



## **Project Description**

**Project Name:**

COVID-19 Media Campaign

**Project Number:**

ARPA-21-110-027

**Department Name:**

Public Affairs

**ARPA Expenditure Category:**

1: Public Health

**ARPA Eligibility Category:**

1.8 Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine)

**Project Description:**

The COVID-19 Media Campaign will consist of a TV and radio ad buy to address ongoing COVID-19 concerns, particularly mental health issues, by educating the public on measures taken so far by the County to mitigate the spread of the virus. More than 20 months into the pandemic, the evidence of long-term malaise related to COVID-19, including mental health and economic issues such as mortgage or rental needs caused by the pandemic have become more evident. The COVID-19 Report Card Media Campaign intends to address some mental health concerns by giving the public a report card of what Hidalgo County has done so far to address the pandemic. The idea is to convey the sense that health officials are gaining the upper hand as it relates to mitigating the spread of the virus, as well as the treatment. The expectation is to assuage real mental health concerns that suggest the COVID-19 pandemic will never end. The campaign will also seek to disseminate information regarding the ongoing effort to diminish the virus and its effects by educating the public on questions of vaccinations and who is eligible for treatment, including the state-run infusion center.

**Fiscal Impact:**

Estimated Budget: \$334,445.00