

## OVERVIEW

COVID-19 has challenged all of us, including governments and public institutions, to quickly innovate and mobilize in response to the deadly global pandemic. The early months of 2020 found entities across the country and around the world trying to save lives and struggling to provide clear direction and consistent information at a time when little was absolute and conflicting reports often caused confusion, anxiety, and fear.

In the weeks after COVID-19 prompted stay-at-home orders in California, the City of Davis (City) and the University of California, Davis (UCD), aligned to create a joint response to the pandemic, known as Healthy Davis Together (HDT). HDT was created with a bold goal to prevent the spread of COVID-19 and facilitate a coordinated and gradual return to regular city activities and reintegration of UC Davis students back into school and community life.

With the expertise of UCD faculty and staff, and the reach and authority of the City, the vision was to extend resources that were already being offered on the university campus – like testing, environmental monitoring, and health promotion to the entire community. In addition, the HDT effort created new avenues—including business partnerships, student public health ambassadors, and multi-lingual mass communications—to amplify public health messages and encourage healthy behaviors to stop the spread.

A key component for success was the collaboration of a multi-jurisdictional communications team. While our initial intent was to create a regular place and time to share information and updates across parties, we quickly formalized roles and structure so that our connected team could communicate across our resident, business, university, K-12 schools, farm worker and non-English speaking communities. We also helped our communities navigate ever-changing developments in the COVID landscape with clear and consistent messages encouraging everyone to adhere to public health guidance and utilize the free resources available.

Thirteen months into the effort<sup>1</sup>, Davis has successfully re-opened businesses, reintegrated more than 30,000 college students back into the community, opened schools full-time without a significant increase in COVID-19, maintained a COVID-19 case positivity rate 64% lower compared to California's rate statewide. Nearly nine in 10 (86%) residents have heard about HDT, and nearly nine in 10 (86%) are satisfied with the City's response to the pandemic<sup>2</sup>.

**This paper outlines the structure, decision-making, and approval processes that equipped the HDT communications team to work in an integrated way.** Our aim is to provide an overview of our experiences and lessons learned that can be used by other communications professionals as we find ourselves facing evermore life-threatening challenges, whether those be pandemics, fire, floods, or other public health crises.

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1 HDT launched September 2020; this case study was written in October 2021

2 EMC survey of Davis residents, September 2021, N=400

## COMMUNICATIONS TEAM OBJECTIVES

Like other communities across the country and across the globe, Davis grappled with the need to take immediate steps to promote the safety of community members through policy and programmatic actions during the early weeks of the pandemic. Very quickly, the need to provide accurate, clear, and timely communications became one of the single highest priorities in Davis. While the City of Davis had its own emergency communications structure in place (see sidebar), the joining of the City and the University through Healthy Davis Together created a new opportunity to coordinate on messaging and communications.

From the project's onset, the HDT Communications Team recognized that our structure needed to ensure we could:

- Effectively serve the people of Davis, including city residents, those who work here, and all members of the UCD community;
- Disseminate COVID-19 updates and information coming from the federal government, State of California, Yolo County, the City of Davis, and subject matter experts at UC Davis;
- Update communications messages and materials quickly and frequently; and
- Regularly distribute communications through all means possible to ensure information reaches community members, businesses, schools, and hard-to-reach populations.

Within this framework, the HDT Communications Team was charged with developing and implementing campaigns to:

- Promote healthy behaviors in alignment with current public health guidance;
- Drive registrations for regular testing;
- Promote its business partner program;
- Share information about safe opening plans (businesses, schools); and
- Share information about vaccine availability.

The initial plans called for use of integrated paid media, social media, and earned media to keep community members updated with accurate and timely information. Other activations including community art projects, mobile billboards and creative incentives were implemented to engage the community and bring awareness to the HDT and the resources available.

It should be noted that all of these activities required a significant investment of time and resources. HDT was funded by state and federal grants, major philanthropic donations and federal CARES Act resources. These investments allowed HDT to make significant investments in many of its program elements, including communications. Specifically, investments in communications allowed HDT to hire a communications agency; develop television, radio, print, outdoor and social media advertisements; pay for media placement; develop and maintain digital media channels; support partner engagement; and conduct focus groups and bi-monthly tracking surveys to inform messaging and track the effectiveness of communications.

### City of Davis Emergency Operations Center

Prior to engaging in conversations about HDT, the City of Davis City Manager had convened an Emergency Operations Center (EOC) as the City's central command-and-control entity responsible for carrying out COVID-19 emergency preparedness and emergency management operations. The EOC included Incident Commanders, a Public Information Officer (PIO) and Chiefs with positions filled by Police and Fire Chiefs and other City Department Directors or staff. The EOC empowered the PIO with a clear framework for operating even as the crisis worsened and messaging shifted with the frequent changes in federal, state, and local guidance. The PIO became the City's lead on the HDT communications team.

## TEAM STRUCTURE: PHASE 1

In the first months of the effort, the core team consisted of representatives from a communications agency, the City of Davis, UC Davis and the HDT Executive team. This structure centralized our efforts, built on the City's existing pandemic response system and allowed us to quickly share updates as we had them, strategize on messages and outreach, and coordinate across our respective communications channels.

Entity	Roles
<b>Communications Agency</b> Communications lead supported by experts in earned media, paid media, and creative	Develop HDT brand, look and feel Develop overarching communications plan Lead on awareness and behavioral benchmarking research Coordinate strategic communications Develop core messages Develop creative assets (e.g. social content, videos, ads)
<b>City of Davis</b> Public information officers from the City's Emergency Operations Center	Develop and distribute city-wide communications Review and approve messages and creative content Offer local perspective on creative and messaging
<b>UC Davis</b> Communications leaders from UC Davis Health, UCD Strategic Communications Office, and the Division of Student Affairs	Develop and distribute campus communications Coordinate across UCD offices Review and approve messages and creative content
<b>HDT Executive Team Member (ET)</b> One representative of the ET – the group responsible for oversight of the entire HDT initiative	Participate in communications meetings Inform the group of programmatic updates

At weekly, standing HDT communications meetings, the communications agency led the team through the process of aligning on strategy. Each individual on this team came into the process already heavily engaged in communications efforts on behalf of their organization. Much of the early work of the team consisted of each member sharing details of their communications outreach. It became readily apparent that all individual outreach could—and should—be viewed as parallel efforts with important intersections in the HDT outreach campaign.

Alignment across our organizations allowed us to be consistent in our messaging, and ensure that whether residents, workers and others were seeing information in the news, the City website or HDT social media, they were seeing messages that echoed and reinforced each other.

An early example of this collaboration is the initial messaging about testing for the COVID-19 virus:

- Messaging that supported testing based on HDT recommendations was first included as a part of the weekly UCD Chancellor's email message to university employees and students;
- The same message was reinforced shortly afterward with an op ed in the local newspaper authored by the City's Mayor and UCD's Chancellor;
- The City published the information in an electronic newsletter that was distributed communitywide; and
- HDT social media echoed the benefits of the free, easy, and painless testing offered by HDT with strong encouragement to test regularly.

Because the multiple jurisdictions were coordinating through the HDT Communications Team, all messages were aligned – reinforcing each other so that the community was receiving clear and consistent information and encouragement to follow public health guidance.

## TEAM STRUCTURE: PHASE 2

Within several months of operating as an integrated team, the HDT Communications Team discovered the need to include additional key partners, including Davis Joint Unified School District and Yolo County. Because the City of Davis has no jurisdiction over the public schools and the City operates under the guidance of the Public Health Officer of Yolo County, it quickly became clear that collaboration with these entities was crucial to providing clear and consistent information to the public.

Entity	Roles
<b>HDT Executive Team</b> <i>1-2 members</i>	Ensure alignment of all HDT program components Provide staff to support scheduling, note-taking, etc. Share all agendas and notes in a co-working space on the cloud
<b>Communications &amp; Public Affairs Agency</b> <i>1-2 members</i>	Provide overall strategic guidance Coordinate strategic communications Develop core messages Lead creative development and execution Lead media planning & placement Lead on awareness and behavioral benchmarking research
<b>City of Davis, Director of Community Engagement/PIO for the Emergency Operations Center</b>	Lead communications efforts for the City Ensure coordination of HDT comms efforts across all City depts. Provided key insights to the needs of the community Ensure City review and approval of all HDT Comms materials
<b>UC Davis Strategic Communications Office – Director of News and Media Relations</b>	Lead communications efforts for the University Ensure coordination of HDT comms efforts across all depts. Provided key insights to the needs of the University community Ensure University review and approval of all HDT Comms materials

<b>UC Davis Division of Student Affairs - Director of Marketing and Communications</b>	Provide updates on student communications Provide updates on UCD Campus Ready campaign (which coordinates the return-to-campus effort for employees and students) Provide insights on student-specific outreach and messaging
<b>UC Davis Government and Community Relations</b>	Communicate HDT updates to City and County officials Share information with elected leaders
<b>County of Yolo, Public Information Officer</b>	Provide information about the County's marketing, testing, and vaccine efforts Support coordination with HDT Comms Team Provide regular updates on COVID-19 infection rates and health orders
<b>Davis Joint Unified School District, Public Information Officer</b>	Provide information about the district's communications efforts Manage distribution of communications to parents/families through district-owned channels Coordinate with individual schools on communications materials Coordinate review and input from district and school leadership

This expanded team had a variety of audiences and timelines, but worked together so that messaging from one agency echoed and complemented others. For example, in early spring of 2021, a topic of great concern was students returning to live instruction in Davis public schools:

- HDT supported the reopening of schools with guidance on how to create safe spaces and practices within the school building, the set-up and provision of free asymptomatic testing onsite, masks, hand sanitizer, and air filters for classrooms;
- The HDT comms team, under the leadership of the communications agency, developed clear and consistent messaging about school re-openings and what schools and staff would be doing to keep students and the community safe;
- HDT created city-wide advertising that supported increased testing and was targeted to school students, faculty, and staff;
- The City and school district shared plans about safe school re-opening through multiple channels including media outreach, email newsletters, and Zoom meetings with parents and the community; and
- The City ran an Instagram contest for teens to highlight pics of them getting tested as a tactic to target this particular age group.

## ALIGNED MESSAGING, MATERIALS AND OUTREACH

Throughout the course of the pandemic, the HDT Comms Team was charged with developing and implementing campaigns to:

- Promote healthy behaviors in alignment with current public health guidance;
- Drive registration for regular asymptomatic testing (a cornerstone of the HDT program);
- Promote enrollment and community awareness of its business partner program;

- Share information about safe business and school opening plans; and
- Share information about vaccine availability.

Given the significant population of Spanish and Russian-speaking individuals living and working in Davis and Yolo County, great care was taken to develop materials that were inclusive, culturally relevant, and available in Spanish and Russian.

The HDT Comms Teams and its weekly meetings became a trusted place to brainstorm, share ideas, address communications challenges and opportunities, and jointly review documents. Each individual entity's representative then was responsible for gaining needed approvals on messaging and materials from their organization.

The HDT Comms Team activities included, but were not limited to:

<b>Messaging</b> <ul style="list-style-type: none"> <li>• Overall Message Platform</li> <li>• Messages for Key Audiences</li> <li>• Talking points</li> </ul>	<b>Briefing Kit for Internal HDT Team Use</b> <ul style="list-style-type: none"> <li>• Talking Points</li> <li>• FAQs</li> <li>• Where to get more info</li> </ul>
<b>Outreach Materials</b> <ul style="list-style-type: none"> <li>• Website</li> <li>• Flyers, posters, yard signs, banners</li> <li>• Newsletter and email content</li> <li>• Videos</li> <li>• Photos</li> <li>• Translations</li> <li>• Culturally informed outreach materials</li> </ul>	<b>Business-Focused Materials</b> <ul style="list-style-type: none"> <li>• Window signs, cash register signs, A-frame placards</li> <li>• HDT-branded napkins, stickers, face masks, hand sanitizer, pop-up tents</li> </ul>
<b>Comms Toolkit for Elected Officials, Local Leaders, Community Partners</b> <ul style="list-style-type: none"> <li>• Key messages</li> <li>• Template materials</li> <li>• Social media graphics</li> </ul>	<b>Social Media</b> <ul style="list-style-type: none"> <li>• Content calendar</li> <li>• Routinely updated messages, graphics</li> <li>• Photos, videos</li> <li>• Art created with local residents</li> </ul>
<b>Earned Media</b> <ul style="list-style-type: none"> <li>• Story development</li> <li>• Spokesperson prep</li> <li>• Media list development</li> <li>• Press releases and outreach to individual reporters</li> </ul>	<b>Paid Advertising</b> <ul style="list-style-type: none"> <li>• Paid media plans</li> <li>• Social, cable, print, billboards, bus panels</li> <li>• Paid media performance and optimization</li> </ul>

See Appendix A for examples of HDT's outreach materials.

## LESSONS LEARNED

1. **Set clear guidelines for decision-making.** A significant challenge for a multi-jurisdictional team is creating a structure that sets clear guidelines for decision-making. Because each partner is an independent organization, each required time to review and gain input throughout their own internal teams. In addition, much of the information we received was often specific to medical or public health terminology and the desire of experts to be fully accurate sometimes conflicted with the way in which a communications specialist writes for the best understanding of their audience. While compromises were reached, and no major issues remained unresolved for long, having a clear structure for how much time to give reviews, and who has the ultimate sign-off authority, could have saved time.
2. **Establish a clear process for tracking and approvals.** At any given time, there were a number of documents and materials being developed and reviewed. HDT Comms Team reviews consisted of an email sent to the entire group, and the provision of comments shared in an email or a tracked document. The Communications Agency then needed to reconcile all comments and seek approvals. To keep things moving, every HDT Comms Team member was responsible for engaging a back-up team member. Having the process in writing – including how reviews and approvals would happen, and key contacts for each organization and who back-up reviewers would be in the case of people being out of office or unavailable – would be helpful for future efforts.
3. **Keep the team tight.** Over time, a number of individuals from other parts of the overall HDT program began to join the standing HDT Comms Team weekly meetings. The meetings were supposed to be focused on communications to provide access to accurate information, but when the group grew to a certain size, the core communications tasks were sometimes waylaid by other concerns. Ultimately, the HDT Comms Teams meetings were diplomatically scaled down, allowing the agendas and conversations to stay focused.
4. **Ensure Communications Team Members have access and are empowered.** Every member of the team does not need to be the decision-maker within the entity represented, but all need to have clear access to the decision-makers and need to be trustworthy sources about the communications work under way within an agency. The HDT Team was made up of individuals with a variety of seniority within their organizations, but each team member was empowered to fully represent their organization, and each was at the heart of the entity's communications work. This allowed the team to be available, be nimble, and have the ability to pivot very quickly when needed.
5. **Clarify the need for discretion and be clear when information is ready to share.** Given the collaborative function of the team and the speed of a rapidly changing COVID-19 environment, team members were often sharing updates and information in real-time. While there was never malicious intent or a major faux pas, there were a few cases where information rightly shared among the communications professionals was shared outside of our team, and then used by others in ways that were awkward or premature. Formal recognition of the need for discretion, and clarity on what is actionable versus early information, would be advised for future efforts.
6. **Local input is key.** The talented professionals at the agency could have created and executed a mass communications plan based on the up-to-the-minute and ever-evolving recommendations from the subject-matter expert epidemiologists. However, it would not have connected as deeply with our community without local input. Contributions from the local HDT Comms representatives influenced the nuance of the messaging to ensure it resonated with local students and community members. For example, as the creative shifted to include photography, the agency was planning to use stock photos. The local team members expressed the strong desire to feature local settings and people to deepen connections to Davis residents. With that in mind, they made suggestions for places that would be easily recognizable and connected with. A local photographer and videographer captured local



landmarks and people for the outreach campaign. Similarly, the local HDT Comms representatives were able to advise on details like school colors and popular places around town. This type of synergy occurred very regularly throughout the campaign.

## CONCLUSION

In summary, most entities participate in multi-jurisdictional communications efforts, and the lessons learned from the experiences of the Healthy Davis Together can benefit all such groups. The public health crisis of COVID-19 created more urgency, unexpected complications, and many challenges for the HDT Communications Team than most efforts, but, the intensity of the project highlighted the benefits of bringing together a team of professionals focused on collaboration, coordination, and success. We know our efforts succeeded in large part because every team member had the full support of their organization and the willingness to fully engage and participate.

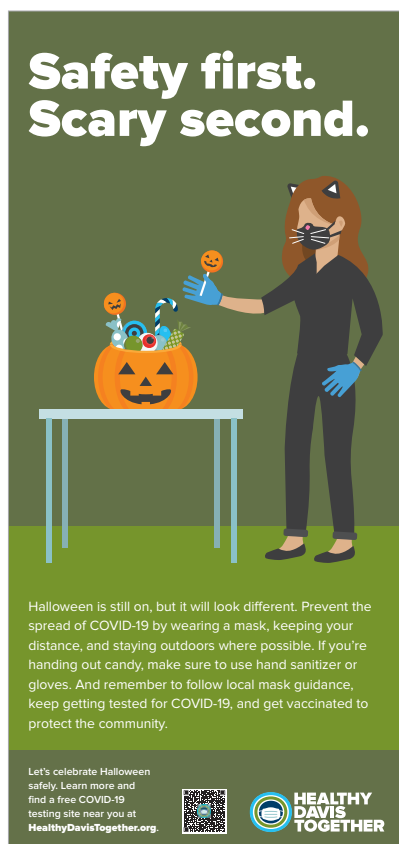


## **APPENDIX A: SAMPLE CREATIVE**

## Healthy Behaviors



Digital Banner



Halloween Print Ad



Poster



2020 Olympic Themed Social Post



Social Post

## Testing



**Symptom-free doesn't mean COVID-free.**  
Get tested weekly to keep Davis healthy.

**HEALTHY DAVIS TOGETHER**

Book appointments at [HealthyDavisTogether.org/testing](https://HealthyDavisTogether.org/testing)

### Bus Ad



**RECUPEREMOS LOS CUMPLEAÑOS.**

Tenemos ganas de celebrar fiestas de cumpleaños en persona, con amigos y familiares. Podremos empezar a hacer planes pronto, pero por ahora, debemos seguir tomando precauciones, al menos hasta que la mayoría de la población se haya vacunado contra el COVID-19. La mejor manera de protegerse a ti y a los demás es vacunándose y siguiendo las recomendaciones de salud, como usar mascarilla, mantenerse a seis pies de los demás y hacerse la prueba cada semana, aunque ya te hayas vacunado.

**HEALTHY DAVIS TOGETHER**

**LAS PRUEBAS DEL COVID-19 ESTÁN DISPONIBLES LOS SIETE DÍAS DE LA SEMANA. NO SE NECESITA CITA.**  
[HealthyDavisTogether.org/pruebas](https://HealthyDavisTogether.org/pruebas)  
#HealthyDavisTogether

**CENTROS DE PRUEBAS DEL COVID-19**  
¡Pruebas y estacionamiento gratis!

<b>Davis Senior Center</b> 646 A Street Davis, CA 95616	<b>Mondavi Center</b> 523 Mark Hall Drive Davis, CA 95616
<b>Veterans Memorial Center</b> 203 East 14th Street Davis, CA 95616	<b>Marguerite Montgomery Elementary School</b> 1441 Danbury Street Davis, CA 95616

**Healthy Davis Together**  
Sponsored · 🌐

Не вакцинированы? Регулярно сдавайте тест, чтобы защитить себя и своих близких.  
Тестирование слюны [...See More](#)



**Бесплатное тестирование слюны на COVID-19**

**HEALTHY DAVIS TOGETHER**  
A Public Health Project of UC Davis

[HEALTHYDAVISTOGETHER.ORG](https://HEALTHYDAVISTOGETHER.ORG)  
Для теста на COVID-19 достаточно плевка.

[LEARN MORE](#)

### Social Post


### Print Ad

COVID-19 SCREENING →

**Painless.  
Free.  
Convenient.**



### Video



**Stay vigilant against COVID-19.**  
Get tested once or twice a week.  
**It's free.**

[Schedule Now](#)

**HEALTHY DAVIS TOGETHER**

### Digital Banner

## Schools



### Mobile Billboard



### Social Post



### Flyer



### Poster



### Video



## Wastewater Monitoring

### MONITORING WASTEWATER TO INFORM COVID-19 PUBLIC HEALTH RESPONSE

A guide to methods and lessons learned from Healthy Davis Together's experience in Davis, CA



### El alcantarillado nos puede dar mucha información sobre el COVID-19

Healthy Davis Together, un proyecto conjunto de UC Davis y la Ciudad de Davis, recoge y analiza muestras de aguas residuales de toda la ciudad tres veces por semana para detectar la presencia de SARS-CoV-2 (el virus que causa COVID-19) en nuestra comunidad.

A medida que la tasa de vacunación aumenta y los casos de COVID-19 disminuyen, el análisis periódico de las aguas residuales es una manera no invasiva de identificar tendencias y tomar medidas para proteger la salud de nuestra comunidad. No recogemos muestras ni datos de hogares individuales. El agua potable de la ciudad y de tu área sigue siendo totalmente segura.

**Se ha detectado SARS-CoV-2 en muestras de aguas residuales recogidas recientemente de este vecindario.** Esto indica que podría haber nuevas infecciones de COVID-19. Es importante seguir tomando medidas para prevenir la propagación.

#### Cuidate a ti y a tu familia:



Sigue las recomendaciones locales sobre el uso de la mascarilla y las reuniones.



Hazte la prueba si tienes síntomas del COVID-19 o si crees haber estado expuesto (aunque ya te hayas vacunado).



Sigue haciéndote la prueba si aún no te vacunaste contra el COVID-19.



Vacúnate si tienes 12 años o más.

Healthy Davis Together ofrece pruebas de saliva del COVID-19 gratuitas a todos los miembros de la comunidad en seis centros distintos. Puedes venir con o sin cita. Para hacer una cita, visita [HealthyDavisTogether.org/pruebas](https://HealthyDavisTogether.org/pruebas)

#### Mondavi Center

523 Mirak Hall Drive  
Cada día: 8 am–5 pm

#### Davis Senior High School

315 West 14th Street  
L–V: 8 am–4:15 pm

#### Emerson Junior High

2121 Calaveras Avenue  
L–V: 7 am–2:15 pm

#### Marguerite Montgomery Elementary School

1441 Danbury Street  
L–V: 10:30 am–6:30 pm

#### Harper Junior High

4000 East Covell Blvd  
L–V: 8:30 am–4:15 pm

#### Davis Community Clinic

2051 John Jones Road  
L–J: consulta el horario en el sitio web

Para más información sobre Healthy Davis Together y para consultar los datos más recientes sobre aguas residuales, visita [HealthyDavisTogether.org/pruebas](https://HealthyDavisTogether.org/pruebas)

**Cuidémonos entre todos.**



## Playbook

## Spanish Language Flyer



**Hannah Safford**  
Environmental Engineering PhD Student  
Healthy Davis Together Wastewater Monitoring Team

## Video



Healthy Davis Together

@HealthyDavis

Looking at wastewater testing data can help us determine COVID-19 infection trends in our community and encourage people to get tested when needed. The saliva-based testing is quick and free! Learn more at [HealthyDavisTogether.org/water](https://HealthyDavisTogether.org/water)



**Sandra Macomb**  
Environmental Program Specialist  
City of Davis  
Healthy Davis Together Wastewater Monitoring Team

0:07

119 views

## Social Post

## Business



### Thank you, Healthy Davis Together Business Partners.

Healthy Davis Together Business Partners have gone the extra mile during the COVID-19 pandemic to keep customers and employees safe and support the Davis community. Thank you to the 424 businesses that joined as partners. The program purchased more than \$480,000 in gift cards for program incentives and provided more than \$365,000 in grants to help participating businesses adapt to public health guidelines. As more people get vaccinated and we start reclaiming our favorite moments, keep supporting the Davis businesses that worked hard to prevent the spread of COVID-19.

**Thank you again to all the business partners!**

See the final list of participants at [HealthyDavisTogether.org/partners](https://HealthyDavisTogether.org/partners)



### Support Healthy Davis Together Business Partners

These businesses are working hard to create a safe environment for their employees—and for you, the customer. They're taking extra precautions, including frequently disinfecting and cleaning, enforcing social distancing and mask wearing, and encouraging employees to get tested twice a week. Look for the decal in the window to support these Davis businesses.

Let's keep our community healthy. Learn more about the program, requirements businesses must meet, and a full list of participants at [HealthyDavisTogether.org/partners](https://HealthyDavisTogether.org/partners)

#### Thank you to our newest business partners:

3rd Street Jewelers	Dee Conway Photography	Peregrine School North Davis
Anderson Court	Dr. Matthew L. Molitor, DDS	Peregrine School South Davis
Angel Skin	Estetica Art & Beauty	Pink Dozen Donuts
AQJIA-Science	Fish's Wild Island Grill	Queen Bee Nails and Spa
Barefoot Yoga Studio	Get Fit Davis	Razors Edge Barber Shop
Barbent Commons	HAIR @ 338 G Street	Safety Nest
Beach Hut Deli	Hallmark Management	Share Tea
Bella Luna Jewelers	Holiday Inn Express & Suites	Sole Desires Shoes
Bro's Liquor	Davis University Area	Steve's Pizza
Burger Patch Davis	Homestead Taiwanese	Symphony Financial Planning
Burgers and Brews	Kitchen & Bar	Tangles Studio
Candy House of Davis	Jamie Baker & Company	Teaspoon
Cedaron Medical Inc.	An Accountancy Corporation	The Arbor
Center City Automotive	Kathmandu Kitchen	The Artery
Center for Integrative	Koko Mini Mart	The Drake
Animal Medicine	Law Offices of Chad Carlock	The Eye of a Needle
Christine Dreamer, LMFT	Let Them Eat Cake	The Lexington
Covell Family Dental	Leo Piantoni and Associates	Tim's Hawaiian BBQ
Crepeville	Luna Sol Pilates	Veterinary Information Network
Cridler Law Group	Mak Design & Build	Village Bakery
Davis Arts Center	Massage Therapy Institute	Working Body Chiropractic
Davis Farmers Market	Mirror Image Dance Company	Y2K Nails & Spa
Davis Media Access	M.J. Environmental	Yi Tea
Davis Oral Surgery	Newmen Associates	Yolo Barre
Davis Ponto & Implant Center	Nugget North Davis	Yolo Crisis Nursery
Davis Smile Center	Nugget South Davis	
Davis Strength & Conditioning	Pacific Auction Company	
	Pemberton Engineering	



#### Social Post



#### Social Post

#### Print Ad

#### Print Ad



#### Video



## Vaccines



**LET'S RECLAIM FAMILY DINNER.**  
Get vaccinated.  
Get tested.

**HEALTHY DAVIS TOGETHER**  
HealthyDavisTogether.org

### Billboard



**LET'S RECLAIM HUGS & KISSES.**

We're all excited to start gathering safely again with our loved ones. It's important to get vaccinated and keep getting tested, even after being vaccinated. By taking those precautions and following local mask and gathering guidance, we can all get back to the moments we miss with family and friends.

**HEALTHY DAVIS TOGETHER**  
#HealthyDavisTogether

**COVID-19 TESTING AND VACCINATIONS ARE AVAILABLE.**  
WALK-INS WELCOME.  
[HealthyDavisTogether.org/testing](https://HealthyDavisTogether.org/testing)

COVID-19 TESTING SITES	Davis Senior Center	Mondavi Center
Tests and parking are free!	545 S Street Davis, CA 95616	525 Wink Hall Drive Davis, CA 95616
	Veterans Memorial Center 203 East 14th Street Davis, CA 95616	Marguerite Montgomery Elementary School 341 Broadway Street Davis, CA 95616

### Print Ad



### Video

**Healthy Davis Together**  
Sponsored · 📺

The Delta variant is a big deal—and it's making more and more healthy young adults sick. Get vaccinated to protect yourself.

**"NO BIG DEAL."**

OK response to ghost pepper wings. Not OK for the Delta variant.

**HEALTHYDAVISTOGETHER.ORG**  
Click here to find a vaccination site. [LEARN MORE](#)

### Social Posts

**Healthy Davis Together**  
@HealthyDavis

Vaccination is now open to all Californians 50 and older. Vaccines are safe, effective, and free—but supply varies weekly. Look for available appointments at [MyTurn.ca.gov](https://MyTurn.ca.gov), pharmacies, your healthcare provider, or community and county clinics.

**IF YOU'RE 50+, IT'S YOUR TURN TO GET VACCINATED.**



**Healthy Davis Together**  
October 5 · 📺

The COVID-19 vaccines are very effective at preventing serious illness, hospitalization, and death. In Yolo County, more than 80% of COVID-19 hospitalizations are among people who are unvaccinated. See how you can [#GetVaccinated](#) at [HealthyYoloTogether.org](https://HealthyYoloTogether.org)

<b>TRUE</b> Vaccinated people can get COVID-19.	<b>ALSO TRUE</b> Their symptoms are less severe.
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**HEALTHY YOLO TOGETHER**  
A Public Health Program of UC Davis