

RESOLUTION # 47-2022

Resolution to AUTHORIZE A CONTRACT WITH THE RESCUE AGENCY AND AMEND THE 2022 BUDGET

STATE OF WISCONSIN)

)S.S.

Resolution offered by the Board of Health and Finance Committee

COUNTY OF SAUK

I hereby certify that this resolution/ordinance is a true & correct copy as passed by the Sauk County Board of Supervisors.

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 Health will work with the Rescue Agency to develop the marketing materials. 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

BE IT FURTHER RESOLVED, that the 2022 budget is amended to appropriate \$50,000 of grant funds for this purpose.

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:

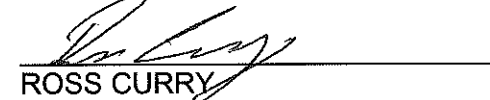
BOARD OF HEALTH


PATRICIA REGO, Chair


THOMAS DORNER


REBECCA KLITZKE

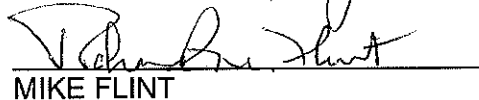

MELANIE BURKHALTER


ROSS CURRY


KIANNA BEAUDIN

FINANCE COMMITTEE


MARTY KRUEGER, CHAIR


MIKE FLINT


THOMAS DORNER


LYNN EBERLE

TIMOTHY MCCUMBER

Fiscal Note: ^{KPB}

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

VOTING RESULTS

25 YES 4 NO 0 ABSTAIN 2 ABSENT

Resolution 47-2022

Authorize Contract With Rescue Agency And Amend 2022 Budget

Time Remaining

3:00



Passed By 2/3 Vote

Mr Jacob Roxen	NO	Ms Joan Fordham	YES
Mr Terry Spencer	YES	Mr Tim Teelin	YES
Mr Lynn Eberl	YES	Mr Bryant Hazard	ABSENT
Ms Patricia A. Rego	YES	Mr Timothy B. McCumber	YES
Mr Peter Kinsman	YES	Mr Robert Spencer	YES
Ms Rebecca Klitzke	YES	Ms Sheila Carver	YES
Mr Del Scanlon	YES	Mr Dennis Polivka	YES
Mr John M. Deltrich	YES	Ms Gaile Burchill	YES
Mr	ABSENT	Mr Brian L. Peper	YES
Mr Marty Krueger	YES	Mr Brandon Lohr	YES
Mr Mike Flint	YES	Mr Carl Gruber	YES
Mr David Clemens	YES	Mr Smooth Detler	NO
Mr Robert Prosser	NO	Mr Joel Chrisler	YES
Ms Andrea Lombard	NO	Mr Bill Stehling	YES
Mr Kevin Schell	YES	Ms Valerie McAuliffe	YES
Mr Tom Dorner	YES		



2022 April 19 Agenda - April 19 2022 08:03:10 PM

OpenMeeting