

MEDIA RELEASE



COUNTY OF ERIE
OFFICE OF THE
COUNTY EXECUTIVE

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Erie County is partnering with underserved community groups to conduct COVID-19 messaging research

Erie, PA – Erie County has engaged a public relations firm with Erie roots to work with local community groups in conducting a major study designed to determine how best to communicate COVID-19-related health and safety messages to underserved populations, according to County Executive Kathy Dahlkemper.

“It is critical that Erie County continues to take the lead as we address the ongoing challenges of COVID-19, especially in relation to effectively educating and informing all members of the region about news surrounding the global pandemic,” said Dahlkemper. “We need to ensure our community understands new protocols and stays abreast on important and timely topics, such as the ramifications of a potential vaccine.”

Dahlkemper notes, “We are beginning an aggressive drive to obtain information and identify community partners who will help us achieve our objectives to make certain our messages reach our entire population.”

To assist in this mission, Erie County is utilizing the services of Stevens Strategic Communications (SSC), a medium-sized public relations firm headquartered in Cleveland, Ohio. SSC’s Chairman & CEO Ed Stevens, APR, lived in Erie for close to two decades and is involved with numerous clients and community organizations in the Northwest Pennsylvania area. SSC has broad experience with research and branding programs for organizations in the healthcare, municipal, government, education, food/foodservice, manufacturing, chemical and safety product sectors.

“Our plan includes widespread community outreach to make contact with underserved groups,” Dahlkemper explains. “We will hone our messaging, create the media plan and pinpoint the messengers best able to resonate on a group-by-group basis to ensure nobody is overlooked, regardless of ethnicity, ability level and potential language barriers. We have found that communication must be translated into six different languages to deliver critical messages, especially in these uncertain times of constant change brought on by the COVID-19 pandemic.”

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Stevens Strategic Communications will immediately begin to contact media, community leaders and healthcare institutions.

“We will create a plan to properly position the Erie area to continue our assault against COVID-19 so we can be the safest, healthiest and most resilient region possible,” said Dahlkemper.

If you are interested in having your voice heard, contact the COVID-19 Study Team at mrodriguez@stevensstrategic.com

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