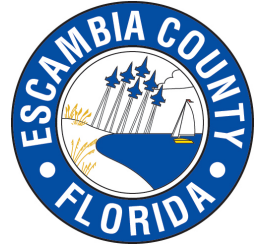


Mask Up, Escambia! July Campaign



Public Health Campaign Goal:
Inform Escambia County residents and
visitors that masks are recommended
by the CDC

- Comprehensive Public Health Campaign
 - Mailings
 - Print and Online News
 - Radio and Spotify
 - Television/OTT/Cable
 - Digital Marketing
 - Social Media
 - Outdoor (Digital Billboards, Beach Banner)
 - Distribution of Face Masks Starting Today
- Primary Target Audience: 25-34 Year-Olds

- Mailing

MASK UP, Escambia!



Avoid the "Three C's"

Closed spaces - with poor ventilation

Crowded places - with many people nearby

Close-contact settings - such as close-range conversations

As recommended by the CDC, wear a mask to protect others.



Important Message from District 3 County Commissioner Lumon May

In addition to the "Three C's":



It is recommended to wear your mask to protect yourself and those around you.



Clean items used by multiple people with disinfectant.



Wash your hands with soap and water for at least 20 seconds.



Stay home if you are sick or have symptoms.

Commissioner Lumon May
Board of County Commissioners, District 3
221 Palafox Place, Suite 410
Pensacola, FL 32502

For Escambia County test site information, please visit:
myescambia.com/covid-19



- Print and Online News

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- Radio and Spotify

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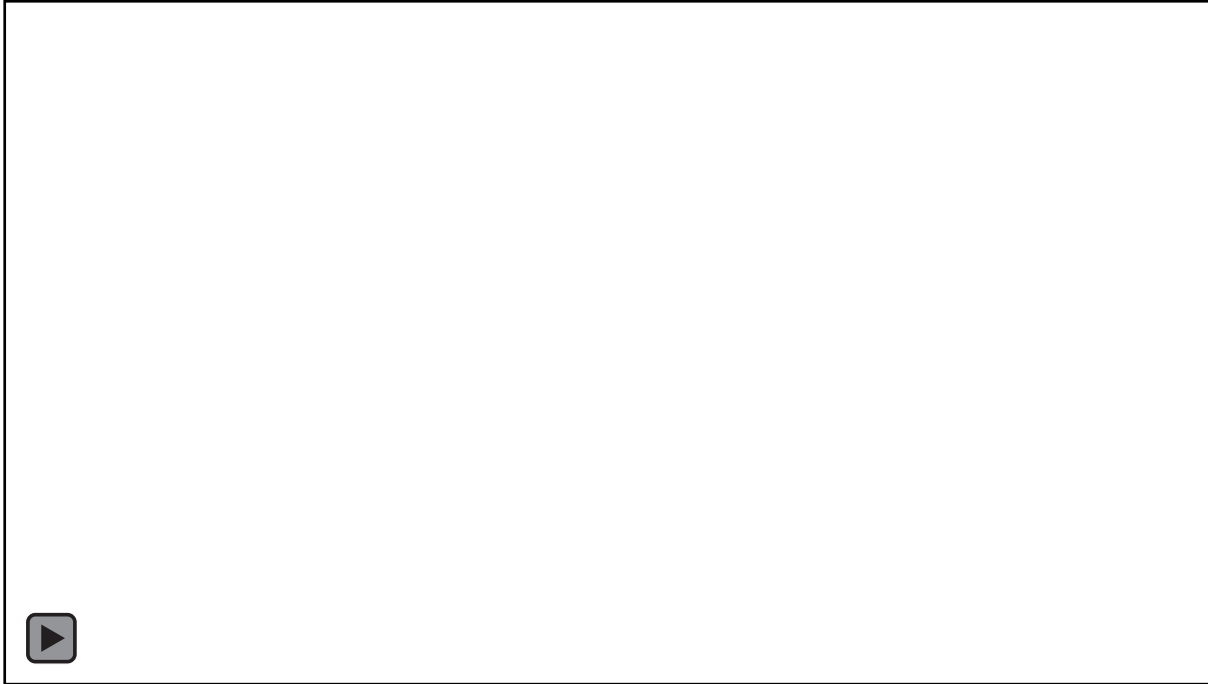
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- Television/OTT/Cable



[30 Second Video](#)

- Digital Marketing

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- Digital Billboards

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Website

myescambia.com/covid-19-information-for-escambia-county

Escambia County buildings, offices and [West Florida Public Libraries](#) reopened to the public at less capacity in accordance with Gov. DeSantis' [Executive Order 20-111](#), [Executive Order 20-112](#), and [Executive Order 20-123](#). [Go here to find out how to access county services.](#)

myescambia

The Official Website of Escambia County, Florida

Residents ▾ Businesses ▾ Your Government ▾ Sunshine Center ▾ Visitors

MASK UP, Escambia!

The Florida Department of Health Coronavirus Call Center is available 24 hours a day, 7 days a week at 1-866-779-6121 or you can email your questions to COVID-19@flhealth.gov. Visit floridahealth.gov for the most up-to-date resource for information and guidance regarding COVID-19 in Florida.

For Escambia County specific COVID-19 questions please call the Citizen Information Center at 850-471-6600 or email covid19@myescambia.com.

Total Cases in Escambia County

2046

| | | |
|--------------|------------------|--------|
| FL Residents | Hospitalizations | Deaths |
| 1692 | 95* | 47* |

* Includes FL and non-FL residents

[Click here to see demographic](#)



- Social Media (Facebook and Instagram ads)



Video

