



Gloucester Department of Community Engagement and Public Information

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FOR IMMEDIATE RELEASE
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Gloucester Takes Part in Regional COVID-19 Awareness Campaign as Cases Continue to Increase

Gloucester County is taking part in a regional COVID-19 awareness campaign, "It's in Our Hands" to promote behaviors to stop the spread of the virus throughout Hampton Roads. Gloucester's Community Engagement and Public Information department has worked alongside the Hampton Roads Planning District Commission (HRPDC) and 16 other localities to launch the campaign.

The print media and social media campaign includes a 1:13 minute video and several social-media ready graphics. The video mentions the behaviors necessary to help prevent the spread of coronavirus and then highlights popular activities/events from each of the 17 HRPDC localities with either a photo or short video clip for each activity. Gloucester County's video clip, as part of the larger video, depicts a large crowd enjoying a past Gloucester Daffodil Festival.

"The goal of the campaign is to spread awareness that COVID-19 is still out in our communities and we all can implement safe practices, such as wearing masks, washing our hands and keeping six feet apart, so that we can get back to taking part in many of the things we enjoy," said Brent Fedors, Gloucester's County Administrator. "By following CDC guidelines, we can all work toward the common goal of returning to the things we love, like the Daffodil Festival and other large gatherings and events."

Beginning this week, residents will see these graphics and the video on Gloucester County's website, social media platforms, local information stations and regional billboards.

According to Three Rivers Health Department District Director Dr. Richard Williams' latest update on October 5, though numbers district-wide are improving somewhat from what they were last week, Gloucester County's moving average remains between 5-10 cases per 100,000 residents. According to Williams, the main source of community transmission continues to be individual exposures during private events in venues that the Virginia Department of Health does not regulate.

"All of us are getting tired of practicing preventive measures, but the virus remains agnostic to our feelings, desires and beliefs," Williams said. "It is prevalent in our communities, it has not changed or gone away, is a very serious threat, and we must try to protect ourselves as much as possible."

The Virginia Department of Health will be providing a free appointment-only curbside COVID-19 testing event at the Gloucester Library (6920 Main St, Gloucester, VA 23061) on Thursday, October 15, 2020 from 10 a.m. – 2 p.m. Appointments are required, and can be scheduled by calling 804-815-4191, Monday through Friday, between the hours of 9 a.m.- 4 p.m.

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