

**COVID-19 Final Report for Deschutes County Health Services (Non-RHIP)
“Tome Meds con Seriedad Oregon PSA creation and distribution”****Summary of Results:**

- Translated 30-second public service announcement script for Take Meds Seriously Oregon to Spanish and re-produced the PSA for a Spanish-language PSA.
- It is now available on the Spanish TMSO website and YouTube page.
- Purchased 2 months of advertising on La Bronca radio and Telemundo television and received a non-profit match from each vendor for a total of 416 spots on La Bronca and 1,250 spots on Telemundo.
- An additional grant match from the Deschutes County Board of County Commissioners resulted in doubling the number of total spots airing in Central Oregon (additional 416 spots on La Bronca and 1,020 spots on Telemundo), and extended the duration of advertising from two months to 18 weeks on Telemundo and 16 weeks on La Bronca.

Video PSA:

Video link: <https://youtu.be/nADvaFJR0AA>