



## DEPARTMENT OF THE ARMY

THE INSTITUTE OF HERALDRY  
9325 GUNSTON ROAD, ROOM S113  
FORT BELVOIR, VIRGINIA 22060-5579

SAAA-IHS

17 August 2020

MEMORANDUM FOR United States Public Health Service, The Assistant Secretary for Health

SUBJECT: Design and Development of the United States Public Health Service COVID-19 Pandemic Campaign and Civilian Service Medal Set

1. The following heraldic items have been designed and developed IAW General Terms and Conditions No. 750120HL21082.

a. COVID-19 Pandemic Campaign Medal with the description and symbolism as follows:

### OBVERSE

**Description.** On a bronze disc 1 3/8" (3.49cm) in diameter, in front of a grid-lined demi-globe on the bottom half and a demi-sun on the top half, the chalice of Hygieia entwined by two snakes facing one another at the center point. Arching at top is the inscription "COVID-19 PANDEMIC CAMPAIGN".

**Symbolism.** The sun alludes to the coronavirus name and also embodies a new day, free of the pandemic. The grid-lined globe represents the world wide response to the virus. The chalice of Hygeia, the goddess of preventive medicine, is a symbol of health and hygiene. The two snakes of Asclepius, the father of Hygeia, symbolize wisdom and healing. The ribbon's center portion alludes to the corona of the sun and is flanked by red, white, and blue to symbolize our nation's response, the wide field of green reflects healing.

### REVERSE

**Description.** On the reverse the inscription "*FOR EFFORTS TO END THE COVID-19 PANDEMIC & RESTORE GLOBAL HEALTH*" above the United States Public Health Service emblem and encircled by the designation "UNITED STATES PUBLIC HEALTH SERVICE".

b. COVID-19 Pandemic Civilian Service Medal with the description and symbolism as follows:

### OBVERSE

**Description.** On a bronze disc 1 3/8" (3.49cm) in diameter, in front of a grid-lined globe a shield blazoned: Or, issuant from base the chalice of Hygieia entwined by two snakes facing one another, all beneath in chief at

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the center point a cross couped, all Or. Arching at top is the inscription "COVID-19 PANDEMIC" and arching at bottom "CIVILIAN SERVICE."

**Symbolism.** The bronze disc signifies a new day, free of the pandemic. The grid-lined globe represents the world wide response to the virus. The chalice of Hygeia, the goddess of preventive medicine, is a symbol of health and hygiene. The two snakes of Asclepius, the father of Hygeia, symbolize wisdom and healing. The couped cross is the traditional symbol of health care and emergency response. The ribbon's center portion alludes to the corona of the sun and is flanked by red, white, and blue to symbolize our nation's response, the wide field of green reflects healing.

### REVERSE

**Description.** On the reverse the inscription "*FOR EFFORTS TO END THE COVID-19 PANDEMIC & RESTORE GLOBAL HEALTH*" above the United States Public Health Service emblem and encircled by the designation "UNITED STATES PUBLIC HEALTH SERVICE."

2. All manufacturing tools (hubs and dies) will be maintained by The Institute of Heraldry (TIOH) as part of our quality assurance program. In addition, TIOH retains a permanent record of the approved design and all correspondence for future reference. A set of standard samples with procurement instructions and a list of our certified manufacturers was previously provided to the USPHS POC on record.

3. It has been a pleasure working with the USPHS staff on this project. In an effort to receive feedback for improving our services, I would ask that you complete a short survey contained in the link next under. Your comments are important to us for improving our processed and heraldic support to our customers.

<http://ice.disa.mil/index.cfm?fa=card&sp=96857&dep=DoD&card=1>

4. If there is any way in which we may be of further assistance, please contact the Heraldic Services and Support Division at 571-515-0323.

Encls

CHARLES V. MUGNO  
Director



## UNITED STATES PUBLIC HEALTH SERVICE COVID-19 PANDEMIC CAMPAIGN



**OBVERSE**



**REVERSE**

### DESCRIPTION

**Obverse.** On a bronze disc 1 3/8" (3.49cm) in diameter, in front of a grid-lined demi-globe on the bottom half and a demi-sun on the top half, the chalice of Hygieia entwined by two snakes facing one another at the center point. Arching at top is the inscription "COVID-19 PANDEMIC CAMPAIGN".

**Reverse.** On the reverse the inscription "*FOR EFFORTS TO END THE COVID-19 PANDEMIC & RESTORE GLOBAL HEALTH*" above the United States Public Health Service emblem and encircled by the designation "UNITED STATES PUBLIC HEALTH SERVICE".

**Ribbon.** The ribbon is green, with a yellow to orange center flanked by red white and blue stripes.

### SYMBOLISM

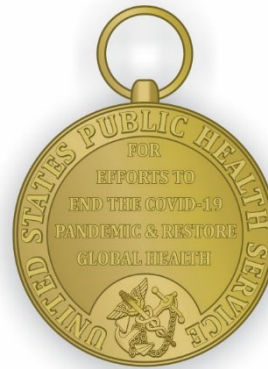
**Medal.** The sun alludes to the coronavirus name and also embodies a new day, free of the pandemic. The grid-lined globe represents the world wide response to the virus. The chalice of Hygeia, the goddess of preventive medicine, is a symbol of health and hygiene. The two snakes of Asclepius, the father of Hygeia, symbolize wisdom and healing. The ribbon's center portion alludes to the corona of the sun and is flanked by red, white, and blue to symbolize our nation's response, the wide field of green reflects healing.



## UNITED STATES PUBLIC HEALTH SERVICE COVID-19 PANDEMIC CIVILIAN SERVICE



**OBVERSE**



**REVERSE**

### DESCRIPTION

**Obverse.** On a bronze disc 1 3/8" (3.49cm) in diameter, in front of a grid-lined globe a shield blazoned: Or, issuant from base the chalice of Hygieia entwined by two snakes facing one another, all beneath in chief at the center point a cross couped, all Or. Arching at top is the inscription "COVID-19 PANDEMIC" and arching at bottom "CIVILIAN SERVICE."

**Reverse.** On the reverse the inscription "*FOR EFFORTS TO END THE COVID-19 PANDEMIC & RESTORE GLOBAL HEALTH*" above the United States Public Health Service emblem and encircled by the designation "UNITED STATES PUBLIC HEALTH SERVICE."

**Ribbon.** The ribbon is green, with a red to orange to yellow center flanked by red white and blue stripes.

### SYMBOLISM

**Medal.** The bronze disc signifies a new day, free of the pandemic. The grid-lined globe represents the world wide response to the virus. The chalice of Hygieia, the goddess of preventive medicine, is a symbol of health and hygiene. The two snakes of Asclepius, the father of Hygieia, symbolize wisdom and healing. The couped cross is the traditional symbol of health care and emergency response. The ribbon's center portion alludes to the corona of the sun and is flanked by red, white, and blue to symbolize our nation's response, the wide field of green reflects healing.