

November 18, 2020
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Dear Mr President:

I am concerned about public behavior. A thousand Americans a day are dying from COVID. It is well known how to stop its spread but also counterintuitive since carriers are often asymptomatic. Rapidly shifting behavior to effective use of masks and distancing would be greatly improved by an all out public health campaign along the lines of such past successes as encouraging seat belts and discouraging smoking. Some amusing foreign ones have been reported in South Korea and Germany (both places with much lower infection rates) and I have seen some clever local signage in East Bay Regional parks but something with more funding and national coherence is needed.

Please assure me that you will start a public ad campaign to encourage masking.

I am very proud to be a US resident and a large part of that derives from our professional government.

Sincerely,
Eric Babson