COUNTY OF SANTA BARBARA
CALIFORNIA

RESOLUTION PROCLAIMING
MASKED AND MIGHTY INITIATIVE
IN SANTA BARBARA COUNTY

Whereas, we seek to educate, unite and incentivize all of Santa Barbara County to join "Masked and Mighty" to work together and reduce the transmission of COVID-19, reopen more businesses, keep the population healthy, keep hospital beds open, and get our kids back to in-person school; and
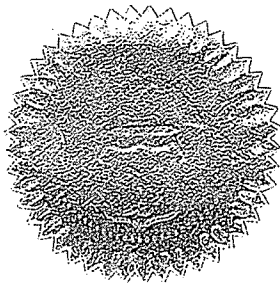
Whereas, healthcare and educator partners including the County of Santa Barbara, Santa Barbara County Public Health Department, Sansum Clinic, Cottage Health, the Santa Barbara County Education Office and local school districts, Santa Barbara City College, Westmont College, Neighborhood Clinics, Lompoc Valley Medical Center, Lompoc Valley Pediatric Care Center, CenCal Health, the Central Coast Medical Association, and Marian Regional Medical Center have joined the Masked and Mighty Coalition to share key messages to reduce the transmission of COVID-19; and

Whereas, "Masked and Mighty" is geared for audiences of all ages, in three languages and reaching into less engaged communities in Santa Barbara County, including local people, local imagery, and locally developed videos on why we wear masks and take precautions; and

Whereas, the Mighty piece of the campaign includes safety precautions such as physical distancing, good hygiene, and a myriad of other interventions we can take in addition to the use of face coverings to keep our community safe and healthy.

NOW, THEREFORE, BE IT ORDERED AND RESOLVED that this Board of Supervisors does hereby proclaim "Masked and Mighty" as a countywide approach to improving the health and economy in Santa Barbara County.

PASSED AND ADOPTED by the Board of Supervisors of Santa Barbara County, State of California, this twentieth day of October 2020 by a unanimous vote of all members present.

Supervisor - 1st District

Supervisor - 2nd District

Supervisor - 3rd District

Supervisor - 4th District

ATTEST: _____
Clerk of the Board

Supervisor - 5th District