WeConsider

A community-centered approach to creating campaigns with the Black/African American community

DeeSha Connor, COVID-19 Health Educator
WA State Department of Health
Mistrust & Frustration

Perceived Risks

People had decided

Power of Personal Stories

42% of the Black/African American community in WA had not gotten the COVID-19 vaccine

21% behind the overall vaccination rate in WA
Innovative Approach

• Culturally relevant approach from within the community

• WA DOH did not drive the conversation, but supported it to happen

• All key team members were members of the community
Message Strategy: Build trust with Black/African American community to empower individuals to get vaccinated

**THINK:** I now have the information I need to make a decision about getting the vaccine.

**FEEL:** Confident that a lot of people like me have safely gotten the vaccine and it is helping protect my community from COVID-19.

**DO:** Willing to seek out further information and rethink my choice about the vaccine.
WeConsider Campaign

- **Insight:** At this point in the pandemic, people had made the choice to **not** get the COVID-19 vaccine.

- The campaign centered on encouraging those who were not vaccinated to re-evaluate and **reconsider their decision** to get the vaccine for the love of family, friends and community.
Sample blog: “The Need for Black Doctors: Our Lives and Future Depends on Them”
A Community-Driven Strategy

ADVERTISING

“Dhaqamada Afrikaanka qaarkood, talaal ku dhaqaan ahaan maaha wax caam ah lakiin rabaanka in laga difaaco bulshada COVID-19 waa mid balaadhan.”
–Negusa/Saadline

COMMUNITY EVENTS

MICRO INFLUENCERS

WEBSITE

OUR STORIES
WeConsider Video Stories

Videos

Josephine's Story, Bridgette & Kevin's Story, and Sharon's Story
WeConsider Assets

IF WE LET FEAR STOP US.

GET THE VACCINE FACTS

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GET THE VACCINE FACTS

“ln East African culture, vaccines aren’t traditionally common but the desire to protect our community is widespread.”

— Mugerwa, Seattle, WA

I did it for Mama

I did it for Community

HISTORY HAS PROVEN NOTHING WILL CHANGE...

For the love of our culture
For the love of our heritage
Each one, teach one and we’ll get there together!

WITH MAMA’S SUPPORT, VACCINATION WAS MY CHOICE.
My mother is an educator who understands that knowledge is power. She empowered me with the COVID-19 vaccine facts to make an informed decision...for myself. Because when we know better, we do better!
We Consider Results

Goal: Increase COVID-19 vaccination rates among the Black/African American community in WA

Result: The campaign helped increase vaccination rates among the Black/African American Community by **15 percentage points** and closed the gap by **13%** (between this community and all WA adults)

- **82%** of the 18+ Black/African American community have initiated vaccination
- **13%** gap closed during campaign period (from 17% in February to 4% in August)
- **50%** since May 2021

- **68 MILLION** completed video views
- **12 BLACK CHURCHES** and the NW Baptist Convention
- Campaign highlighted in **MORE THAN 10** local radio, print, and online media outlets
- **15 THOUSAND** social media engagements
Lessons Learned

- Research from within
- Team: by, for and with the community
- Storytelling from community members in their own words
- One website does not fit all
- Partner with community