

08/02/2022



Scott County Health Department

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July 25, 2022

To: Mahesh Sharma, County Administrator
 From: Amy Thoreson, Health Director

Re: Purchase of COVID-19 Advertisements Utilizing OnMedia Advertising

The Health Department received a budget amendment of \$188,030.50 of federal funds from the Iowa Department of Health to our current Public Health Preparedness and Response contract for Immunization Vaccine Equity. The amendment is to 1) develop, cultivate, and/or strengthen community-based partnerships to reach disproportionately affected populations; 2) improve access to COVID-19 vaccines; and 3) improve and expand vaccine messaging/education. We brought a proposal for bus ads to the Board of Supervisors in May and now we are bringing a request for a digital marketing campaign.

The Scott County Health Department's Health Promotion team has been working with OnMedia on a proposal designed to reach diverse audiences through advertisements on cable, internet, and streaming services for a six-month period. Details of the proposal are below.

Tactic	Description	Total Cost
Cable Ads	Galavision, Univision, BET	\$7,200
Internet Ads	Internet Ads with Geo Fences and Keyword Targeting	\$7,500
Data Sets	Access to Data Sets to Target Messaging by Location and Audience	\$2,790
Streaming Audio Ads	Advertisements that Play Across Streaming Platforms	\$9,000
Production	Development of Content, Including Spanish Translation (Any funds not utilized in production will be converted into advertising dollars)	\$1,350

TOTAL: \$27,840

Health Promotion Team members, Brooke Barnes, Deputy Director and Jessica Redden, Child Care Nurse Consultant, will be at the Committee of the Whole meeting to answer any questions.



THE COUNTY AUDITOR'S SIGNATURE CERTIFIES
THAT THIS RESOLUTION HAS BEEN FORMALLY
APPROVED BY THE BOARD OF SUPERVISORS ON

DATE

SCOTT COUNTY AUDITOR

R E S O L U T I O N

SCOTT COUNTY BOARD OF SUPERVISORS

August 4, 2022

A RESOLUTION APPROVING THE ONMEDIA PROPOSAL FOR COVID-19
ADVERTISING UTILIZING CABLE, INTERNET, AND STREAMING SERVICES IN
THE AMOUNT OF \$27,840.

BE IT RESOLVED BY the Scott County Board of Supervisors as follows:

- Section 1. That the proposal of the purchase of COVID-19 advertising on cable, internet, and streamlining services be approved with OnMedia in the amount of \$27,840.
- Section 2. This resolution shall take effect immediately.