



AIM Bull's-Eye Award
 August 2022



2021

Situation

The Washington State Department of Health hired C+C to work in partnership to develop a social marketing campaign designed to drive COVID-19 vaccinations.

To do this effectively, the campaign needed to build receptivity, intention and action among people in Washington. DOH was particularly interested in ensuring that typically underserved populations were proactively considered as campaign priority audiences.

Goal

Get 70% of Washington adults to initiate vaccination

Objectives

- Create an inclusive campaign that reached all Washingtonians
- Drive traffic to the DOH vaccine information and vaccine locator websites
- Encourage people to go to a PhaseFinder website to find out when they would be eligible for the COVID-19 vaccine
- Drive social media engagement
- Increase vaccination rates among populations with slower adoption

Research

1

Gates Foundation Statewide Polling

Partnered with the Gates Foundation to poll 1,100+ WA residents to inform on vaccine-intent barriers, benefits and motivators.

2

2020 Qualitative Research

Four-day online qualitative research study with 120 research participants, 12 from each of 10 audience segments (e.g., rural, LGBTQ+, college students, etc.).

3

In-language Stakeholder Interviews

Conducted 1:1 interviews in 15 languages every other month throughout the campaign. Community members served as interview moderators.

4

2021 Market Research Online Community

Created a MROC with more than 850 Washington residents. This community has informed the campaign with 2-3 research projects per week.

5

Community Research

Conducted in community research with audiences that were hard to reach through other research approaches including the Black/African American and Hispanic/Latino communities and People with Conservative Values

Selected Research Themes (from all sources)



Mixed emotions dominated by anxiety, worry and nervousness drive a vaccine “**wait and see**” mentality.



The biggest barrier is **concern over the safety** of the vaccine. Political involvement and mistrust of “big pharma” contribute to this concern.



There is an added level of mistrust around vaccines for some audiences due to **historic abuses and systemic racism**.



Doctors are the most trusted source for vaccine information.



Straightforward messaging is well received.



The **desire to protect loved ones**, community members and the vulnerable is a strong motivator.



“Operation Warp Speed” increased concern: Parallel vaccine production and testing was not intuitive to the audience and was seen as concerning rather than encouraging.



Some populations have higher levels of hesitancy such as people with conservative values, people living in rural counties, and members of the Black/African American and Hispanic/Latinx communities.



Young adults were getting vaccinated at slower rates not due to hesitancy but due to a lack of urgency and not being concerned about getting COVID-19.

Campaign Strategy & Messaging Phases

1. Setting the Stage: Education



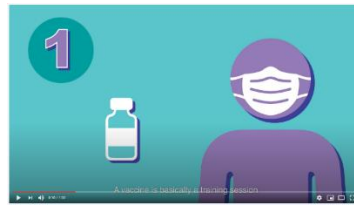
Phase Finder



Vaccine Locator



Vaccine Education



Vaccines are Here

2. Building Intent



Gratitude



Together We Will

3. Action | Gratitude | Stories



Life After Vaccine



Community Voices



Social Norms



Trusted Messengers

4. Overcoming Hesitancy



Lower vaccination audiences (e.g. young adult)



Child eligibility



Mis-information

Improving Access

PHASE FINDER

Tool that helped identify your eligibility phase



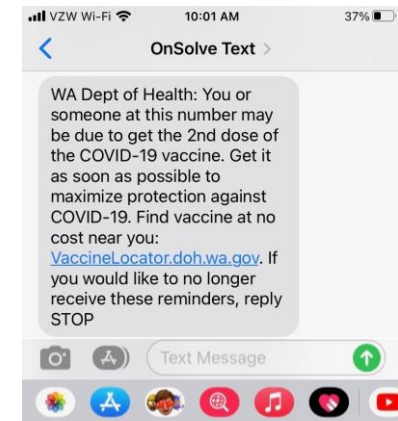
VACCINE LOCATOR

Tool to help find a vaccine appointment

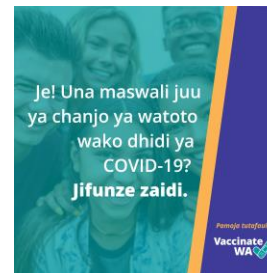


ON-SOLV

Vaccine reminders via text, e-mail and phone



TRANSCREATION 42 Languages



Communications Channels

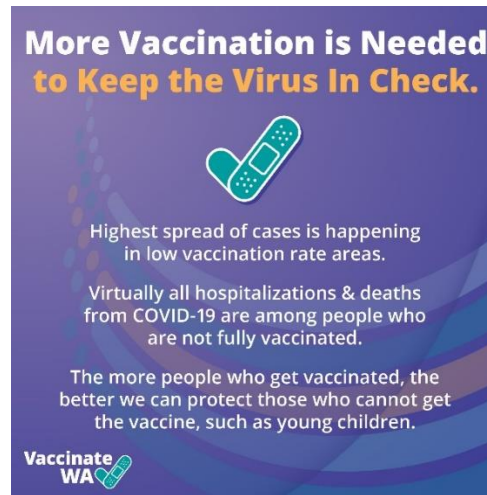
PAID ADVERTISING

TV, radio, digital (20 languages), social (28 languages), billboards, search, mobile & community media.



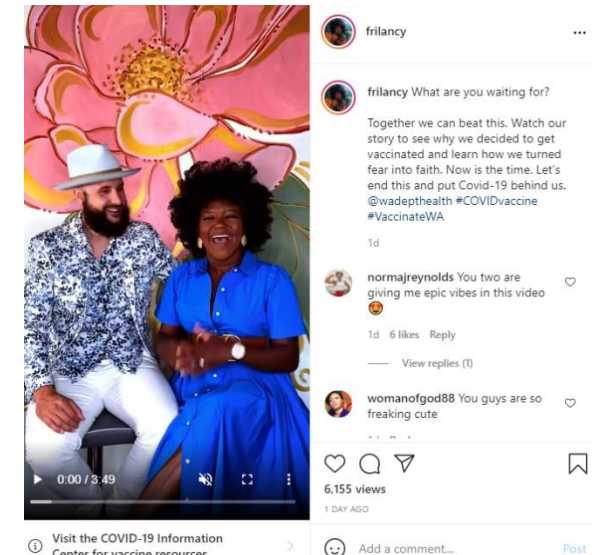
ORGANIC SOCIAL

Created and posted new content daily as well as engaged and responded to the public.



SOCIAL MEDIA INFLUENCERS

Worked with paid social media influencers to create content that reached priority audiences.



Communications Channels

PARTNERSHIPS

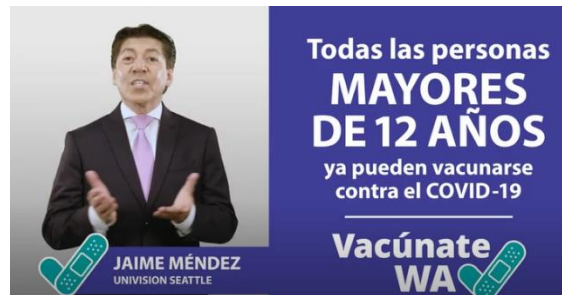
Created partnerships with:

- Every major sports team
- Eight local health jurisdictions
- Large organizations



EXPERT PANELS

Held monthly in English and Spanish



MATERIALS & RESOURCES

Created materials and resources for everyone to access:

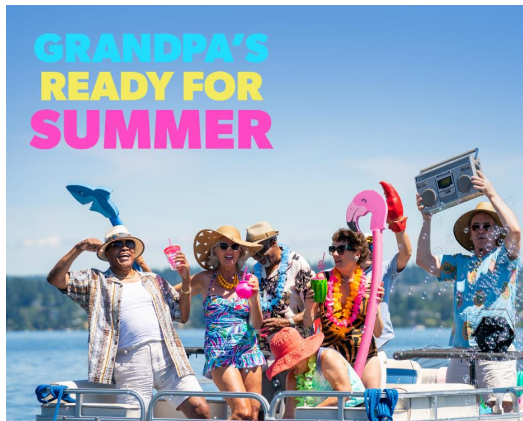
- Online partner toolkit in 36 languages
- Online portal for ordering materials for vaccine providers and businesses



Reaching Populations with Lower Vaccine Rates

In June of 2021, an effort was added to focus on three priority populations that faced unique barriers and challenges resulting in slower adoption rates.

YOUNG ADULTS



AFRICAN AMERICAN/ BLACK



HISPANIC/LATINO



Young Adults

Barriers: Lack of urgency towards vaccination — “I’ll get around to it, but there’s no rush”

Motivators: Getting back to doing the things they loved to do

Strategy: FOMO. Grandparents were ready for a wild summer in a way Gen Z and Millennials weren’t

Channels: Social & digital, dating apps, paid micro-influencers, radio partnerships, bar coasters, SMS texting

Video: [Ready for Summer](#)



Hispanic/Latino

Barriers: Mistrust of government/politicians and misinformation on vaccine safety and efficacy

Motivators: Protecting themselves, loved ones, and community

Audience: Spanish and English-speaking Hispanic/ Latino adults 18+

Strategy: Concept a campaign just for this community. Feature a trusted “abuela” speaking to their Mija/Mijo; also created light hearted “Mariachi” campaign to address misinformation

Channels: All assets in Spanish and English - social & digital, radio and video

Videos:

- [Mijo/Mija](#)
- [Mariachi](#)



Black/African American

Barriers: Deep levels of mistrust and frustration that were being exacerbated by perceived government efforts to force or bribe people to take the vaccine

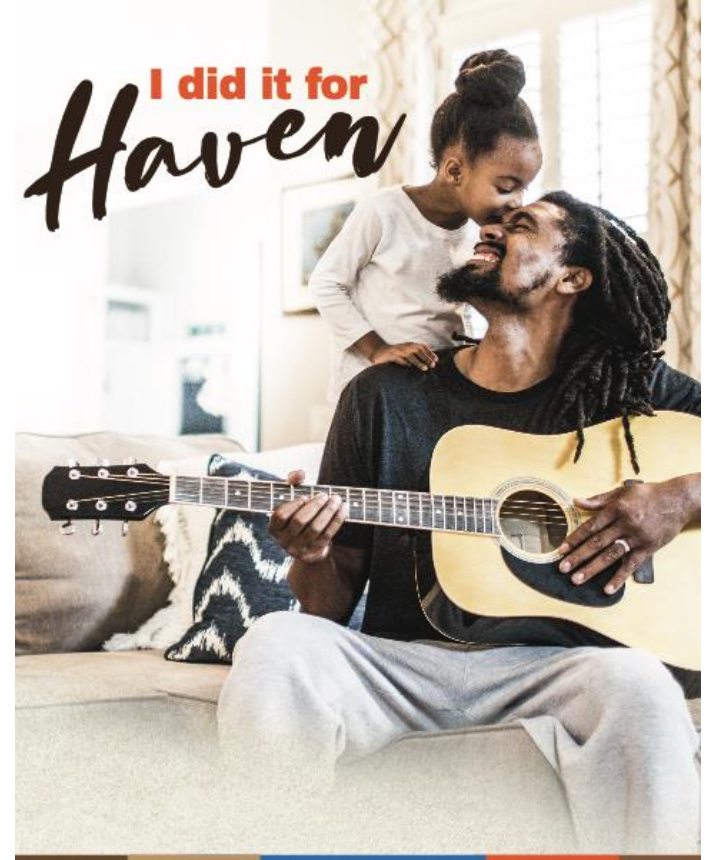
Motivators: Personal stories from “people like me” mattered more than vaccine data as a potential motivator to get vaccinated

Approach: DOH did not drive the conversation, but supported it to happen by working with a team Black creatives, PR professionals and health educators

Strategy: Community members share their stories and encourage people to reconsider their vaccine decision for the love of family, friends, and community

Channels: Video, social, print and transit ads, paid micro influencers, religious community partnerships

Video: [Josephine's Story](#)



From holding her hand on the first day of school, to giving that same hand away in marriage... Those moments and every moment in between are a gift that I'm just not willing to risk.

**WE
CONSIDER**

For the love of our children, get the COVID-19 vaccine facts at WeConsiderWA.org

Vaccinate WA Results

Goal: Get 70% of Washington adults (18+) to initiate vaccination.

Result: As of August 8, 2022, **87% of Washington adults 18+ have initiated vaccination** (17% above goal).

The campaigns also helped close the gap in vaccination rates among populations with slower adoption (May 2021 to August 2022 as compared to all WA adults 18+):

- **9% for young adults** (rates went from 16.2% behind to just 7% behind)
- **10% for Hispanic/Latino 18+** (rates went from 32% behind to 16% behind)
- **21% for Black/African American 18+** (rates went from 26% behind to just 5% behind)

1.5 Billion
completed video views

505,000+
social media engagements

5 Million
website visits and 1.8 million
unique PhaseFinder submissions

42 Languages
for materials; 28 languages for ads; also created content
for Black/African American, Hispanic/Latino, LGBTQ+,
Ethiopian, Somali, Japanese, Filipino,
Indian, Pacific Islander/Native Hawaiian, Chinese,
Vietnamese, Russian, Korean communities

55+ Micro Influencers
created and shared content on
their social media platforms

8.7 Million
reminders delivered via text, e-
mail & phone