



COLLIN COUNTY

Health Care Services
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TO: Collin County Health Care Board of Trustees
FROM: Candy Blair, Public Health Director, Health Care Services
DATE: November 30, 2020
RE: Request for Proposal Acceptance— Public Health COVID-19 Advertising

This is to request Commissioners Court approval to begin the process of a Request for Proposal for vendors to complete a COVID-19 advertising campaign.

This advertising campaign was included in the budget of the COVID-19 Crisis Co-Ag grant amendment (contract number HHS00076980001) for which the grant application and budget were previously approved by the Commissioner's Court on April 27th, 2020 and the contract approved on May 11th, 2020. \$40,000.00 from the COVID-19 Crisis CoAg grant issued by the Texas Department of State Health Services is budgeted for this campaign.

The purpose of this advertising campaign is to reduce the spread of COVID-19 through education on disease prevention to the residents of Collin County. This campaign will target all residents of Collin County with an additional emphasis on populations most at-risk for COVID-19 as identified by the Centers for Disease Control and Prevention (CDC) and Texas Department of State Health Services.