RESOLUTION #

Resolution to AUTHORIZE THE PAYMENT FOR SERVICES THAT EXCEED $10,000

Resolution offered by the Board of Health and Finance Committee

Resolved by the Board of Supervisors of Sauk County, Wisconsin:

**BACKGROUND:**

The State of Wisconsin Department of Health Services (DHS), provided a funding opportunity for entities including local and tribal health departments to help remove barriers to and promote acceptance of COVID-19 vaccination for communities that face barriers to accessing medical care and people who have a mistrust of government agencies, the medical community, and/or vaccines. As an awardee we will build upon existing relationships they have with communities, and will use or adapt strategies to meet the unique identified needs of our community.

Sauk County Public Health (SCPH) will continue our Equitable COVID-19 Vaccine Distribution Project to communicate vitally important COVID-19 information in a culturally competent manner to Latinx, Black, American Indian and to rural residents of Sauk County through using the Rescue Agency to create targeted ad campaigns**.** This grant funds activities in Sauk County focused on increasing knowledge and awareness of the COVID-19 virus and vaccines, addressing misinformation, decreasing vaccine hesitancy, and decreasing barriers to accessing COVID-19 vaccine.

This project is to include a targeted marketing campaign through the Rescue Agency, and distribution of the marketing materials through On Demand TV Commercials, Social Media Ads, and Billboards. This project will also work with local faith leaders, Ho-Chunk Nation tribal leaders, and others to establish pop up vaccination sites in the more rural areas of our county.

The media campaigns dispelling misinformation and educating about the safety and effectiveness of the vaccines, and informing individuals of where they can get a free vaccine even if they do not have insurance or a primary medical doctor will address the first three barriers identified.

Public Healthwill work with the Rescue Agency to develop marketing materials, and work with On Demand TV, Social Media, and Billboard companies for advertising.

The Rescue Agency is known for helping government agencies create campaigns that drive health behavior change with a focus on cultural competency. By sharing the information that we have gathered from Sauk County people of color during the first phase of this project, we aim to create a targeted campaign that addresses these concerns and provides information to promote vaccination.

**THEREFORE, BE IT RESOLVED,** that the service contract for services be authorized for the budgeted amount of $50,000

Approved for authorization to the County Board by Supervisors, this 19th day April, 2022

Consent Agenda Item: [ ] YES [ X ] NO

Fiscal Impact: [ ] None [ ] Budgeted Expenditure [ X ] Not Budgeted

Vote Required: Majority = \_\_\_\_\_ 2/3 Majority = X 3/4 Majority = \_\_\_\_\_\_\_\_

The County Board has the legal authority to adopt: Yes \_\_\_\_\_\_ No \_\_\_\_\_\_\_\_ as reviewed by the Corporation Counsel, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Offered and passage moved by:

board of health

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Patricia Rego, Chair MELANIE BURKHALTER

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

THOMAS DORNER ROSS CURRY

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

REBECCA KLITZKE KIANNA BEAUDIN

FINANCE COMMITTEE

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MARTY KRUEGER, CHAIR

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

THOMAS DORNER

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LYNN EBERL

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MIKE FLINT

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TIMOTHY MCCUMBER

Fiscal Note:

General Management $5,500

Account Management and Community Management $10,000

Brand and Website License $5,000

Strategic Planning, Social Media Scan and Community Management Plan $3,000

MP License $15,000

Campaign Media Implementation and Reporting $11,500

MIS Note: None