



**THE CENTER**  
at Sierra Health Foundation

**IMMEDIATE RELEASE**

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**Phase Two of Statewide COVID-19 Public Awareness Campaign  
Launches in California**

*Communities of color experiencing disproportionate impacts of the pandemic will be the priority audiences of a campaign focused on preventive actions and systemic barriers*

**SACRAMENTO, Calif.** — The Center at Sierra Health Foundation, in partnership with the State of California, today announced the launch of the second phase of Your Actions Save Lives, a large-scale public awareness campaign focused on the needs of communities experiencing disproportionate impacts of COVID-19.

The campaign will use current public health data to prioritize impacted communities and will build on the first phase of the campaign launched by the State of California in March 2020. The campaign included rapid deployment of messaging encouraging Californians to follow public health safety measures to keep them and others safe and prevent the spread of the virus, as well as promote awareness of resources and programs to help support their health and economic well-being, such as disability, paid sick, and family leave.

The Center at Sierra Health Foundation was brought on board as a partner due to their expertise and deep reach into impacted communities. This multi-million-dollar campaign will focus on Native Americans, communities of color, essential workers, low-income families, individuals with disabilities, LGBTQ+ Californians, immigrants, and others disproportionately affected by the virus.

“Our primary goal with this campaign is to use every method possible to reach all Californians with information to keep themselves and their families safe and healthy – especially those most deeply impacted by the existing inequities that have compounded the economic and health effects of COVID-19,” said Chet P. Hewitt, president and CEO

of The Center at Sierra Health Foundation. “The campaign will use culturally and linguistically relevant messaging to help keep our communities safe and healthy, including normalizing preventive actions, like wearing a face mask and keeping a physical distance. It will also acknowledge the needs of those who are facing real and systemic barriers, such as our essential workers, including farmworkers, in hot spots like the San Joaquin Valley.”

The Center and State launched a request for proposals process that has led to a contract with Sacramento-based Runyon Saltzman, Inc. (RSE). Applying agencies and collaboratives were vetted through a rigorous review and selection process that included a panel comprised of community experts in health and racial equity and large-scale public health campaigns. The process focused on the ability of the organization to accomplish the goals of the campaign through traditional and non-traditional outreach methods and the strength of their commitment to collaboration with community-based organizations, ethnic media and impacted populations.

RSE will partner with multicultural subcontractors such as Sensis Agency, LAGRANT Communications, Solsken Public Relations and Marketing, Shagorika Ghosh Perkins Consulting, SocialQuest, Lucas Public Affairs and other existing and new organizations, as well as ethnic media experts in order to ensure appropriate and resonant messaging and deep, authentic reach in communities across California.

“COVID-19 has impacted all of us, but it is sadly much more common in our communities where people are more likely to be essential workers or live with an essential worker and may not have the information they need to access resources and services to reduce their risk,” said Sergio Aguilar-Gaxiola, MD, PhD, founding director of the Center for Reducing Health Disparities at UC Davis Health, who will provide strategic guidance to RSE. “A campaign that understands these barriers to meaningfully engaging with vulnerable populations and truly partners with communities themselves is a tool we need to save lives.”

The second phase of the public awareness campaign will begin in late September. Find more information at [toolkit.covid19.ca.gov](https://toolkit.covid19.ca.gov).

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**ABOUT THE CENTER AT SIERRA HEALTH FOUNDATION:** The Center at Sierra Health Foundation works to promote health and racial equity in communities throughout California with local, state and national partners. Learn more at [shfcenter.org/COVID-19-Response](https://shfcenter.org/COVID-19-Response).