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Cayuga County Health Department Launches 'Our Best Shot' Vaccine Campaign

As the community continues to experience Covid-19 cases, the Cayuga County Health Department is taking a creative approach to encouraging vaccination.

“Many people aren’t aware of the important role Covid vaccines have played in getting our county open and running again,” says Public Health Director, Kathleen Cuddy. “While they don’t prevent transmission, they are absolutely our most effective tool in preventing serious illness and hospitalization. We need to keep getting that message out.”

The Health Department partnered with Auburn-based marketing agency, Three Needs Creative, to develop the county-wide ‘Our Best Shot’ vaccine campaign. The campaign highlights our community at its best—when businesses and schools are open, social and cultural events are happening, and families can be together.

“Our job as the health department is to look out for the whole community,” says Deanna Ryan, Supervising Public Health Administrator. “It’s no secret that Covid is a polarizing topic and the everchanging guidance can be frustrating for everyone. We each come with our personal perspectives and unique circumstances, but at the end of the day, we all want a healthy and vibrant community.”

Visit <https://www.cayugacounty.us/1726/Our-Best-Shot> to learn more.

About the Cayuga County Health Department

The Cayuga County Health Department has a broad spectrum of community health responsibilities including drinking water safety, food service permitting and inspections, early childhood development programs, free support programs for new mothers and babies, vaccination clinics, and more. Since early 2020, the department has been leading the community response to Covid-19.