

**Quality and Productivity Commission**  
**34<sup>th</sup> Annual Productivity and Quality Awards Program**  
*"Leading with Excellence"*

**2021 APPLICATION**

Title of Project (Limited to 50 characters, including spaces, using Arial 12-point font):

**NAME OF PROJECT: LA COUNTY DPH - #EVERY10MINUTES**

**DATE OF IMPLEMENTATION/ADOPTION: 12/31/20**

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2020)

**CHECK HERE IF THIS PROJECT IS BEING SUBMITTED FOR THE COVID-19 IMPACT AWARD ONLY.** (Projects must be implemented on or before December 31, 2020. **Note:** Projects implemented less than one year ago will not be eligible for any other PQA awards. In addition, once a project is submitted, you cannot submit the same project for awards consideration in subsequent years).

**PROJECT STATUS:** \_\_\_\_\_ Ongoing       One-time only

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?** \_\_\_\_\_ Yes       No

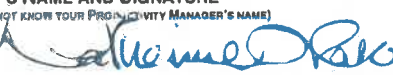

**EXECUTIVE SUMMARY:** Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 Throughout the course of the pandemic, thousands of lives were lost in Los Angeles  
 2 County – mothers, fathers, friends, sons and daughters. Toward the end of December,  
 3 a person was dying of COVID-19 every 10 minutes. In an effort to capture those who  
 4 were lost and loved, the Department of Public Health, starting at midnight on December  
 5 31, 2020, began tweeting out the personal qualities of someone lost to COVID-19 every  
 6 10 minutes in an effort to get people to stay home in New Year's Eve. The campaign  
 7 continued for 24 hours and a tweet was sent out every 10 minutes. Examples of tweets  
 8 included "A grandpa that marinated the Carne Asada with a Corona. #Every10Minutes  
 9 #LACounty" "Somebody's favorite aunt who had the best dishes every holiday.  
 10 #Every10Minutes #LACounty" "Someone who went to both USC and UCLA.  
 11 #Every10Minutes #LACounty" "An uncle who was like a father to his nieces and  
 12 nephews." "Someone who conquered their fears." "A sister." "An abuelita who always  
 13 tried to feed her grandchildren, even when they said they weren't hungry." This  
 14 groundbreaking campaign sought to tell these stories and personalize them in a way  
 15 that could apply to anyone the readers may know, inspiring them to stay safe on NYE.

**BENEFITS TO THE COUNTY**

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> Department of Public Health-313 N. Figueroa Street, 8 <sup>th</sup> Floor Los Angeles, CA 90012		<b>TELEPHONE NUMBER</b> (213) 288-8117
<b>PROGRAM MANAGER'S NAME</b> Brett Morrow bmorrow@ph.lacounty.gov		<b>TELEPHONE NUMBER</b> 323-715-7977
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> <small>(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Catherine Mak, MBA 	<b>DATE</b> 6-25-21	<b>TELEPHONE NUMBER</b> (213) 288-7240
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Barbara Ferrer, MPH, MEd, PHD 	<b>DATE</b> 06/25/21	<b>TELEPHONE NUMBER</b> (213) 288-8117

**\*\*ELECTRONIC, WET, OR SCANNED SIGNATURES ARE ACCEPTABLE\*\***

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**1<sup>st</sup> FACT SHEET – LIMITED UP TO 3 PAGES ONLY:** Describe the **challenge(s), solution(s), and benefit(s)** of the project to the County. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success and specify assessment time frame. Use Arial 12 point font.

Challenges:

After many months and more than 10,000 deaths, the people who were passing away became just another number. Every day Public Health was announcing more and more deaths and the number kept increasing – eventually reaching several hundred in a single day. Because LA County saw a late winter surge, the community was much more resistant to the infection control practices that would protect them from COVID-19.

Solutions:

Knowing that personal stories hit harder than just numbers, the Office of Communications and Public Affairs developed the #Every10Minutes campaign to humanize the toll of COVID-19. The campaign began on midnight on December 31, 2020 and continued for 24 hours with a tweet sent every 10 minutes. The campaign began unannounced with no warning in order to create a slow reveal to what was happening and allow people to figure it out for themselves, like a piece of the puzzle.

The tweets represented the type of personality for someone who passed away from COVID-19 – someone we all knew and each ended with a plea for people to “Stay home. Save a life.”

Sample tweets included:

- "The friend who danced, and danced, and danced."
- "The kindergarten teacher at the local school."
- "The dedicated community volunteer. "
- "A grandpa that marinated the Carne Asada with a Corona."
- "Somebody's favorite aunt who had the best dishes every holiday."
- "Someone who went to both USC and UCLA."
- "An uncle who was like a father to his nieces and nephews."
- "Someone who conquered their fears."
- "A sister."
- "An abuelita who always tried to feed her grandchildren, even when they said they weren't hungry."
- "An ER nurse who worked doubles for months on end."
- "Tia"
- "The local activist who worked for a better tomorrow."
- "The high school guidance counselor."

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Use Arial 12-point font.

“The older neighbor you waved to when you left the house in the morning.”

Benefits:

The campaign made local, national, and international news, with many calling it powerful and groundbreaking public health messaging, including:

- <https://thehill.com/blogs/blog-briefing-room/news/532262-la-public-health-agency-tweets-covid-19-death-every-10-minutes>
- <https://ktla.com/news/local-news/someone-is-dying-of-covid-19-every-10-minutes-in-l-a-county-health-officials-are-tweeting-examples-in-plea-for-residents-to-stay-home-new-years-eve/>
- <https://www.buzzfeednews.com/article/krystieyandoli/los-angeles-tweets-covid-death-10-minutes>
- <https://abc7.com/los-angeles-county-la-covid-covid19/9231168/>
- <https://www.dailynews.com/2020/12/31/every-10-minutes-someone-in-la-county-dies-from-the-coronavirus-here-are-some-of-their-stories/>
- <https://www.kare11.com/article/news/nation-world/la-county-public-health-tweeting-covid-deaths-every-10-minutes/507-8bbc4385-749e-448c-be3b-2746e7e81c7a>
- <https://www.france24.com/en/live-news/20210101-a-death-every10minutes-la-begs-revelers-to-avoid-nye-gatherings>
- <https://laist.com/news/la-county-new-twitter-campaign-to-drive-home-covid-crisis-every-10-minutes>
- <https://www.sacbee.com/news/california/article248202935.html>

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**Linkage to the County Strategic Plan – 1 page only.** Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12-point font.

This campaign addressed the following County Strategic Plan goals:

*Make Investments That Transform Lives:*

- *Increasing our focus on prevention initiatives;*

The campaign was solely focused on preventing the spread of COVID-19. Each tweet ended with “Stay home. Save a life” and reminded people to physically distance or wear a mask.

*Realize Tomorrow’s Government Today*

- *Embracing digital government for the benefit of our customers and communities;*
- *Engaging our customers, communities, and partners.*

Because the campaign was on Twitter, the digital platform was the main avenue for people to get this information and DPH saw a massive increase in followers – more than 13,000.

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**COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY):** If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12-point font

**Cost Avoidance:** Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

**Cost Savings:** A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

**Revenue:** Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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