

Dear Covid-19 Task Force Members:

Local governments across the country are issuing strong and repetitive public service announcements and posting numerous reminders to encourage their citizens to be safe. Signage delineates actual six-foot distances. Notices about the importance of masks can be seen everywhere! The messaging is *bold, prominently placed, clear, and consistent*.

We haven't seen enough of these types of announcements in Kane County.

Our goal is to promote safety announcements with signs and on social media. We plan to **make the message to wear masks "front and center."** We believe that clear visuals and a repeated presence will help influence a comfort level with masks and a pride in protecting others.

Here's an example of a safety announcement that could be plastered throughout Kanab:



We need your help to validate this message!

Please view the attached short video. (It is only 1:07 minutes long.) We chose this one because we thought you'd especially love the last frame. It is another example of how community leaders can make a difference:

<https://www.youtube.com/watch?v=9FvUovwtTkM>

We know you're extremely busy tending to our community right now and we appreciate your service. We also realize that you're in a unique (and influential) position to make a difference.

We are happy to collaborate with you and to volunteer our time to help get these vital safety messages out to the public. We look forward to hearing your plans for educating our community members to wear masks!

In closing, here's our group's favorite image (and what we'd like to see displayed *everywhere* in town). A picture is worth a thousand words:



Thank you,
Marlene Israel
Joe Stewart
Sky Cheney
Jill Marko

Mask Up, Kanab!