

MASKED AND MIGHTY

Coalition of Healthcare Providers, and Primary and Secondary Educators

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**PRESS RELEASE
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“MASKED AND MIGHTY” COVID-19 CAMPAIGN LAUNCHED BY COUNTYWIDE HEALTHCARE AND EDUCATION PARTNERS

(SANTA BARBARA, Calif.) - An uncommon coalition of healthcare and education partners from across the county is joining forces to launch **MASKED AND MIGHTY**, a campaign to save lives, reduce the transmission of COVID-19, reopen more businesses and schools and maintain access to vital healthcare.

“We want to reach our communities with a positive, non-political message that will engage all parts of our county to work together on stopping COVID-19 in its tracks,” said Dr. Peggy Dodds, Deputy Health Officer, Santa Barbara County Public Health Department and retired pediatrician. “In addition to avoiding gatherings with people outside of your household, residents should practice good hygiene and observe physical distancing of at least six feet.”

Geared for audiences of all ages and translated into English and Spanish, the **MASKED AND MIGHTY** campaign uses local imagery and people to engage all communities with messages about the importance of MASKS, and the MIGHTY powers that physical distancing, good hygiene and other preventions can have to prevent community spread of the virus.

Components of the **MASKED AND MIGHTY** campaign include:

- **Website** in English at maskedandmighty.org and Spanish at enmascaradoypoderoso.org
- **Media Outreach** includes county-wide print, radio and digital outlets. Businesses can join the campaign by requesting a poster to display in their windows. Email masked@sansumclinic.org to request a poster.
- **Lighting Display** to “**POWER UP SANTA BARBARA COUNTY.**” From October 27 to November 7, partners will come together to power up landmark buildings across the county with bright, multi-colored lights to demonstrate commitment to adhering to safety precautions to reduce transmission of COVID-19. The lighting display is a fun, safe alternative to Halloween trick-or-treating. Any business or resident can participate or share images on social media with the hashtag #maskedandmighty. The MASKED AND MIGHTY [website](http://maskedandmighty.org) lists some stores that stock colored light bulbs.

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“MASKED AND MIGHTY” COVID-19 CAMPAIGN

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- **Community Video Project** to create a series of [short videos in English and Spanish](#) to encourage residents to follow safety guidelines to reduce the infection rate. Members of the public are encouraged to create and share their own messages about why they are MASKED AND MIGHTY. The [website](#) includes examples and tips to help the public create their own message. The Santa Barbara County Promotores Network is engaging the Spanish and Mixtec speaking communities.
- **County Board of Supervisors Resolution** recognizing the “MASKED AND MIGHTY” countywide approach to improving health and the economy.
- **Discussion Guide for Teachers** to lead conversations with students about the best ways to protect against COVID-19. The guide is available on the MASKED AND MIGHTY [website](#).
- **Coloring Pages** for artists of all ages to share their artwork on the campaign’s social media accounts.
- **Social Media** Facebook ([Masked and Mighty Coalition](#)), Instagram ([Masked and Mighty Coalition](#)), Custom Hashtag: #maskedandmighty

MASKED AND MIGHTY Coalition members include [County of Santa Barbara](#), [Sansum Clinic](#), [Cottage Health](#), [CenCal Health](#), [Central Coast Medical Association](#), [Lompoc Valley Medical Center](#), [Lompoc Valley Pediatric Care Center](#), [Marian Regional Medical Center](#), [Santa Barbara City College](#), [Santa Barbara County Promotores Network](#), [Santa Barbara Neighborhood Clinics](#), [Santa Barbara County Education Office](#), and School Districts throughout Santa Barbara County, [UC Santa Barbara](#), and [Westmont College](#).

A special appreciation to those who contributed financially to this campaign including Sansum Clinic, Cottage Health, Marian Regional Medical Center and the County of Santa Barbara.

To view the October 27, 2020 Masked and Mighty Press Conference, click [here](#).