

Subject: (EXTERNAL SOURCE) RCC Covid-19 Committee request to Town Council for Lawn Sign Approval

Dear Council Member,

I want to address our recent letter to the Town to offer lawn signs to the residents of Cobourg, and Northumberland, to be placed on their property. This request has gone to committee for review May 31st. Unfortunately I had provided the information to Town Staff that you required to make a decision on Monday but it was not communicated to you. To ensure there is no further confusion I am providing the information to you directly.

Here is a summary of our plans and objectives:

- Our Committee objective is to get 90% of our community immunized.
- We know that the main influencers for vaccine hesitancy are our personal physicians and Family/Friends/Neighbors.
- We are actively working with our local Doctors to deliver this message but how do we help Family, Friends and Neighbors have this conversation?
- We believe that offering a lawn sign (cost = \$10) to those who have been vaccinated to be placed on their front lawn will create heightened awareness for the need to get vaccinated and foster community awareness and support.

Logistics:

- Sign design is attached.
- Dimensions: 16 x 24 (typical lawn sign)
- Numbers: 2,000 will be our initial order. These will be offered to all residents of Northumberland.
- Timeline: Now till September. It is estimated that we should all have had our second shot by the end of September.
- Costs: Each sign will cost \$10. Our cost is \$5.58 per sign.
- Proceeds: Will be used to offset costs related to our Committee's work at the CCC Covid Clinic. Currently our costs now exceed \$8,000 and these have been financed by Brian and Kym Read and myself.

Interest and Support:

- We have only promoted this initiative to our 600 volunteers. The interest from them has been overwhelming to say the least with many requesting 2-6 signs.
- Many have indicated that they will be proud to display their sign and see it as their Patriotic duty. Some see this as a badge of honour reflecting their interest to help loved ones and their community.
- Council Support: It is important that we send a message to our Community that we are working as a team to end the pandemic.
- We see this initiative taking off both Provincially and Nationally as no other community has undertaken this strategy.

Finally, the question and concern around how many signs would be displayed in our community has been communicated to us. If our shared objective is to have our whole community vaccinated, would we not hope to see a sign on every lawn? Could you imagine the National and International interest as we can identify as the safest community in Canada?

Please contact me directly should you have any questions as any delay in your approval will have a direct impact our efforts to address vaccine hesitancy and getting our community immunized.

Thank you,

Gordon Ley
RCC Covid-19 Committee Chair