AIM Bull’s-Eye Award
August 2022

“...very important for me to get the shot to be around my grandkids. I’d like to see them as often as I can!”
- Willistein Dyson

MIJO, DO IT FOR YOU AND FOR ME.
GET YOUR SHOT.
- Abuela

MY FAMILY’S HESITANCY RUBBED OFF ON ME,
BUT IT DIDN’T STOP ME.

HERE FOR US

Washington State Department of Health

Vaccinate WA
CovidVaccineWA.org

Vacúnate WA
VacunaDeCovidWA.org
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
### 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)

<table>
<thead>
<tr>
<th>Completed video views</th>
<th>Social media engagements</th>
<th>Unique PhaseFinder submissions</th>
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<tbody>
<tr>
<td>1.5 Billion</td>
<td>505,000+</td>
<td>5 Million</td>
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**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