



COUNTY OF SANTA CRUZ

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COUNTY COVID-19 CAMPAIGN WINS AWARDS

The County of Santa Cruz is pleased to announce that visual media campaigns intended to raise awareness about COVID-19 vaccines and prevention in communities disproportionately impacted by the coronavirus pandemic have received awards for excellence in public service communications.

Working with San Jose-based communications firm Voler Strategic Advisors, Santa Cruz County Public Health produced a multimedia advertising strategy based on the County's SAVE Lives Santa Cruz County initiative. The campaign recently won a 2021 MarCom Award (Platinum) in the Television Public Service Announcement category, and a 2021 Davey Award (Silver) in the Public Service & Activism category.

The campaign previously won a 2021 Telly Award (Bronze) for Social Impact. Each award recognizes excellence in public service communications.

"The SAVE Lives Santa Cruz County initiative has been profoundly impactful in reducing COVID-19 disparities among communities severely impacted by the pandemic," Health Services Assistant Director Jennifer Herrera said. "As designed by Voler and our public health team, and in partnership with the community, these campaigns are crucial in helping us raise awareness about infection prevention and vaccinations within Santa Cruz County."

"Our partnership with the County influenced the importance of creating a visually appealing campaign strategy of informative content that resonated with community members during a critical time," said Perla Rodriguez, CEO of Voler Strategic Advisors. "These awards are meaningful and recognize our contributions, but the true reward is knowing the campaign has helped save lives."

All outreach materials produced with Voler Strategic Advisors are available under "Public Service Announcements" in the County's COVID-19 signs and media library: <https://www.santacruzhealth.org/HSAHome/HSADivisions/PublicHealth/CommunicableDiseaseControl/CoronavirusHome/PublicInformation/SignsMediaLibrary.aspx>.