

*Press Release*

**“Starr County Fights COVID-19: It’s Now or Never”**

Under the guidance of its county health authority, Starr County has taken the steps to create an initiative designed to promote overall health and simultaneously combat the spread of COVID-19.

“Starr County Strong: A roadmap for a healthy community” is a unified effort between the County of Starr, Starr County Industrial Foundation, Starr County Memorial Hospital, IDEA Rio Grande City, Rio Grande City CISD, Roma ISD, and San Isidro ISD. A committee consisting of representatives from each of these entities has begun the process of establishing and branding this health initiative.

“Starr County Strong” is certainly not a complete solution to COVID-19 or any other health concerns; however, the committee believes that through increased awareness and education targeting school-aged children, we can reach a larger audience and instill good health practices in our community. The committee has adopted the phrase “Starr County Strong. Healthy as 1-2-3” as its slogan, along with “Roadie the Roadrunner” as its official mascot. Roadie will carry out the task of leading us all toward overall wellness, while promoting GOOD HYGIENE, PREVENTIVE CARE THROUGH IMMUNIZATIONS, and PROPER EXERCISE & NUTRITION. Healthy as 1-2-3.

The committee plans to provide promotional videos, pamphlets, stickers, activities, and other material that can be implemented in schools as part of their curriculum. The vision of the “Starr County Strong” committee is that Roadie the Roadrunner rapidly becomes a household “superhero”, providing everyone with the tools and information needed to increase community wellness and health.

