



WeConsider

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

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WA State Department of Health



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.



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

42%

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

21%

behind the overall vaccination rate in WA

Mistrust & Frustration

Perceived Risks

People had decided

Power of Personal Stories

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.

**WE
RE
CONSIDER**



**I did it for
Haven**

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.

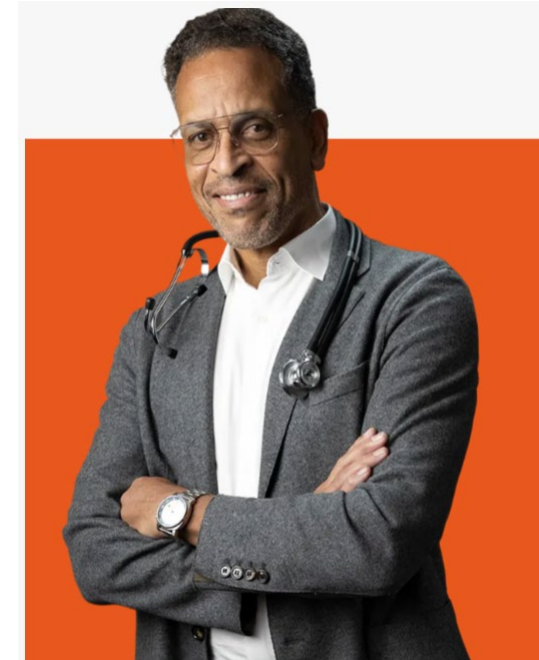
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WeConsider Website



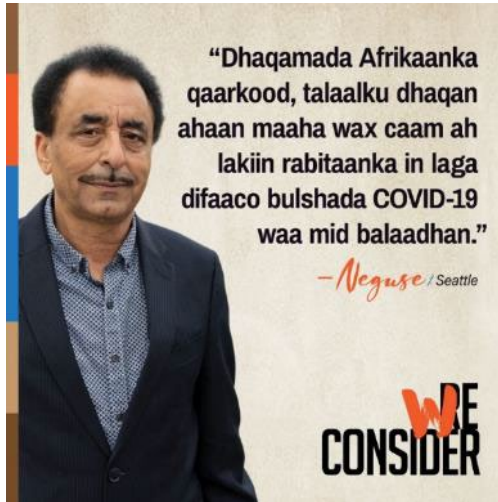
FOR THE FUTURE OF THOSE WE LOVE
IT'S TIME TO RECONSIDER WHAT WE CONSIDER.



Sample blog: "[The Need for Black Doctors: Our Lives and Future Depends on Them](#)"

A Community-Driven Strategy

ADVERTISING



COMMUNITY EVENTS



MICRO INFLUENCERS



WEBSITE



WeConsider Video Stories



Videos

[Josephine's Story](#), [Bridgette & Kevin's Story](#), and [Sharon's Story](#)

WeConsider Assets



**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**

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HISTORY HAS PROVEN
NOTHING WILL CHANGE...

IF WE LET **FEAR** STOP US.
GET THE VACCINE FACTS with a hand icon pointing to a starburst.



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

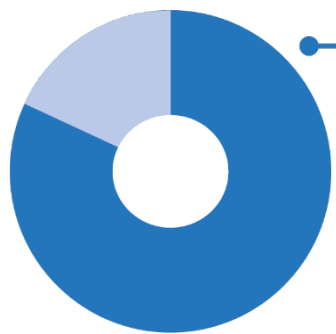
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WeConsider Results

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

50%
↑
since May 2021

13% gap closed during campaign period
(from 17% in February to 4% in August)



68 MILLION
completed video views



Partnerships with
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



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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



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