



Adam J. Bello
COUNTY EXECUTIVE

News from the Office of

ADAM BELLO

MONROE COUNTY EXECUTIVE

For Immediate Release

Friday, April 10, 2020

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County Executive Adam Bello announces Monroe County and its partners are ramping up the “Six Feet Saves” public health campaign at a critical time

Monroe County Executive Adam Bello unveiled a “Six Feet Saves” public service announcement “Domino” video today, as part of an expanding effort to engage the entire community in slowing the spread of COVID-19.

“There is an urgent need for us to double down on staying home, staying six feet apart outside of the home, and wearing masks in public,” Bello said. “Monroe County and its partners are working overtime to spread this message far and wide, as fast as possible. Right now, every day matters in the fight to prevent the kind of spike in COVID-19 cases we have seen in other communities. We can do this together.”

The new television spot has been distributed to multiple media partners for broadcast and digital use, in both English and Spanish. Additional elements rolling out this week:

- “Six Feet Saves” radio PSAs
- “Six Feet Saves” billboards along area expressways, donated by Lamar Advertising
- 1,000s of “Six Feet Saves” lawn signs, posters and door hangers throughout Monroe County and the City of Rochester
- “Six Feet Saves” messaging in all Monroe County park trailhead kiosks
- “Six Feet Saves” advertising on buses and bus shelters, courtesy of RTS
- “Six Feet Saves” stenciling on sidewalks and other locations
- Downloadable “Six Feet Saves” posters on SixFeetSaves.org

In partnership with the City of Rochester and multiple community agencies, Monroe County is targeting higher risk neighborhoods as it distributes this messaging.

The “Six Feet Saves” campaign was created pro bono by Partners + Napier, a leading international creative agency headquartered in Rochester, in partnership with Monroe County. The campaign was coordinated by Causewave Community Partners, which worked with the Center for Community Health and Prevention at the University of Rochester to bring the campaign to life.