

# Colorado Ideas 2.0, LLC

Your source of legislative and executive health policy advice

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## Re: Mask Public Education by Lapel Stickers

Date: July 20, 2020

The Colorado statewide mask order has a large potential to have a positive effect on preventing the spread of the COVID-19 disease, yet it also depends on the individual behaviors of regular people. Many may still not have access to information, or know how they can play a role. A widescale and high-visibility public campaign is both necessary, and a “no brainer” partly because it can take many forms – PSA advertising, paid advertising, flyers, social media, etc.

**One simple tactic is the use of catchy, short, sometimes humorous Lapel Stickers. (also accompanying bumper stickers, reusable pins and posters)**

**Here are a few ideas:**

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**Graphics!** A real graphics designer and program is key to making this appealing. The examples in Word do not do justice to the possibilities. See the Governor's design above from Facebook.

The advantages of this approach include:

- The cost of producing these on self-adhesive paper can be minimal – 5-10 cents apiece?
- In this model, stickers should be FREE to the public.
- Printing could be donated; as fallback some might include a group or corporate logo.
- Sticker use can build a sense of community. You see someone with one of these messages and you smile; maybe even nod or wave...
- Clever graphics can make this fun or fun-competitive (CU v CSU)
- Distribution can include at the door of businesses: "thanks for coming; have a free pin..."
- There can be children's versions with a cartoon style. Everybody picks the one they like... nothing controversial is needed.
- This can have a local / grassroots feel "My Mask Helps Edgewater!!"
- This project also can have no boundaries  
"My Mask helps America!" "My Mask helps the Planet!"

**Getting it off the ground:** I look forward to any discussion about how this can move to implementation. This is an idea for local & state government agencies, non-profits and/or corporate donors. It is not meant as a commercial pitch to profit authors or supporters.

Stay Safe!

*Richard Cauchi*

Wheat Ridge

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