



## Legislation Text

File #: 21-906, Version: 1

### 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

- ☒ Well-being of Residents
- ☐ Economic Development
- ☒ Community Collaboration

- ☒ Public Safety
- ☐ Infrastructure
- ☐ Business Process Efficiency

- ☒ Disaster Prevention, Preparedness, Recovery
- ☐ County Workforce
- ☐ Clear Lake

**Recommended Action:**

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