California Launches New Comprehensive, Consumer-Friendly Website and Public Service Announcements to Boost COVID-19 Awareness

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New, one-stop state website: www.covid19.ca.gov

New PSAs feature California Department of Public Health Director Dr. Sonia Angell and California Surgeon General Dr. Nadine Burke Harris

SACRAMENTO – California Governor Gavin Newsom today announced the launch of a new Novel Coronavirus (COVID-19) public awareness campaign to provide useful information to Californians and inform them of actions they can take to further prevent the spread of the virus. The campaign is anchored by a new, consumer-friendly website, www.covid19.ca.gov, that highlights critical steps people can take to stay healthy and resources available to Californians impacted by the outbreak, including paid sick leave and unemployment assistance.

The campaign also includes public service announcements from Dr. Sonia Angell, California Department of Public Health Director and State Health Officer, and California Surgeon General Dr. Nadine Burke Harris. These announcements will be distributed on various state websites, Twitter, Facebook and Instagram. Facebook and Instagram have provided the state with $1 million in advertising credits to help promote the campaign.

“The state is mobilizing at every level to proactively and aggressively protect the health and well-being of Californians, but we cannot fight this outbreak alone,” said Governor Gavin Newsom. “We need the participation and support of every Californian, and that’s why we’re providing recent, relevant and reliable information. Californians need to know how to stay healthy and where they can get help. These actions are critical, and there is no doubt our collective efforts will save lives.”

Click here to see California Surgeon General Dr. Nadine Burke Harris’ PSA directed at high-risk Californians.

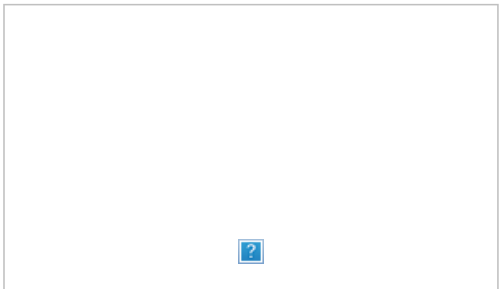
Click here to see California Surgeon General Dr. Nadine Burke Harris’ PSA regarding general health.

The one-stop website reminds Californians that their actions can save lives. The website’s toolkit includes volunteer opportunities and public service announcements, social media messages, and additional videos that can be shared to help get the word out. The website also serves as the central location for up-to-date and simple guidance.

Click here to see California Department of Public Health Director Dr. Sonia Angell’s PSA directed at high-risk Californians.

Click here to see California Department of Public Health Director Dr. Sonia Angell’s PSA regarding economic resources.

Sample social media message:



www.covid19.ca.gov

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