



New Public Service Announcement Salutes County Workers on the Front Lines of COVID-19

The New York State Association of Counties (NYSAC) today released a public service announcement (PSA) saluting the local government workers across the state who are helping to lead the local response to the COVID-19 pandemic.

[The PSA can be seen here](#) , and can be downloaded for broadcast by contacting Kate Pierce at kpierce@nysac.org .

“Many people don't realize the extent to which the battle against COVID-19 is being fought by county government employees, and we salute the work that they are doing each and every day. I am humbled and grateful for the heroic services our employees provide to protect the public,” said NYSAC President John F. Marren, chairman of the Ontario County Board of Supervisors.

County government employees include but are not limited to:

- local public health officials protecting the spread of communicable diseases
- first responders helping those in need of health care
- 911 dispatch employees bringing needed assistance
- sheriffs and police officers who patrol and enforce executive orders and protect the public
- jail administrators who care for inmates and protect society
- emergency management personnel who coordinate the response and recovery efforts
- county onsite incident commanders (chief electeds) who fight each day for a better tomorrow and coordinate the response at the regional level
- county attorneys who guide the incident commanders
- social service employees providing temporary assistance, food and health insurance
- mental health workers who help us cope as we remain in isolation
- county clerks processing important legal documents for property, the court system and DMV
- district attorneys for upholding the rule of law
- public defenders providing counsel to those in need
- area agencies on aging protecting our senior providing meals and transportation for medical appointments
- consumer protection employees rooting out consumer fraud
- coroners and medical examiners ensuring dignity in death and reporting the cause of death
- veterans' affairs employees making sure our heroes get what they need when they need it
- youth service employees ensuring childcare is provided for first responders and other services for our youth
- highway, sanitation and public works keeping our infrastructure safe and functioning

The PSA is part of a new public awareness campaign called NY Counties Lead, which is focused on telling stories from the front lines of this war.

“County leaders are the onsite incident commanders interacting with all local governments in the region. These county leaders serve as the generals in the field. The COVID-19 war will be won through a series

of battles, and these battles are fought in our communities engaging the public at large. County leaders are constantly developing innovative ways to eliminate the spread of the virus, modeling courage at the local level and focused on strengthening our local communities during this global pandemic,” said NYSAC Executive Director Stephen J. Acquario.

As part of NY Counties Lead, NYSAC is detailing many of the ways that counties are working to stop the spread of the virus, address the challenges of social distancing, and/or deal with the social and economic impact that the global pandemic is having on their own communities.

“This is the reason we created the PSA, and this is also why it is critical for Congress to negotiate and pass a state and local recovery aid package that ensure that counties and states can continue to provide the services and programs that we need to stop the spread of COVID-19 and help those New Yorkers who need it most,” said President Marren.

Many of these stories are being collected and are available on NYSAC’s website at https://www.nysac.org/counties_innovating , and includes the following categories of county services.

- Business & Economic Development
- Communications & Education
- Governance/Legal/Courts
- Healthcare
- Social Services

The NY Counties Lead campaign was created as part of the 2020 National County Government Month. The theme for this year's county government month is Counties Matter, an apt choice that has been proven time and time again during this pandemic, as counties in New York State are leading the local response efforts to this worldwide pandemic.

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The New York State Association of Counties is a bipartisan municipal association serving all the counties of New York State, including the City of New York.

Organized in 1925, NYSAC's mission is to represent, educate, serve and advocate for member counties and the elected and appointed county officials who serve the public.

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