personal provider or insurance coverage.
- Pay additional incentives for providers that provide vaccines, as JoCo paid in the past.

Part 3: Increase vaccination incentive. [Est. budget \$150,000]

- Provide a \$100 Visa gift card incentive, first-come-first-served while supplies last. The goal is to encourage persons who "just haven't gotten around to it" to make the effort to get vaccinated. The current incentive of \$25 is likely not enough to motivate people to take action.

Thank you for your consideration. Please let me know what the next step is in this process. I look forward to working with you to help our community recover.

Sincerely,

Sara Bristol

Mayor