



Legislation Details (With Text)

File #: 21-906 **Version:** 1 **Name:**
Type: Action Item **Status:** Agenda Ready
File created: 9/9/2021 **In control:** BOARD OF SUPERVISORS
On agenda: 9/14/2021 **Final action:**
Title: Consideration of Video Content Encouraging Vaccination in Lake County, and Approval for Distribution via our County Website and Social Media Channels, and Any Other Available Media Outlets
Sponsors: Bruno Sabatier
Indexes:
Code sections:
Attachments: 1. Vaccination Video - Final Script (English and Spanish)

Date	Ver.	Action By	Action	Result
9/14/2021	1	BOARD OF SUPERVISORS		

Memorandum

Date: September 14, 2021
To: The Honorable Lake County Board of Supervisors
From: Bruno Sabatier, Chair of the Board of Supervisors
Subject: Consideration of Video Content Encouraging Vaccination in Lake County, and Approval for Distribution via our County Website and Social Media Channels, and Any Other Available Media Outlets

Executive Summary:

As all members of our Board are aware, about a third of eligible Lake County residents (age 12+) have yet to receive one dose of a COVID-19 Vaccine. Unvaccinated Lake County residents were seven times more likely to contract COVID-19 in the period from August 1-15 than their vaccinated counterparts. The vast majority of hospitalized individuals during the recent surge in cases that seriously strained the capacity of our local emergency rooms were likewise unvaccinated.

I believe for some community members, seeing the face of a local leader they know and trust in a video promoting vaccination may make a difference. Over the past few weeks, I introduced this concept to Administrative Office staff, and they have partnered to create a video.

With support from Admin, each member of our Board and numerous local government and community leaders were provided the attached script, and invited to meet with County videographer, Sam Euston, to record this affirmation of the importance of people getting vaccinated in Lake County. We greatly appreciate Angela Cuellar-Marroquin and Luisa Acosta's efforts to make this important information accessible in both Spanish and English.

The video content will premier during our meeting, and I am asking that our Board receive any public comment and approve it for distribution via the County's website, social media channels and any other available media outlets.

With COVID-19 already affecting Lake County's schools, and potential complications of cold and flu season approaching, we need to encourage taking every available precaution. That includes vaccination for everyone for whom it is medically appropriate. The time is now, and we sincerely hope this video can make a positive difference in Lake County.

If not budgeted, fill in the blanks below only:

Estimated Cost: _____ Amount Budgeted: _____ Additional Requested: _____ Future Annual Cost: _____

Consistency with Vision 2028 (check all that apply):

☐ Not applicable

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Well-being of Residents | <input checked="" type="checkbox"/> Public Safety | <input checked="" type="checkbox"/> Disaster Prevention, Preparedness, Recovery |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> County Workforce |
| <input checked="" type="checkbox"/> Community Collaboration | <input type="checkbox"/> Business Process Efficiency | <input type="checkbox"/> Clear Lake |

Recommended Action:

Approve video content encouraging vaccination in Lake County for distribution via the County's website and social media channels.