

November 19, 2020
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Dear Governor Newsom:

I am concerned about public behavior. A thousand Americans a day are dying from COVID and while it is well known how to stop its spread asymptomatic carriers make the approach counterintuitive. 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 those encouraging seat belts and discouraging smoking. Some amusing ones have been reported in South Korea and Germany (where things are going much better) and here there are occasional news conferences, behavior models by leaders and some clever local campaigns (eg East Bay Regional parks) but something with more funding and coherence is needed. Absent national leadership a state or regional campaign would help and reportedly the state has a windfall.

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

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

Sincerely,
Eric Babson