

The Foundation for a Healthy Kentucky produced three public service announcements each for television and radio, which you can find here:

[Video PSAs](#)

[Audio PSAs](#)

The foundation distributed and pitched these PSAs individually to all television stations around the state and sent them to radio stations via the Kentucky Broadcasters Association after garnering KBA president Chris Winkle's endorsement. They were also distributed to public health and school officials, all state legislators, and all of the foundation's grantees.

In addition, the foundation created social media graphics which they urged all recipients to share. The example below is from the foundation's Twitter feed:

Prevent the Spread of COVID-19

PREPARE	PROTECT	DISINFECT
		
Focus on the essentials and buy only what you need for a week at a time.	Keep at least 6 feet of space between you and those outside your home.	Disinfect often-touched surfaces regularly.

Kycovid19.ky.gov
(800) 722-5725

 FOUNDATION FOR A HEALTHY KENTUCKY



Donors considering funding PSAs for use in their own states are invited to tailor these PSAs from The Foundation for a Healthy Kentucky. The contact for changing the graphics is Jay McCain at Skybridge Media Works, jay@skybridgemediaworks.com, (502) 314-6298).