



MEMORANDUM

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

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

▪ **Background and Purpose**

The purpose of this contract is to broaden existing efforts to communicate with young adults ages 18-26 in Whatcom County about COVID-19, using a social marketing framework. As of January 27, 2021, the COVID-19 case rate among those 18-25 is the second highest rate of all ages in Whatcom County, at 235 cases per 100,000 people in the prior two weeks. Those ages 26-39 have the highest rate, at 289 cases per 100,000 people in the prior two weeks.

The intent of this campaign is to educate young adults 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. Implementing a tailored social marketing campaign plan and messaging platform will allow us to better reach this key population.

▪ **Funding Amount and Source**

Funding for this contract may not exceed \$200,000. Funds under the Contract are made available and are 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. This project was supported by a grant awarded by the US Department of the Treasury. Grant funds are administered by the Local Government Coronavirus Relief Fund thru the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES (CFDA 21.019). These funds are included in the 2021 budget. Council approval is required as funding exceeds \$40,000.

▪ **Differences from Previous Contract**

This is a new contract, however, Phase 1 of this project was completed by DH on December 30, 2020 (WC contract #202010025) and includes the creation of a campaign strategy, messaging platform, and brand identity. Phase II will require the Contractor to implement the campaign strategy in collaboration with student and staff communications professionals from higher educational institutes in Whatcom County.

Please contact Kathleen Roy at extension #6007 if you have any questions regarding this agreement.

Encl.