

COUNCIL ACTION FORM

SUBJECT: CYCLONES CARE PUBLIC HEALTH CAMPAIGN AND BUDGET

BACKGROUND:

In an effort to reduce the transmission the COVID-19 virus through Story County, the City of Ames has the opportunity to partner with community organizations through a unified, collaborative public health campaign developed by Iowa State University. "Cyclones Care" is a public health education campaign focused around four pillars of healthy behavior.

Developed by Iowa State communicators with input from experts on behavioral change, accessibility, and diversity, Cyclones Care promotes responsible decision-making to reduce COVID-19 transmission. While initially created for the campus community, other organizations, such as the City of Ames, have embraced the message and are promoting it.

With community-wide compliance, these four actions make the greatest impact in ensuring that our local health care facilities can keep up and treat sick people who need medical attention:

1. Wear a face covering
2. Maintain physical distancing of 6 feet or greater
3. Wash/sanitize your hands frequently
4. Stay home if you're sick

A marketing plan is being developed to promote compliance with the Cyclones Care message. The plan includes interior and exterior CyRide bus boards, a billboard, social media, digital media, and some traditional communication tools (print, radio, etc.).

Iowa State University has committed to fund the campaign at \$10,000, and the Ames Chamber of Commerce has committed \$5,000. Other organizations are still considering a financial contribution. **All local organizations contacted about Cyclones Care have agreed to support and promote the Cyclones Care message through their own communications regardless of their ability to contribute to a paid public health education campaign.** Leveraging the support of key community organizations is critical to reach as many citizens as possible both on and off Iowa State University campus.

The unified message through Story County will help citizens understand the importance of their actions and their personal role in keeping others safe, our business and services open, and our healthcare systems operating effectively.



ALTERNATIVES:

1. The City Council can approve the allocation of \$10,000 from the City's 2020/21 Contingency Account contingent on Iowa State University allocating \$10,000 for Cyclones Care education, outreach, and promotion.
2. The City Council can approve some other amount from the City's 2020/21 Contingency Account contingent on Iowa State University allocating \$10,000 for Cyclones Care education, outreach, and promotion.
3. Do not approve the request

CITY MANAGER'S RECOMMENDED ACTION:

A consistent public health message communicated throughout the community is an important educational tool to keep citizens informed and engaged with COVID-19 mitigation. The opportunity to share the message through partnerships with Iowa State University, the medical community, Ames Chamber, Story County, and many local businesses is very unique, but also very effective.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.