

MEDIA RELEASE

ERIE COUNTY DEPARTMENT OF HEALTH



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Erie County Department of Health is sponsoring a design-a-mask contest for area residents

Erie, PA – The Erie County Department of Health and County Executive Kathy Dahlkemper encourage Erie County residents to enter the new “Masks of Erie County” design-a-mask challenge, which is aimed at reiterating the importance of wearing masks to help slow the spread of COVID-19. Contest details are available here: <https://eriecountypa.gov/covid-19/masks/>. The deadline for entries is Tuesday, Dec. 1.

“This contest is a fun way for us to engage with residents to start or continue the discussion about the necessity of wearing masks,” said Melissa Lyon, director of the Erie County Department of Health. “It gives participants of all backgrounds an opportunity to show off their creativity, earn the chance to win prizes and, most importantly, do their part to keep our community healthy during this global pandemic.”

The “Masks of Erie County” challenge was born out of the County’s study currently underway to hone messaging and overcome potential communication barriers to better educate and inform underserved populations in the region about news and available resources surrounding the COVID-19 pandemic.

“We are working with school districts as well as a wide array of community groups to promote this contest to their members most appropriately and effectively based on language preference, ability level and access to technology,” Lyon said.

The County announced earlier this year it organized a COVID-19 Research Team consisting of executives from Erie County government and the Erie County Department of Health, who are working in conjunction with an outside public relations firm. This research initiative is vital to enable Erie County to work together as a united front to battle COVID-19 by better reaching underserved populations. Lyon says that the essential nature of social distancing, personal hygiene and mask wearing are the most important messages they are seeking to convey.

In an official press release, Centers for Disease Control and Prevention (CDC) Director Dr. Robert R. Redfield said, “Cloth face coverings are one of the most powerful weapons we have to slow and stop the spread of the virus – particularly when used universally within a community setting. All Americans have a responsibility to protect themselves, their families, and their communities.”

To enter the “Masks of Erie County” challenge or obtain information about promoting this contest to an underserved group, visit <https://eriecountypa.gov/covid-19/masks/> or contact the COVID-19 Research Team at mrodriguez@stevensstrategic.com. Winners will be announced Tuesday, Dec. 8.

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