



## MEMORANDUM

**TO:** Satpal Sidhu, County Executive  
**FROM:** Erika Lautenbach, Director  
**RE:** DH – COVID-19 IRL Social Marketing Campaign Phase II  
Contract Amendment #1  
**DATE:** June 11, 2021

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Attached is a contract amendment between Whatcom County and DH for your review and signature.

### ▪ Background and Purpose

This contract provides funding to broaden existing efforts to communicate with young adults, ages 18-26, in Whatcom County about COVID-19, using a social marketing framework. The intent of this campaign is to educate young adults through a tailored social marketing campaign and influence them to adopt behaviors that will reduce the spread of COVID-19 and maintain masking and social distancing practices through the vaccination phase of the pandemic. This population is least likely to be engaged through traditional local government communication channels and faces unique barriers and motivators that influence their behavior relative to COVID-19. The purpose of this amendment is to extend the contract through 09/30/2021 and increase the budget by \$106,250 for the extended contract period.

### ▪ Funding Amount and Source

Funding for this contract may not exceed \$306,250. Funds under this contract are made available by a grant awarded by the US Department of Treasury and subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief and Economic Security Act (CARES Act), and Title V and VI of the CARES Act, passed through the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES and Vaccine Services-CARES Grants (CFDA 21.019 & 93.268). These funds are included in the 2021 budget. Council approval is required as additional funding exceeds 10% of the approved budget.

Please contact Erika Lautenbach, Director at 360-778-6005 ([ELautenb@co.whatcom.wa.us](mailto:ELautenb@co.whatcom.wa.us)) or Kathleen Roy, Assistant Director at 360-778-6007 ([KRoy@co.whatcom.wa.us](mailto:KRoy@co.whatcom.wa.us)), if you have any questions or concerns regarding this request.

