



Vaccination Campaign Development

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How to Develop an Effective Public Health Campaign



Identify the problem or focus for the campaign



Analyze the issue



Identify target audience



Identify barriers




Channels or methods to use



Track and evaluate

Identify the problem and focus for the campaign

Determine the health issue and the focus of the campaign. What healthy behavior do we want to promote?



Health Issue- COVID-19



FOCUS-Vaccine Confidence & Vaccine Uptake



Analyze the Issue

Why aren't people getting the COVID-19 vaccine?

Conduct Market research (also called consumer or audience research) is research designed to enhance your understanding of the target audience's characteristics, attitudes, beliefs, values, behaviors, determinants, benefits, and barriers to behavior change in order to create a strategy for social marketing programs.

Conduct a SWOT analysis

SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis assesses the factors in the broader situation that could impact the implementation of your program or its ultimate success

SWOT Worksheet

Factors/Variables	Internal	External
Positive	Strengths	Opportunities
Negative	Weaknesses	Threats

Identify Target Audience

- Children (Parents)
- Adolescents
- African Americans
- Hispanics
- Healthcare workers
- Warehouse workers
- Pregnant women



What are the Barriers

What is preventing your target audience from getting vaccinated?

There may be different barriers or factors for different audiences

- Accessibility
- Conflict in Schedule
- Communication (Language)
- Transportation

- Other Factors:
- Fear
- Lack of trust
- Religious or personal beliefs
- Misconceptions



Channels or methods used for Campaign

BENEFITS OF GETTING A COVID-19 VACCINE WE CAN DO THIS

COVID-19 Vaccination Will Help Keep You from Getting COVID-19

NEARLY 100%
EFFECTIVE AT PREVENTING SEVERE ILLNESS, HOSPITALIZATION & DEATH DUE TO COVID-19, INCLUDING FROM THE DELTA VARIANT

All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19.

COVID-19 Vaccination is a Safer Way to Help Build Protection

MILLIONS OF PEOPLE
IN THE UNITED STATES HAVE RECEIVED COVID-19 VACCINES

COVID-19 vaccines are safe and effective. Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history.

COVID-19 Vaccination is an Important Tool to Help Stop the Pandemic

WEARING MASKS + SOCIAL DISTANCING
PROTECT YOURSELF AND OTHERS FROM COVID-19

Until you're fully vaccinated, wearing masks inside public places + staying at least 6 ft apart from people who don't live with you + who may not be vaccinated reduce your chance of being exposed to or spreading the virus. Even people who are vaccinated in areas of substantial or high spread of COVID-19 should wear a mask inside public places to maximize protection from the highly contagious Delta variant and prevent possibly spreading it to others.

Three ways to find a vaccine: Go to vaccines.gov, text your zip code to 438829, or call 1-800-232-0233 to find a vaccine near you.

EFFECTIVE SOCIAL MEDIA CAMPAIGN

Twitter, Facebook, Instagram, LinkedIn icons

Hands typing on a laptop with a thumbs up icon on the screen

Minoita helps you get more smiles to the mile.

GIVE GENEROUSLY.

Excaltour
Pentel

If you forget to have your children vaccinated, you could be reminded of it the rest of your life.

Metropolitan Life logo: Where the future is now



Billboard Use

The unit of measure for billboards is Daily Effective Circulation (DCE) This number represents the number of vehicles that pass by the billboard as well as the number of pedestrians.

Cost: \$1,000-\$3,000

Pending size and type (poster or digital)

Blueline Media (n.d.).Billboard Advebillboard-advertisingrtising in St. Louis, MO Retrieved from <https://www.bluelinemediamedia.com//st-louis-mo>



St Louis, MO Billboard Advertising Data

- No. of Billboards: 175 (estimated)
- Major Roads I-70, I-55, I-64, I-44, I-270; Memorial Drive, Grand Boulevard, Jefferson Avenue, Tucker Street, Gravois Street, Market Street and Cole Street
- Attractions Anheuser-Busch
- Population 2,807,338 (estimated)
- DMA No. 21
- Race White 42%
- Black 50%
- Hispanic 4%
- Other 4%
- Median Income: \$29,156

Reference: Blueline Media (n.d.). Billboard Advertising in St. Louis, MO Retrieved from <https://www.bluelinemediacom//st-louis-mo>

Flyers & Infographics

- An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance. The process of creating infographics is sometimes referred to as data visualization.
- Canva
- Canva is an online design and publishing tool used to create and design visual content.
- Ready to use template- Just enter content
- Or create your own
- **It's free!**
- Canva Pro for nonprofits allows you access to premium templates and graphics.
- **It's free!**

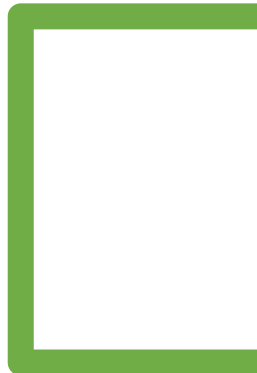
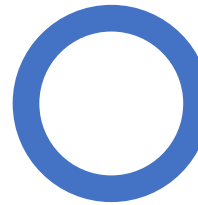
Canva's Nonprofit Program

1. Registered nonprofits
2. Social impact organizations with a mission consistent with a public or community benefit
3. Public health organizations, and government entities assisting with public health

Required documentation

Note: Documentation required varies based on your organization type.

1. **Registered nonprofit organizations (on a per country basis)**



K. I. S. S.

Keep It Simple ~~Stupid~~ Sometimes



Social Media *

- Most effective at reaching a wide range of audience
- Can reach audiences in a timely fashion and in real time
- Cost effective

Note* Older adults and those in rural areas may not use social media.

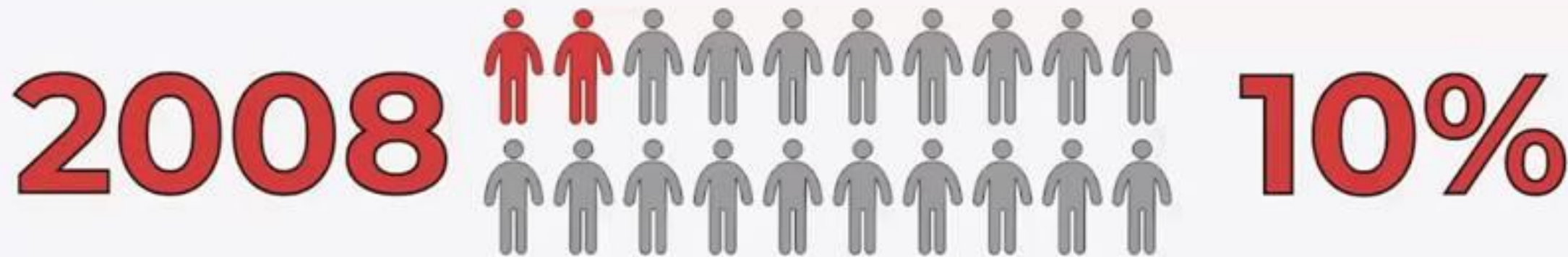
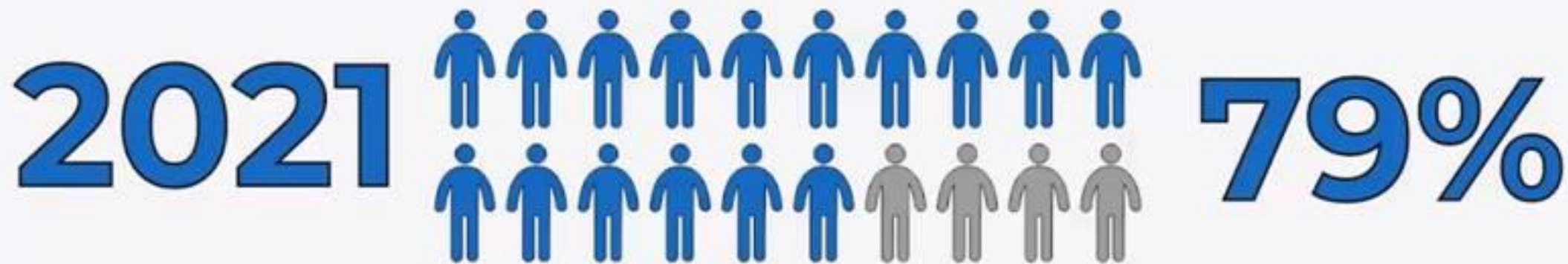
*most frequently used



The Facebook logo, featuring the word "facebook" in a blue, lowercase, sans-serif font on a white background.



As of 2021, 79% of Americans have a social media profile.



This number is up from 10% in 2008 and from around 50% in 2011

Goal of Campaign

Increase Vaccine Confidence for Target Audience

➤ Ages 19 to 60+

• Engage Audience

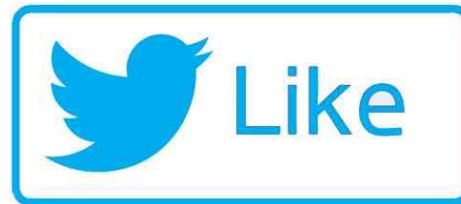
➤ At least 3,000 visits per social media site

➤ 500 reactions Per Post –Facebook (Like, Love, Haha, Wow, Sad, Angry)

➤ 200 Likers per Tweet

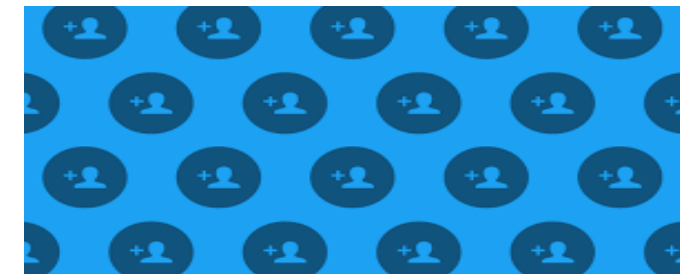
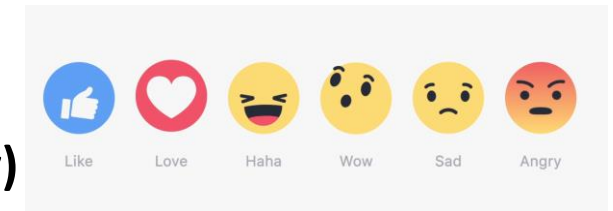
➤ 250 Shares per post

➤ 100 Retweets per Tweet



• Increase Followers

➤ At least 1,000 + at end of campaign



The Strategy

How to use social media to reach your goals

Hire or develop social media team.

Content Creator & Analyst

How To Reach Goals

Target Audience

Divide the audience based on demographics and reach them on their prospective social media sites.

Younger Americans are more likely to use Twitter than older Americans – only 10 percent of Internet users ages 65+ use Twitter (Schothorst, 2017).

While Facebook is more of a Universal site, older people tend to use Facebook more. 84 % are 30-49, 72% are 50-64 and 62% are 65+. (Schothorst, 2017).

Engage the audience

Create meaningful content.

Increase Followers

Increase followers by using different hash tags, tag multiple people, ask celebrities to use their influence to share, tweet, and inform others about the campaign. Post during peak times.

Facebook -Monday, Wednesday, Thursday, and Friday. between 12 p.m. and 3 p.m. Weekends from 12 p.m. to 1 p.m. (Aynsley, 2018)

Twitter-Monday to Friday 3 PM (Aynsley, 2018)



Facebook



Posts can include:

- Pictures
- Videos
- Longer posts (personal stories, detailed information about vaccination experience)

Sample Facebook Post:

“Vaccines are available at more than 80,000 locations across the country, including at over 40,000 retail pharmacies. Ninety percent of Americans live within five miles of a vaccine site. If you are or someone you know needs help with finding a vaccinate site, please like and share this post and page! We are here to help and support you!”

Health Action Alliance(2021). *Key messages for employees; communicating about COVID-19 vaccine*. Retrieved from <https://www.healthaction.org/resources/communications/communicating-about-covid-19-vaccines-key-messages-for-employees-and-workers>



Twitter

Tweets can include:

- Fast Facts about COVID-19 and the vaccine
- Direct Links with locations that offer the vaccine
- Hashtags

Sample post (“Tweet”) on Twitter

“COVID-19 vaccines are now available for individuals ages 5 years and older. #FindAVaccine #VaxFact #EndCOVID”

NIH (2018). Retrieved from <https://www.drugabuse.gov/drugs-abuse/opioids/opioid-summaries-by-state/georgia-opioid-summary>



Track and evaluate

How to measure
success of
campaign and how
to track
engagement

Flyers

Measure by number of copies printed or how many people are in attendance at event (church, community event, etc.)

Newspaper/Magazine Ad

Measure by active subscription list

Websites & Social Media *

Measure by engagement actions (Visitors, likes, shares, comments, etc.)

*most frequently used



Social Media Monitoring Tools

- Hootsuite
- Sprout Social
- Tweetdeck
- Google Analytics

Measuring Goals

- **Average Engagement Rate:** The number of engagement actions (e.g., likes, shares, comments) a post receives relative to your total number of follower (Shleyner, 2018).

For instance, for a campaign, let's say the Facebook post in the previous slide had 323 likes, 120 comments, and 59 shares with 820 followers. The engagement rate will be 61.22%

- Other measures evaluated
- Landing pages: how many people clicked the hashtag, followed the link
- More Info
- Find a vaccine near you



Preparing for the Worst

Things to Remember:

- Everyone is not in favor of the vaccine
- Ignore negative, harassing, or bullying commenters
- Avoid unnecessary fights and engage with caution: If you're going to engage with an anti-vaccine comment, choose your conversations wisely based on the context.
- Remain respectful
- Prepare your workplace, office, and/or institution by training staff to recognize signs of an attack, how to respond, and when to notify leadership

Preparing for the Worst continued...

- Know the signs of an impending social media attack
- Staff responsible for monitoring accounts should be trained to look for:
 - A spike in or higher than usual volume of negative comments
 - Unusually rude or mean comments from new accounts
 - Negative comments from suspicious, anonymous, or bot-like accounts

SHOTS HEARD ROUND THE WORLD TOOLKIT

Platform-specific defenses:



Facebook

[Increase your privacy settings](#)

[Disable visitor posts](#)

[Disable Facebook reviews & recommendations](#)

[Report bullying, doxxing, or misinformation posts](#)



Instagram

[Make your profile private](#)

[Report bullying, doxxing, or misinformation posts](#)



Twitter

[Protect your Tweets \(make account private\)](#)

[Report bullying, doxxing, or misinformation posts](#)

[Block aggressive accounts](#)



TikTok

[Increase your privacy controls](#)

[Report and delete bullying, doxxing, or misinformation comments](#)



Yelp

[Report fraudulent reviews](#)

[Report users](#)



Google Reviews

[Report fraudulent reviews](#)

Support

Shots Heard Round the World (Shots Heard or SH) is a rapid-response digital cavalry dedicated to protecting the social media pages of health care providers and practices.

Toolkit available:

[Shots+Heard+Toolkit.pdf \(squarespace.com\)](#)

Or visit <https://www.shotsheard.org/>

Click on Toolkit



Resources

- <https://www.cdc.gov/healthcommunication/pdf/CDCynergyLite.pdf>
- www.canva.com
- <https://www.shotsheard.org/>
- <https://www.cdc.gov/socialmedia/tools/index.html>
- <https://blog.hootsuite.com/social-media-monitoring-tools/>



Thank you

If you have any questions, feel free to contact me
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