



## *News Release*

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***For Immediate Release***

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### **Jacksonville Civic Council and Partners Launch Campaign to Improve City's COVID-19 Vaccination Rate**

*Get the Facts Jax combines health care and business interests with the public interest*

**JACKSONVILLE, Fla., July 28, 2021** – The Jacksonville Civic Council (JCC) has launched a collaborative campaign to improve COVID-19 vaccination rates in the city. “Get the Facts Jax” includes video and broadcast PSAs and other resources to help Jacksonville residents access reliable and current facts about why and how to get vaccinated against COVID-19. More information can be found here.

Jacksonville lags the national average (56%) and the state average (60%) with a vaccination rate of just 50%; and is currently one of the top hot spots in the most recent COVID-19 surge with a 25.7% positivity rate.

“Healthy communities support workers and a thriving economy to help drive business growth,” said John Delaney, former Jacksonville mayor and chairman of the executive committee of JCC. “Increased awareness about our great city along with the increased resources that come with population growth represent a once-in-a-lifetime opportunity for this city. Jacksonville cannot and will not capitalize on this opportunity without higher COVID-19 vaccination rates.” Jacksonville is the 22<sup>nd</sup> most desirable place to live in the country as ranked by U.S. News and World Report. Since the pandemic, Jacksonville has gained nearly 11% new residents, second only to Salt Lake City.

Get the Facts Jax is the first, local vaccination awareness campaign to bring together local healthcare interests with business interests in the public interest. Get the Facts Jax hopes to provide answers – the answer to our economy, to jobs and a vibrant workforce and to bring back tourism. All the answers are found in higher vaccination rates in our community. “The science is clear – vaccines work,” said Delaney. “Vaccinations keep our friends and families safe while keeping businesses open and giving us the freedom to enjoy our desirable lifestyle in Jacksonville.”

Get the Facts Jax created by the Dalton Agency, features easy-to-understand themes about all the things we love about life in Jacksonville – enjoying our outdoors and natural beauty, cheering on our favorite local sports teams, experiencing food and drink unique to Jacksonville and spending time with our neighbors, friends, and family.

“The current surge is alarming,” said Jeanne Miller, president of the Jacksonville Civic Council. “Our organization has expedited the campaign and our partners have increased funding for it because the health and future of our community are both on the line.”

The campaign is funded by JCC along with Ascension St. Vincent’s, Baptist Health, Brooks Rehabilitation, Flagler Health, Florida Blue, Memorial Hospital and UF Health Jacksonville. Support also comes from more than 75 member organizations that make up the business membership of the civic council.

*The Jacksonville Civic Council is a non-partisan group of prominent business leaders whose goal is to help resolve community issues by studying a problem, proposing solutions, advocating for change, and providing resources and support. The mission of the Jacksonville Civic Council is to promote a fiscally responsible, economically vibrant, thriving community, that offers opportunity for all its residents. For more visit [www.jaxciviccouncil.com](http://www.jaxciviccouncil.com).*

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