



# Vaccinate WA Social Marketing Campaign Report

C+C | Washington State Department of Health

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# BACKGROUND

The Washington State Department of Health (DOH) contracted with C+C to develop a social marketing initiative designed to drive COVID-19 vaccinations in Washington. This work began in Fall of 2020 and continues in 2022. The campaign was developed to build vaccine receptivity, intention and action among the 7.6 million people living in Washington. DOH was particularly interested in ensuring that typically underserved populations were proactively considered as campaign priority audiences. Understanding the attitudes, beliefs, barriers and motivators regarding the COVID-19 vaccine was fundamental to creating an effective and equitable social marketing initiative and communications campaign.



The process for creating the COVID-19 vaccine campaign was organized around the 10 steps of Community Based Social Marketing (CBSM). The team used a combination of primary research, secondary research, and social marketing planning principles to arrive at the final Vaccinate WA messaging and marketing strategy.

## STEP #1: PURPOSE, GOALS & OBJECTIVES

The ultimate purpose of all of DOH's COVID-19 social marketing campaigns was to save lives and reduce serious illness from the virus. The COVID-19 vaccine was one critical behavior in a suite of behaviors (masks, testing, WA Notify, etc.) helping achieve this purpose.

<b>Purpose</b>	Save lives and reduce serious illness related to COVID-19
<b>Goal</b>	Get 70% of Washington adults (18+) to initiate vaccination
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Create an inclusive campaign that reached all Washingtonians</li> <li>• At the launch of the campaign before the vaccine was available, increase intent to get vaccinated to set the stage for a successful vaccine roll-out</li> <li>• Drive traffic to the DOH vaccine information and vaccine locator websites</li> </ul>



## Objectives (cont.)

- Encourage people to go to a Phase Finder website to find out when they would be eligible for the COVID-19 vaccine
- Drive social media engagement
- Increase vaccination rates among hesitant populations
- Increase adoption of COVID-19 booster shots

## STEP #2: RESEARCH

The team started by analyzing trusted secondary research sources to inform qualitative research by helping define priority audiences and their potential barriers and motivators.

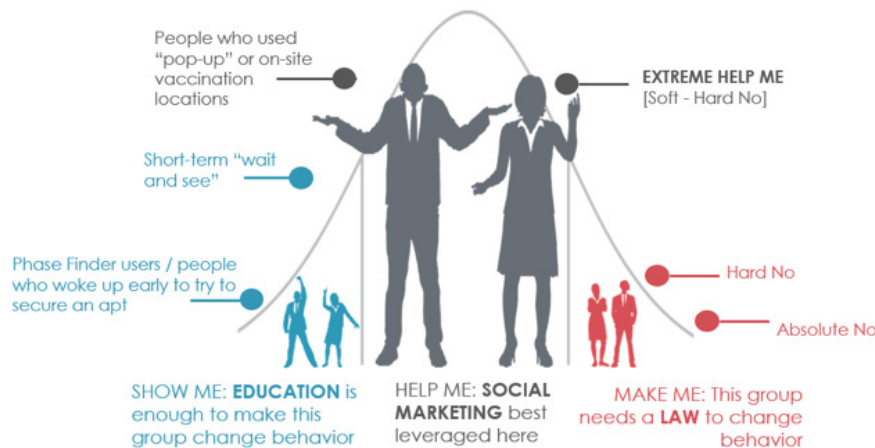
Following review and analysis of secondary research in 2020, C+C's Market Intelligence Team conducted qualitative primary research and held one-on-one in-language interviews to gain a deeper understanding of the emotional drivers behind people's opinions and decision-making related to the vaccine. The Gates Foundation also agreed to add questions to monthly polling of Washington residents, and in 2021, the team created a rolling research methodology to allow us to quickly gather input on an ongoing basis.

Five types of research have been used to inform the Vaccinate WA campaign:

- **Gates Foundation Statewide Polling:** The team partnered with the Gates Foundation to poll 1,000+ Washingtonians to inform on vaccine intent, behavior, barriers, benefits and motivators.
- **2020 Qualitative Research:** C+C's Market Intelligence Team conducted a 4-day, online qualitative research study with 120 research participants, 12 from each of 10 audience segments (e.g. Rural, LGBTQ+, college students, etc.).
- **In-language Interviews:** The team conducted 1:1 interviews in 15 languages every other month throughout the campaign. Bi-lingual community members transcreated discussion guides, served as interview moderators and provided written analysis back to the team in English.
- **2021-2022 Market Research Online Community (MROC):** C+C created a MROC with more than 850 Washington residents. This community has informed the campaign throughout 2021-2022 with 2-3 quantitative and/or qualitative research exercises per week. Research activities include open-ended questions, projective techniques, feedback on messaging/concepts, and ranking/rating barriers, motivations and benefits. 126 studies were conducted through the MROC between January 2021 and June of 2022.



- Focus Groups and Community Research:** Focus groups and in-community research were employed to reach audience segments that were hard to reach through the other research methodologies. This included an advisory board of young adults that met 8 times throughout 2021, focus groups with people with conservative values (PWCV), people that were a “hard-no” about getting the vaccine, people that were defined as “extreme help me’s” (very resistant but possibly persuadable), young adults and members of the Hispanic/Latinx community. The team also partnered with The Anchor Group to conduct 1:1 interviews and community conversations with 19 members of the Black/African American community.



The chart above shows how some of the priority audiences were mapped onto the social marketing diffusion curve based on our research findings.

Below are a few examples of research findings on how they informed the campaigns:

## Research Findings

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

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

## How They Were Applied

We used social norming techniques to try and spur the “wait and see” audience to get vaccinated. We did this by sharing numbers of how many people had been vaccinated and sharing the stories and experiences from many different types of people that has gotten the vaccine.

We shared data and partnered with trusted experts from the medical community to talk about the vaccine’s safety.



## Research Findings

**Experience with systemic racism added level of mistrust** around vaccines for some audiences.

Doctors and other **healthcare providers were by far the most trusted source** for vaccine information.

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

**Populations with higher levels of hesitancy** include 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 that concerned about getting COVID-19. Their primary motivator was getting to go back to doing all the things they love to do.

## How They Were Applied

We addressed these concerns by being direct and transparent and discussing the issue openly. We held expert panels and developed detailed content like blogs that talked about the history of vaccines and medical testing that create mistrust among audiences.

Local doctors, nurses and other healthcare providers have been prominently featured in all aspects of the Vaccinate WA campaign.

We did not focus on “Operation Warp Speed” or rapid development in our messaging strategy.

Special messaging and campaigns were created for each of these audience segments addressing their unique barriers.

Two high energy campaigns (*Get Ready for Summer* and *Do More of Whatever You're Into*) were launched in the summer of 2021 letting young adults know that getting vaccinated was a way to get back to doing all the things they love to do.



## Research Findings

For the **Hispanic/Latinx community**, **mistrust of government/politicians and misinformation** on vaccine safety and efficacy were two of the main drivers of vaccine hesitancy. The main motivator was protecting themselves, their loved ones and their community. Community members also expressed the need for messaging that was specific, believable and culturally relevant.

Members of the **Black/African American community** had **deep levels of mistrust around the vaccine** that were being exacerbated by perceived government efforts to force or bribe people to take the vaccine. There was also a feeling that it was developed too fast, leading to unknowns around potential risks and side effects.

The majority of PWCV who had not yet gotten the vaccine were hesitant due to safety and efficacy concerns. They wanted **to make the decisions for themselves based on straightforward scientific information about the vaccine**. They were distrustful of government information sources and became less likely to get the vaccine if they felt they were being convinced or coerced into making the decision.

## How They Were Applied

Two campaigns were created by C+C team members that are part of the Hispanic/Latinx community (*Mijo/Mija* and *Mentira Mariachi*) to empower undecided community members to choose the vaccine by addressing misinformation in a way that was culturally relevant.

We worked with members of the community to create two campaigns (*Here for Us* and *WeConsider*) that shared the stories of people in the community with their own voices, with the goal of inspiring people to make their own choice about the vaccine.

We delivered straightforward messaging to communities with large numbers of PWCV. We sourced information so that people could go learn more for themselves about the vaccine.



## Research Findings

People that had **made a “hard-no” decision did not appear to be persuadable** to get the vaccine. This was a fairly small portion of the population at the end of 2021 (5-8%).

**Parents primarily had safety concerns** about getting their children the COVID-19 vaccine and the most trusted messenger for information about vaccinating their child was their child's pediatrician. Many had also been skipping regular child check-ups during the start of the COVID-19 pandemic, and were not being prompted by their pediatrician to get their child vaccinated.

In early 2022, there was a **lack of urgency around getting the booster shot**. People felt that they were protected good enough with just two does and weren't making it a priority to get a booster dose. Message testing showed that in this case, data about booster effectiveness was a motivator for people.

## How They Were Applied

Based on the research findings, we decided not to pursue communications to this audience segment knowing that doing so was likely to have the opposite impact we were seeking, making them even more resistant to get the vaccine.

We partnered with pediatricians to talk about the safety of the vaccine among children and also created messaging from both kids and parents about their experiences with the COVID-19 vaccine. In 2022, we ran a campaign to encourage parents to schedule their annual check-ups for their child in order to increase the likelihood of parent/pediatrician conversations about the COVID-19 vaccine.

Created messaging that focused on sharing the importance of boosters, including the effectiveness in reducing serious COVID-19 illness.

## STEP #3: DESIRED BEHAVIOR CHANGES

The desired behavior change for the Vaccinate WA campaign was an example of a complex behavior chain with multiple steps needed to get audiences to act. To address this, the campaign was broken out into three stages: Education, Intent, and Action. First, the audience needed to learn the basics about how vaccines work in general, and specifics about how the COVID-19 vaccine was developed (education). Then the





audience needed to become receptive to getting the vaccine and understand how the process works (intent). Finally, the audience needed to get the recommended doses of a COVID-19 vaccine (action). The team developed an integrated communications approach to take audiences through these stages:



**Education:** We started in late 2020 before the vaccines were available with a baseline multimedia vaccine education effort to explain about how vaccines work, how the COVID-19 vaccines were developed and how to know if you can trust vaccine information. This education effort had a broad audience of 18+ but was also transcreated into 16 languages.



**Intent:** Once vaccines became available, we launched the Vaccinate WA campaign. This included an online tool called Phase Finder where people could find out their vaccine eligibility phase. While people were waiting their turn and vaccine supply was an issue, we created messaging to thank the community for their patience and show gratitude to vaccine staff and volunteers. This effort was designed to help build vaccine intention.



**Action:** The bulk of the campaign has focused on getting Washingtonians vaccinated:

- When the vaccine became available to all adults in April of 2021, DOH launched a vaccine locator website where people could find a vaccine location near them.
- In June of 2021, we shifted our strategy to focus on audience groups with slower vaccination adoption rates. These groups included young adults, Black/African Americans community, Hispanic/Latinx, people with conservative values and rural residents
- As the vaccine became available to different aged children, we launched various messaging to encourage parents to get their children vaccinated.
- In Fall of 2021, we added the new behavior of getting a booster dose of the vaccine.



## STEP #4: PRIORITY AUDIENCES

The campaign priority audiences included all adults in Washington aged 18+, with special emphasis on key audience groups at each phase of the vaccine roll-out.

Audience Segmentation by Campaign Stage	
<b>Education</b> <b>(Nov. 2020 – Jan. 2021)</b>	<ul style="list-style-type: none"> <li>• Adults 18+</li> <li>• Spanish-speakers</li> <li>• 36 languages</li> </ul>
<b>Intent</b> <b>(Jan. 2021 – May 2021)</b>	<ul style="list-style-type: none"> <li>• Adults 18+</li> <li>• Spanish-speakers</li> <li>• 36 languages</li> <li>• Segmented by eligibility (age, occupation etc.)</li> </ul>
<b>Initial Action</b> <b>(April 2021-June 2022)</b>	<ul style="list-style-type: none"> <li>• Adults 18+</li> <li>• Spanish-speakers</li> <li>• 36 languages (2021); 42 languages (starting in 2022)</li> <li>• Segmented by eligibility (age, occupation etc.)</li> <li>• Black/African American, Hispanic/Latinx, LGBTQ+, Ethiopian, Somali, Japanese, Filipino, Indian, Pacific Islander/Native Hawaiian, Chinese, Vietnamese, Russian &amp; Korean communities</li> <li>• Parents</li> </ul>
<b>Action Among Populations with Slower Vaccine Adoption Rates</b> <b>(June 2021-June 2022)</b>	<ul style="list-style-type: none"> <li>• Young adults 18-34</li> <li>• People with conservative values (PWCV)</li> <li>• People living in rural counties with lower vaccine rates</li> <li>• Black/African American community</li> <li>• Latinx/Hispanic Community</li> <li>• People eligible for a booster shot</li> </ul>



## STEP #5: BARRIERS, BENEFITS & MOTIVATORS

Through research, we were able to better understand the barriers, benefits, and motivators for the desired behavior changes. The biggest barrier was safety concerns, fueled by a lack of trust in the overall process. Many people felt the vaccine’s development was rushed and had concerns over potential long and short-term side effects that had yet to be uncovered or reported. There was also a lack of trust in the current messengers asking people to get vaccinated. Doctors and healthcare providers were seen as trusted messengers, but beyond them, people were unsure who to listen to. Historical trauma also drove concern for some populations. These fears led many people to want to take a “wait and see” approach, letting others get the vaccine before them. Confusion about the rollout phases, in terms of who is eligible and when, also caused pause in getting the vaccine. Overall, getting the vaccine was seen as a difficult decision by most and people planned to make a decision together with their family and loved ones.

Despite the lack of trust and safety concerns, the benefits for the vaccine included protecting family, friends, and the community and a desire to help end the pandemic. Many people were more comfortable with the vaccine due to experience with other vaccines (e.g., flu). The strongest motivators included healthcare provider recommendations, a moral obligation to do the right thing, seeing other people that have been successfully vaccinated, and the vaccine being independently tested and having clinical trial information on safety.

A high-level mapping of the barriers, benefits and motivators associated with the initial COVID-19 vaccine roll-out are illustrated below.

<b>Behavior</b>	<ul style="list-style-type: none"> <li>• Audience get first dose of a COVID-19 vaccine</li> </ul>
<b>Barrier</b>	<ul style="list-style-type: none"> <li>• Want to “wait and see” – others go first</li> <li>• Safety concerns</li> <li>• Lack of trust in current messengers</li> </ul>
<b>Benefit</b>	<ul style="list-style-type: none"> <li>• Protection of family, friends and the community</li> <li>• Desire to help end the pandemic</li> </ul>
<b>Motivator</b>	<ul style="list-style-type: none"> <li>• Healthcare provider recommendation</li> <li>• Independent testing &amp; clinical trial information on safety</li> <li>• See that other people like me have successfully received the vaccine</li> </ul>

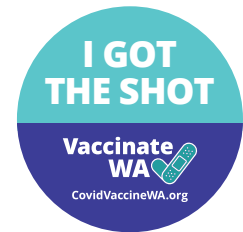


## STEP 6: COMMUNITY BASED SOCIAL MARKETING INTERVENTION

Based on the results of the research, the team mapped the social marketing tools that could be most impactful in driving intent and action to get vaccinated. These strategies included commitments, social norms, social diffusion, prompts, communications, incentives and convenience.

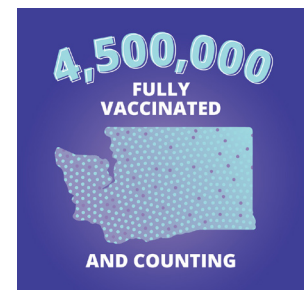
### COMMITMENTS

The Phase Finder tool included a field that asked people to commit to getting the COVID-19 vaccine when it became available to them. This was done as a result of social marketing research that shows if people make a commitment to do a behavior, they are more likely to follow through.



### SOCIAL NORMS

People are more likely to follow through with behaviors if they feel like others in their community are doing so. The campaign included periodic updates of how many people in Washington had received the COVID-19 vaccine.



### SOCIAL DIFFUSION

Social diffusion is when peer and referent groups spread behavior change through conversations, interactions and observation of each other. The campaign spurred social diffusion through a robust, customizable toolkit that was provided to trusted messengers and partners to use. We also conducted monthly expert panels, partnerships with organizations such as faith-based communities, CBOs, universities and sports teams providing them with the tools and messaging to talk to their communities.

We also engaged with paid micro-influencers that shared messages about the COVID-19 vaccine among their social media networks.

### PROMPTS

We created a wide suite of materials for healthcare providers and businesses to remind audiences about the vaccine. This included signage, stickers, handouts and buttons.



### COMMUNICATION

The cornerstone of the campaign was a multi-faceted communications strategy. The communications effort (detailed in Step #9 below) included a paid media campaign in 28 languages, organic social media and Google search.



## INCENTIVES

The vaccine was free, removing cost as a barrier. In addition, WA State offered lottery-style incentives in the Summer of 2021, awarding periodic cash and prizes to people that had received the vaccine. In addition, promotions were run where people who received the vaccine through the DOH-run Care-A-Van also received a gift card for each dose.

## CONVENIENCE

Phase Finder, Vaccine Locator and promotion of mass vaccination sites made it easy for people to know when and how to get the vaccine.

## FEEDBACK/RECOGNITION

The campaign included various materials and messages that thanked people for getting the COVID-19 vaccine to reinforce and recognize the impact of their behavior.

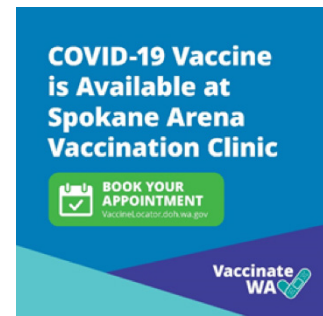
## STEP 7: MESSAGE STRATEGY

The message strategy for the Vaccinate WA campaign evolved over time as the pandemic progressed and the audiences' barriers and motivators changed. Throughout the campaign, our goal was to be as transparent, inclusive and as accessible as possible. We filled in gaps in knowledge and understanding as identified by our research. We also knew it would be important to address barriers and misconceptions head-on and as proactively and consistently as possible. The timeline below is a high-level overview of the message strategy that was deployed.

**START DATE:** October 2020

**CAMPAIGN:** Vaccine Education

**MESSAGING:** Research told us that people did not have a basic level of knowledge about how vaccines work. It was just not a subject that most of the public had engaged in before. To set the stage for the coming COVID-19 vaccine, we created educational messaging that focused on how vaccines work in your body, how the COVID-19 vaccines were being developed and how to know if you can trust information about vaccines.



**START DATE:** February 2021

**CAMPAIGN:** Phase Finder

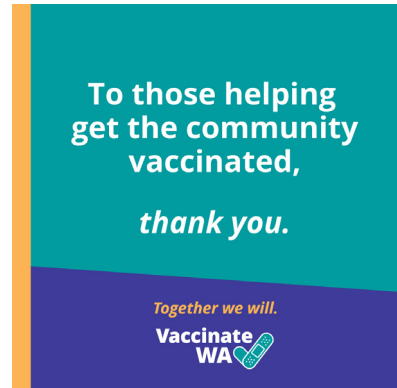
**MESSAGING:** When the COVID-19 vaccine was first launched, it was rolled out to the public based on age and other health and occupation criteria. Phase Finder was a tool where people could answer a few questions to find out in what phase they would be eligible to get the COVID-19 vaccine.



**START DATE:** February 2021

**CAMPAIGN:** Gratitude

**MESSAGING:** When vaccine supplies were limited, we ran a series of messages that thanked people for their patience and highlighted the work of all the medical professionals and volunteers that were working so hard to get the vaccine to people in the community.



**START DATE:** March 2021

**CAMPAIGN:** Vaccine Locator

**MESSAGING:** The Vaccine Locator tool made it easy for people to find a location where they could make a vaccine appointment. We both included messaging that drove people directly to the Vaccine Locator tool as well as used the Vaccine Locator website as the call-to-action for many of the 2021 vaccine campaigns.



**START DATE:** March 2021

**CAMPAIGN:** Together We Will

**MESSAGING:** The *Together We Will* campaign ran through most of 2021, sharing people's vaccine stories and encouragement messages from trusted medical experts and community members.





**START DATE:** May 2021

**CAMPAIGN:** Social Norms

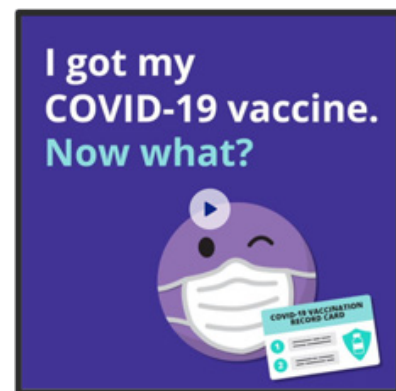
**MESSAGING:** We reported back to the public periodically about how many doses of the vaccine had been given and what percentage of the population was vaccinated. The message strategy was designed to establish that we had a social norm around getting vaccinated and to try and urge the members of the population that wanted to “wait and see” to go ahead and get the vaccine.



**START DATE:** May 2021

**CAMPAIGN:** Life After Vaccine

**MESSAGING:** Educating the public about what to expect after getting the vaccine was a key part of the message strategy in 2021. We created content and messages from doctors from across Washington that thanked people for getting the vaccine, educated about possible side effects and when they would have maximum protection, and reinforced the message that getting vaccinated was key part of the community being able to get back to normal.



**START DATE:** May 2021

**CAMPAIGN:** Parents

**MESSAGING:** Children age 12-15 became eligible for the COVID-19 vaccine in May of 2021 and children age 5-11 in November of 2021. Throughout the campaign, we created a number of messaging strategies to encourage parents to vaccinate their children. This started with making sure that parents knew when kids became eligible. We then launched a *Vax to School* campaign to encourage vaccination before the school year started in September of 2021. In late 2021 and early 2022, we created messaging that focused on why the vaccine was important from the perspective of parents, kids and pediatricians. In Q2 of 2022, we learned that for hesitant parents, their pediatrician was the only trusted messenger that

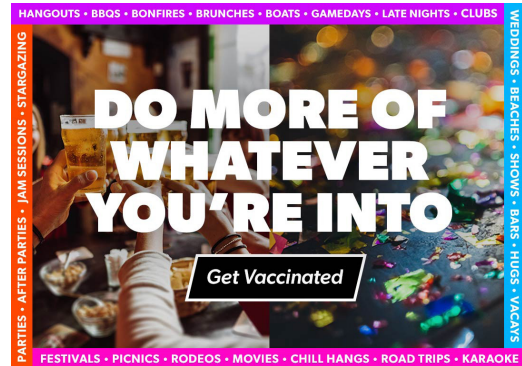


might sway their decision to not get their child vaccinated. We also learned that many parents were behind on their well-check appointments for their children. We created a campaign to remind parents to schedule check-up for their kids knowing that their pediatrician would likely discuss the COVID-19 vaccine with them at the appointment.

**START DATE:** June 2021

**CAMPAIGN:** Young Adults

**MESSAGING:** For young adults, we needed to catch attention and give them a push to get vaccinated now. In the summer of 2021, we created high-energy messaging that promoted the vaccine with joy, not fear. The *Do More of Whatever You're Into* and *Get Ready for Summer* campaigns let young adults know that getting vaccinated was a way to get back to doing all the things they love to do. By the end of 2021, we had a made progress in closing the vaccination rate gap with young adults and our research informed us that those who were not yet vaccinated wanted a more straightforward approach to getting vaccine information from trusted experts. To meet this challenge, we produced a series of messages from younger medical professionals about why the vaccine was important for young adults.



**START DATE:** September 2021

**CAMPAIGN:** Counties with lower vaccination rates

**MESSAGING:** Research informed us that the more rural counties in Washington had lower vaccination rates and that the barriers and motivators were unique in these geographies. To address this, we changed the call to action from vaccine locator to asking people to talk to their healthcare provider, we created stories featuring local trusted messengers and we added the benefit of protecting children as a motivator.





**START DATE:** October 2021

**CAMPAIGN:** Boosters

**MESSAGING:** When booster shots became authorized, we began messaging to inform people that they were now available, provide some basic education about when people were eligible and then encouraged people to go ahead and get their booster shots. In June of 2022, as COVID “fatigue” continued, we created a campaign that added urgency to the booster messaging (with a hint of humor).



**START DATE:** November 2021

**CAMPAIGN:** WA Verify

**MESSAGING:** When verification of vaccination became a requirement to enter certain public spaces, DOH created WA Verify, a new easy way to prove your COVID-19 vaccine status. The messaging drove people to a website where they could get their WA Verify SMART QR code.



**START DATE:** November 2021

**CAMPAIGN:** Latinx/Hispanic

**MESSAGING:** We worked with members of the Hispanic/Latinx community on all aspects of campaign and message development. First we developed a campaign that empowered undecided community members to choose the vaccine by addressing misinformation with straight facts presented in a way that was culturally relevant. We worked with Hispanic/Latinx healthcare providers, community members and leaders to create content that highlighted how they made their vaccination decision. We also created the *Mijo/Mijo* campaign that featured an “abuela” as the main character — an emotionally-charged, nostalgic grandmother-like figure in many Hispanic/Latinx families who acts as THE trusted source. Finally, we created a lighthearted



*Mentira Mariachi* campaign that featured a local mariachi band signing a song that addressed key vaccine misinformation.

**START DATE:** March 2022

**CAMPAIGN:** Black/African American

**MESSAGING:** We used community research to inform two campaigns, *Here for Us* and *WeConsider*, created by a team of Black creatives, health educators, and community engagement specialists. This was a unique messaging approach where DOH was not driving the conversation, but supporting it to happen. The messaging created by the community was designed to start a new conversation and build trust by elevating the voices of the black community through the sharing of their real vaccine stories.



## STEP 8: PARTNERS

Partnerships were a critical piece to the successful implementation of the COVID-19 vaccine social marketing campaign. Given the early hesitancy around the vaccine and uncertainty with who to trust, we knew identifying the right messengers was extremely important. From October 2020 through June 2022, we worked with a wide range of partners help improve understanding and drive intent to get vaccinated. This included holding 14 facilitated partner engagement sessions in addition to ongoing meetings to collaborate with Local Health Jurisdictions, Fred Hutch, Sports Teams, AARP and many more.

Category	Details
Healthcare Industry	Health care providers, vaccine and medical researchers, community clinics, pharmacies, managed care organizations, insurance companies, HCA and the Washington State Nurses Association all contributed to make help make the campaign a success. More than 40 healthcare providers including 25 doctors have been featured in the campaign ads, videos and expert panels.



Category	Details
<p><b>Local Health Jurisdictions (LHJs)</b></p>	<p>We actively partnered with and supported more than 9 LHJs throughout the Vaccinate WA campaign. This included working with them to do research in their communities, creating customized materials and ads and placing additional media buys in their communities.</p>
<p><b>Sports</b></p>	<p>Local sports teams and athletes including the Seahawks, Sounders, Kraken, Storm, Reign and Mariners all partnered with DOH to help spread the message. The campaign featured 14 coaches, staff and players including Seahawks Coach Carroll, Sue Bird from the Storm and Kraken Sportscaster Everett Fitzhugh in ads. The teams also shared Vaccinate WA materials to their staff and fan bases through e-mail, social media and other communications channels and held vaccine events on-site at games and at team stores.</p>
<p><b>Paid Micro Influencers</b></p>	<p>We engaged with a total of 115 micro-influencers to reach priority audiences, including the African American/Black, Asian American, Hispanic/Latinx, Pacific Islander, and LGBTQ communities, college students, parents, and residents in Eastern WA.</p>
<p><b>Religious Leaders and Institutions</b></p>	<p>Religious leaders partnered with the campaign to help encourage dialogue with their communities about the vaccine. This included the NW Baptist Convention incorporating the <i>WeConsider</i> campaign into their convention programming. The team worked with the Black Clergy of Washington to have vaccine information include in the programs and services at 15 churches. Gonzaga priests recorded testimonials that were shared on social and in campaign ads.</p>



Category	Details
<b>Colleges &amp; Universities</b>	The campaign partnered with more than 12 higher education institutions to spread vaccine messages to staff and students. This included universities, community colleges and technical colleges. We also worked with colleges and universities to create our young adult advisory group.
<b>Institutions</b>	The Gates Foundation supported the campaign with monthly quantitative polling and the development of the Phase Finder tool. Fred Hutch partnered with DOH on sports team partnerships and on developing in-language campaign content and sharing community vaccine stories.

## STEP 9: COMMUNICATIONS PLAN

A wide suite of tactics supported the campaign strategy. The communications plan featured a consistent media presence all year and for all audiences including supporting materials in English, Spanish, and 42 other languages with 28 languages incorporated into the paid media buy.

### TRANSCREATION & CULTURE COMPETENCY

Transcreating campaign materials and messaging was key to ensuring DOH reached all people in Washington throughout the COVID-19 pandemic. With Spanish speakers representing 9% of the Washington audience and being disproportionately impacted by COVID-19, all materials and messaging needed to be transcreated into Spanish. In addition, people who spoke languages other than English and Spanish did not have a clear way to access information about COVID-19. To address this need, the Vaccinate WA campaign initially launched in 18 languages, expanding to 42 in 2022. The team's approach to transcreation went beyond just translating by working collaboratively with linguists and translation companies to look holistically at each piece of content to figure out the best ways to communicate the message while considering linguistic differences and cultural context. The team built in quality control systems so that each piece of content had multiple reviews by native-speaking linguists or community members. In addition to the ad content, the team transcreated supporting materials such as websites, educational videos and handouts to ensure a smooth user journey — from seeing a campaign message to clicking to learn more and finding resources.



Additionally, we made sure we had systems in place to respond to and engage with in-language social media comments.

The team also worked with creatives and PR professionals and public health engagement specialists that are members Hispanic/Latinx and Black/African American communities to create campaigns for their communities. These team members were involved in all aspects of campaign development, from audience research to creative ideation and production. The end of this section of the report details two of the culturally relevant campaigns that were developed using this approach: *Vacúnate Mijo/Mija* for the Hispanic/Latinx community and *WeConsider* for the Black/African American community.

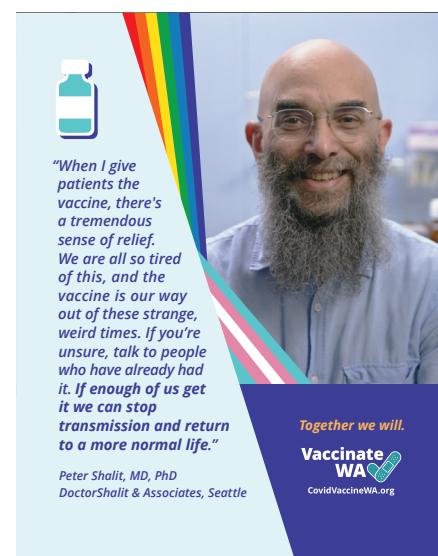
## CAMPAIGN STRATEGIES AND TACTICS:

Sample strategies and tactics that were employed as part of the communications plan were as follows:

- **Paid advertising** has been used to reach audiences 18+ and priority audience segments through a wide variety of channels: TV, radio, digital video, social, billboards and mobile. For Young Adults, we included TikTok, Snapchat, Reddit, Twitch, dating apps and bar coasters. Negotiations led to more than 36% added value in the media buys.

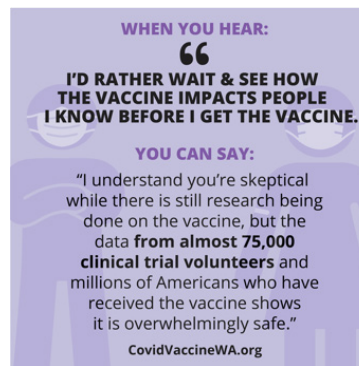
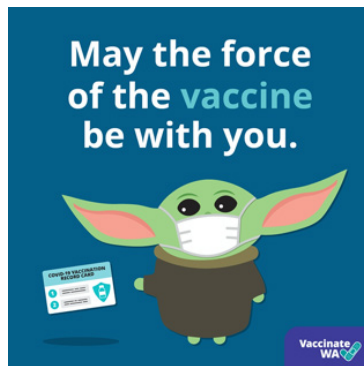


- **Community media** reached diverse segments of the population (cultures, languages, LGBTQ+ etc.). Community-owned media, were an important part of ensuring that the campaign was accessible to all audiences across Washington. Rather than having community media “compete” for inclusion in the buy through an RFP process (as was done for traditional media), community media were approached not to compete for the work but to collaborate on the best ways to reach their communities. We worked with more than 50 community media across the state to create and place ads in media outlets representing 10 languages and multiple other communities.



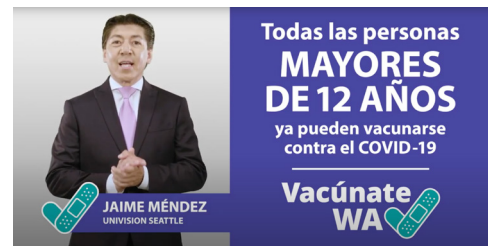


- Both **organic** and **paid social media** have been an integral part of the campaign. A robust paid social media strategy was part of the media buy including leveraging donated ad space from Facebook. For organic social, the team posted new content daily on DOH-owned channels. The team monitored social media channels and engaged with and responded daily to social media questions and concerns from the public with the goal of providing proactive, accurate information. This included working with linguists to translate and respond to in-language comments.



- Examples of **paid media partnerships** that were part of the campaign include:

- For the young adult campaign, we negotiated partnerships with 31 radio stations (21 English-speaking and 10 Spanish-speaking stations). The partnerships included 35+ different DJ testimonials, social content, events and on-air mentions.
- We partnered with Converge Media to promote community conversations about the vaccine among the Black/African American community.
- We partnered with Univision to have on air talent share vaccine messages and to host an expert panel in Spanish.

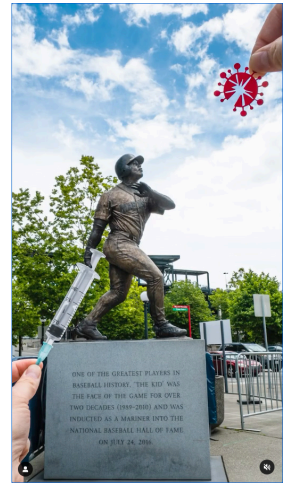


- A **Google Search** strategy and ads funded through a multi-million-dollar Google grant has driven **753,229** clicks to WA DOH vaccine websites through June 6, 2022.
- More than **115 paid social media Influencers** have created content that reach our priority audiences. This has included partnering with influencers that reach adults, young adults, parents, the Latinx/Hispanic community and the Black/African American community. Examples include:

- Olympian Nevin Harrison, who spoke about her own experience with vaccination and an appeal to young adults.



- Rudy Willingham, a Seattle-based artist who used cut-outs of vaccination imagery superimposed on local landmarks.
- The team coordinated partnerships with many organizations to deliver additional reach:
  - Every major sports team (Seahawks, Mariners, Sounders, Storm, Reign and Kraken) has partnered with the campaign. Seahawks Coach Carroll provided footage for a PSA, teams communicated with fans and staff through various channels and all teams provided footage of players and coaches that we edited into a combo sports team PSA.
  - We partnered with 9 Local Health Jurisdictions (LHJs) in counties that had lower vaccination rates, helping them create custom content and materials for the needs of their communities.
  - Organizations such as large employers, the Latino Center for Health, transit agencies, AARP, Fred Hutch and many others sent campaign messaging through their channels.



- We promoted mass vaccine events and the DOH vaccine Care-a-Van through **location-based advertising** on social media, online, SMS texting channels and radio station events. Examples included conducting an SMS texting campaign that sent messages to people on their phones when they were near vaccine clinics. The DOH Care-a-Van was also deployed to radio station events so young adults could get their vaccinations on site at those events quickly and immediately.
- The team authored and published **Blogs** about vaccine topics throughout the campaign. The blogs were published at least twice a month in English and Spanish and a special a series was created for the Black/African American community in 2022. In total, 126 blogs were created on topics ranging from vaccine efficacy to boosters and child eligibility. This included 44 blogs in Spanish and 6 blogs for the Black/African American community.

**"Confident in my decision."**  
A new mom shares why she got the COVID-19 vaccine

As a new or expecting parent, you want to do all you can to protect yourself and your little one. It's part of what makes pregnancy and childbirth stressful, even in ordinary times. Going through a pregnancy during a pandemic can be even scarier.



"I wanted to conceive again and found there was a lot of misinformation circling online about fertility."

Medical organizations like the CDC, American College of Obstetricians and Gynecologists and the Society for Maternal-Fetal Medicine all recommend the COVID-19 vaccine for people who are pregnant or are planning to be. Yet only about 22 percent of pregnant people ages 18 to 49 in the U.S. are fully vaccinated — despite cases rising.



- **Expert panel webinars** were held once a month in English and Spanish focusing on a variety of topics with guest panelists. Edited video snippets and quotes from these panels were used in subsequent social media posts helping to expand the reach of the content shared from experts during the panels. In total, **17 panels were held, reaching 6,000+ participants and 1,300+ questions were asked.**
- We also created **materials and resources** for everyone to access:
  - An online partner toolkit with materials and web content in 42 languages.
  - An online portal where vaccine providers and businesses could order free vaccine materials (stickers, signage, handouts, buttons, etc.). We fulfilled over 2,060 orders through this portal.
  - We also created and distributed more than 300,000 bar coasters to bars across the state with a QR code to the Vaccine Locator webpage.



## CAMPAIGN SNAPSHOTS:

### Together We Will

#### THE BEHAVIOR CHANGE TASK

When the COVID-19 vaccine became available to all Washington adults in April 2021, DOH and C+C needed to launch a campaign that first asked for patience when vaccine supply was limited while also building intent to get the vaccine by overcoming vaccine hesitancy and encourage those that were undecided that they should go ahead and get the vaccine.

#### THE RESEARCH

With attitudes about the COVID-19 vaccine quickly evolving in early 2021, we needed a nimble research approach to stay on top of people's attitudes about the COVID-19 vaccine so that the campaign's messaging could stay aligned with the current needs of our priority audiences. Four research techniques were employed to provide us with this real-time information.

- **2020 Qualitative Research:** C+C's Market Intelligence Team conducted a 4-day, online qualitative research study with 120 research participants, 12 from each of 10 audience segments (e.g. Rural, LGBTQ+, college students, etc.). This was our foundational research that informed vaccine intent and hesitancy.





- **Gates Foundation Statewide Polling:** The team partnered with the Gates Foundation to poll 1,000+ Washington residents to inform on vaccine intent barriers, benefits and motivators. This poll was conducted monthly, allowing us to look at changes and trends over time.
- **In-language Stakeholder Interviews:** The team conducted 1:1 interviews in 11 languages to help inform the Together We Will campaign messaging. Community members served as interview moderators. This research allowed us to uncover cross-cultural considerations that were driving vaccine hesitancy.
- **2021 Market Research Online Community (MROC):** C+C created a MROC with more than 850 Washington residents. This community was able to inform us on the evolving barriers and motivators around the vaccine so that Together We Will messaging and messengers could be adapted over time.

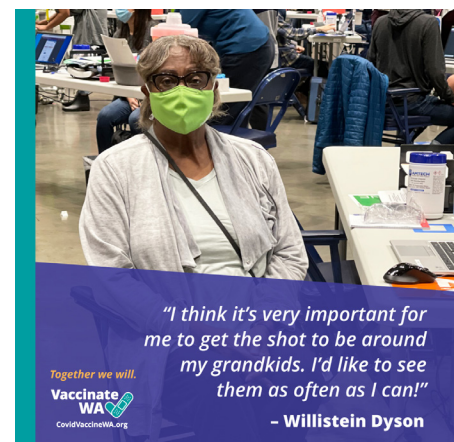
**Below are a few examples of research findings that informed the campaign:**

1. Mixed emotions dominated by anxiety, worry and nervousness drove a vaccine “wait and see” mentality.
2. The biggest barrier is concern over the safety of the vaccine.
3. Doctors and other healthcare providers were the most trusted source for vaccine information.
4. The desire to protect loved ones, community members and the vulnerable was a strong motivator.
5. Many parents had high levels of skepticism about giving their children the COVID-19 vaccine. Concerns centered around safety combined with the belief that COVID was not that serious of a disease for children. Pediatricians were the primary trusted source for parents in the vaccine decision.

## THE IDEA

We created the *Together We Will* campaign to build on vaccine intention and overcome the initial hesitancy we were seeing in the research. The campaign had three phases:

**Gratitude:** When vaccines were in short supply, we started with messaging to encourage patience and show gratitude to all of the people working to distribute the vaccine. We did this by sharing the stories of the vaccine volunteers and healthcare workers.



**Action:** When the vaccine became broadly available to all adults in May of 2021, we highlighted people's vaccine stories and shared encouragement messages from trusted physicians and medical experts. The campaign drove people to DOH's Vaccine Locator website where they could quickly find and schedule an appointment.

The campaign idea was built around storytelling. We knew from the research that people wanted to wait and see how others did first and that they would trust vaccine information from healthcare providers the most. We delivered on these two barriers sharing stories from the community and recommendations from healthcare providers. The ads were created using pictures, video and quotes with the sign off that "Together We Will Vaccinate WA" to key off of the motivator of community pride and protection.

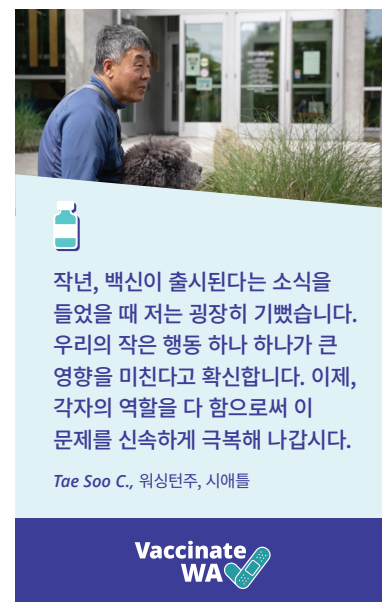
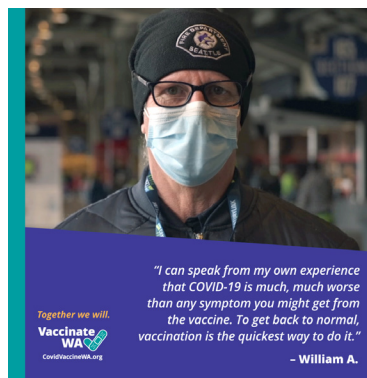
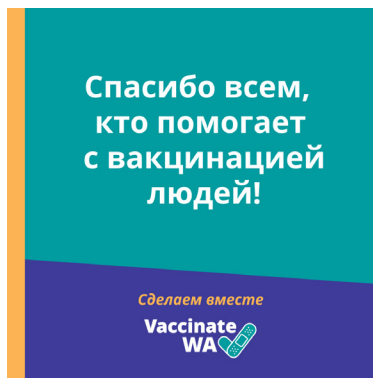
**Parents:** When the vaccine started to become available to children, we knew we needed to create messaging that spoke directly to parents about getting their children the vaccine. We featured a number of pediatricians sharing information about the vaccine and included a call to action to have parents talk to their pediatrician if they had questions.

Together We Will stories and messages:

- Featured more than 25 healthcare providers
- Shared the stories of more than 100 community members
- Were transcreated into 36 languages including the initial gratitude messaging
- Highlighted vaccine encouragement from 11 well-known sports team coaches and players
- Were created in 15 languages with community members sharing their stories in-language (Somali, Amharic, Spanish, Marshallese, Cantonese, Simplified Chinese, Traditional Chinese, Portuguese, Tagalog, Vietnamese, Hindi, Khmer, Korean, Arabic, Russian)

The campaign was distributed through all the campaign media channels including video/TV, radio/audio, social media, banner ads, print ads, billboards and community media.





**THE OUTCOME**

As of mid-July 2021, 62.8% of people in Washington had initiated vaccination as compared to 56% nationally.

**Ready for Summer**

**THE BEHAVIOR CHANGE TASK**

As COVID-19 vaccines became more widely available in April and May 2021, the team discovered a problem: young adults weren't getting vaccinated at anticipated rates. As of May 11, 53.9% of people ages 18-34 had not yet gotten their first dose. Of those young adults, 49% didn't intend to get vaccinated at all. DOH needed a campaign to drive more young adult vaccinations—and quickly.

**THE RESEARCH**

The team used three types of research to inform the campaign strategy:

- **Gates Foundation Statewide Polling:** Poll of 330 young adults aged 18-34 that looked at vaccine-intent, barriers, benefits and motivators.
- **Young Adult Advisory Board:** A young adult advisory board of 10 individuals was formed to provide input.
- **2021 Market Research Online Community (MROC):** C+C created an MROC that included 200 young adults aged 18-34. We used the MROC to inform the young adult campaign message strategy and test creative concepts.



Through this research, we discovered that most young adults weren't necessarily resistant to getting vaccinated, but had two primary barriers:

- They didn't think they needed to get vaccinated. As young, healthy people, they just weren't that worried about COVID-19.
- They had a lack of urgency towards vaccination — "I'll get around to it, but there's no rush."

The research also indicated two primary motivators to help the audience take action and get vaccinated:

- The opportunity vaccines created for young adults to get back to the things they love to do.

## THE IDEA

Based on these insights, the creative team got to work. With seniors in Washington significantly outpacing the vaccination rate of young adults, the fact was that our audience's grandparents were ready for a wild, carefree summer in a way that young adults weren't. From that idea, the *Ready for Summer* campaign was born—dropping seniors into the summer our audience wished they were having.

To bring the *Ready for Summer* campaign to life, we created a set of [four :15 second videos](#) packed to the rafters with joyful summer vibes, showing seniors twerking in night clubs, throwing bonfire keggers, partying on boats and cruising the beach. With immersive shot composition and fourth wall-breaking dialogue, the spots exuded celebratory summer energy and created the feeling that you could reach out and touch the scenes yourself... if only you were vaccinated. All campaign ads and assets drove traffic to Washington's Vaccine Locator tool to help people immediately book an appointment at a local vaccination site. Along with the :15 videos, the campaign featured animated banner ads, social ads, dating site ads and a TikTok-specific video shot on an iPhone.



## THE OUTCOME

The campaign was a smash hit with young adults in Washington. We helped **increase young adult vaccinations by 26% points** (from 42% pre campaign to 68% post campaign) and **closed the gap in the vaccination rate between young adults and the overall population by 8%** (before the campaign the gap between young adults and the overall population was 16% — after the campaign the gap was 8%). Other campaign metrics:

- **165,150 clicks** to DOH vaccine locator website (46,106 from organic social and 119,044 from paid social)
- **378,680 social media engagements earning rave reviews** on DOH's social channels, with thousands of shares and supportive comments as viewers tagged each other on new videos and cheered for the stars of the videos
- TikTok ads went viral, earning **4 million+ organic views, 293,000 likes, 3,600 comments and 23,000 shares over 3 days**
- **29 million+ completed video views** (4.3 million organic views)
- **CTR of 2.76% for Snapchat** (double industry average of 1.35%) and **2.01% for Facebook** (double industry average of .90%)





## Vacúnate Mijo/Mija

### THE BEHAVIOR CHANGE TASK

As Washington state's population began getting their COVID-19 vaccines, DOH and C+C realized that Hispanic/Latinx vaccination rates were falling behind the rest of the population. In November 2021, only 50% of the Hispanic/Latinx community in the state had initiated vaccination (as compared to 79% of all adults aged 18+ — a 29% gap) and almost a third said they were “unsure” about getting the vaccine. The campaign's goal was to increase vaccination rates among Washington state's Hispanic/Latinx population by leveraging cultural relevance to drive action.



### THE RESEARCH

Three types of research were developed to inform this campaign:

- **1:1 In-Depth Interviews:** Since 2020, the team has been conducting monthly 1:1 interviews with Hispanic/Latinx community members to learn about their overall attitudes, barriers and motivators towards receiving a COVID-19 vaccine.
- **Ad Testing Focus Groups:** The team conducted four (4) focus groups with Hispanic/Latinx community members to test the campaign's creative approach and gain insights into what type of creative would resonate most with the community. A total of 20 community members participated.
- **Secondary Research:** DOH and C+C worked collaboratively with partners to analyze insights about vaccine hesitancy among the state's Hispanic/Latinx population. These partnerships significantly helped shape the campaign, including a report released by the University of Washington's Latino Center for Health in April 2021 and findings from COVID-19 surveys conducted regularly by the Bill & Melinda Gates Foundation/Civis Analytics.

**Below are a few examples of research findings that informed the campaign:**

1. Mistrust of government/politicians and misinformation on vaccine safety and efficacy were two of the main drivers of vaccine hesitancy among this community.
2. Protecting themselves, their loved ones and their community ranked as the main motivation for getting vaccinated.



3. Community members expressed the need for messaging that was specific, believable and culturally relevant.
4. Hispanic/Latinx young adults were getting vaccinated at lower rates not due to hesitancy, but due to a lack of urgency and not being concerned about contracting COVID-19.

## THE IDEA

The team developed an integrated communications campaign to drive action aimed at the following priority audiences:

- **Audience 1: English- and Spanish-speaking Hispanic/Latinx Adults Aged 18+:** Almost 40% of WA's Hispanic/Latinx community speaks English "less than very well," which is why the campaign was developed in two languages (English and Spanish). In addition, 27% of Spanish speakers in WA said they were unsure about getting vaccinated.
- **Audience 2: Young Adults (Predominantly English-speaking):** Young adults thought that COVID-19 vaccines may be unnecessary, ineffective and/or might make them sick; they believed they had other ways to protect themselves against COVID-19.

The campaign concept, "Vacúnate Mijo/Mija," was developed by a team of Hispanic/Latinx creatives. The main character is an "abuela" (grandma) — an emotionally-charged, nostalgic figure in many Hispanic/Latinx families who acts as THE trusted source of information. "Mijo" and "mija," meaning "my son" and "my daughter," are familiar terms of endearment among the community and are used alike by different family members (but especially abuelas). All words and images used in the content were carefully chosen to be culturally relevant for the Hispanic/Latinx community. For young adults, positioning the vaccine as the best way to protect themselves helped drive a sense of urgency to get vaccinated.

Reaching the desired audience through multiple communication channels was key for a successful campaign. In addition, the strategy included producing different versions of the ads featuring male and female main characters (mijo/mija) to be more inclusive.



- **Social:** Hispanics/Latinx are mobile-first and score higher than other multicultural groups when using Facebook (72%). A strong social component was crucial to



promoting behavior change effectively. The team monitored and engaged with social ad comments in English and Spanish.

- **Video:** Hispanic/Latinx audiences spend more time on video consumption than the average for the total U.S. population; therefore, developing a campaign video was key to reaching this audience relevantly. A total of seven pieces of video content were produced in English and Spanish that featured male/female character combinations.
- **Banner Ads:** Banner ads supported the campaign and facilitated traffic to the Vaccine Locator page. The team created 12 versions of banners in English and Spanish.
- **Print:** In-language print ads appeared in culturally relevant publications around WA such as La Voz, Tu Decides, etc. The team created more than three versions of in-language print ads.
- **Radio:** Radio stations are trusted sources of information among the Hispanic/Latinx population, who spend more time than any other multicultural group listening to this medium (about 19 hours/week). Radio was a good tactic to reach this community, allowing time to explain the message and infuse emotion into the content.

## THE OUTCOME

The campaign helped increase vaccinations in the Hispanic/Latinx community by 13%. When the campaign launched in November 2021, 50% of the Hispanic/Latinx 18+ population in Washington had initiated vaccination. While the campaign was live, vaccination rates from this community increased to 71% (as of August 2022). In addition, the campaign helped close the gap in vaccination rates by 13% — Hispanic/Latinx community vaccination rates were 29% behind the overall WA adult rates in November 2021 and as of August 2022 they are 16% behind.

Campaign metrics included:

- More than **542,836** social media engagements
- More than **14,161,078** completed video views
- **71,962** clicks to the Vaccine Locator website
- More than **8,837,233** completed audio listens





## THE BEHAVIOR CHANGE TASK

In late 2021, approximately 34% of the adult Black/African-American community in Washington had not gotten the COVID-19 vaccine. DOH and C+C partnered with The Anchor Group (a Black owned communications agency) to conduct research and seek out strategies to encourage this community to get the vaccine.



## THE RESEARCH

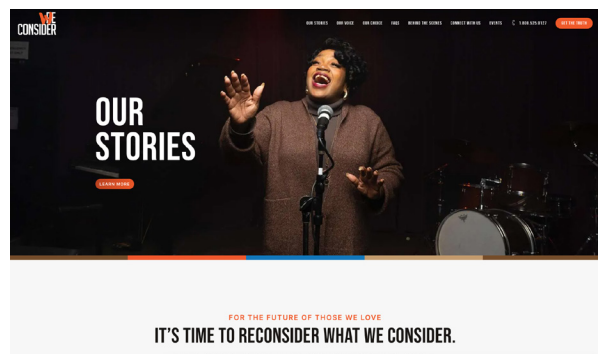
The Anchor Group assembled 19 unvaccinated members of the community for four focus groups to gather feedback on what was motivating individuals to avoid vaccination. We learned that members of the Black/African American community had deep levels of mistrust around the vaccine that were being exacerbated by perceived government efforts to force or bribe people to take the vaccine. There was also a feeling that it was developed too fast, leading to unknowns around potential risks and side effects.

## THE IDEA

A team of Black creatives, health educators, and community engagement specialists used the research to create a campaign specifically for the Black/African American community in Washington. This was a unique messaging approach where DOH was not driving the conversation, but supporting it to happen. The messaging, created by the community, was designed to start a new conversation and build trust by elevating the voices of the black community through the sharing of their real stories.



The WeConsider campaign was created for people age 35+. The campaign centered on encouraging those who are not vaccinated to reconsider their decision to not get the vaccine. The highlight of the campaign was to feature video and written stories from local individuals who had been hesitant to get vaccinated and the reasons why they ultimately chose to do so. Instead of driving people to a DOH website, all campaign assets drove to a WeConsider website where people could see themselves reflected and learn more.



C+C placed the campaigns on a mix of paid media channels including video ads, social media (Facebook, Instagram and TikTok), print ads in The Seattle Medium and Seattle Facts, digital audio and podcasts, and transit ads. Social media ads for the campaign were also created and placed in-language for five East-African/ Native African Communities: Amharic, Tigrinya, Oromo, Somali and Swahili. We also partnered with Black-paid media micro-influencers to create and share content about the vaccine.



The Anchor Groups conducted several community efforts to support the campaign. This included media outreach to black media including preparing a WA DOH spokesperson, who had her own story of vaccine hesitancy to share, for interviews with local media professionals. The team also partnered with black media, including Converge, to create content and dialogue with the black community through media interviews and a vaccine hesitancy town hall.



The Town Hall event, “Vaccine Hesitancy – A Black Perspective” was held on the evening of April 5, 2022. The event, had a small audience in-studio and was broadcast live online and featured interviews with Tacoma School Board Member Korey Strozier, Dr. John Vassall, and Pastor Lawrence Willis. Overall, it was a great conversation among all participants. During the show, Converge also aired several of the WeConsider campaign videos and pieces of the interviews they conducted with people featured in the ads, including Gospel singer Josephine Howell.

The campaign also had a faith-based outreach component that included partnership with 12 black churches that shared vaccine information in their newsletters, programs and as part of sermons and was featured at the Regional Spring General Baptist Convention of the Northwest with DOH sharing vaccine information at convention events and offering vaccines to the community through the mobile Care-a-Van.

The campaign also sponsored a Juneteenth event, which includes the campaign materials, media interviews, and the Care-a-Van on-site (43 vaccinated people).



## THE OUTCOME

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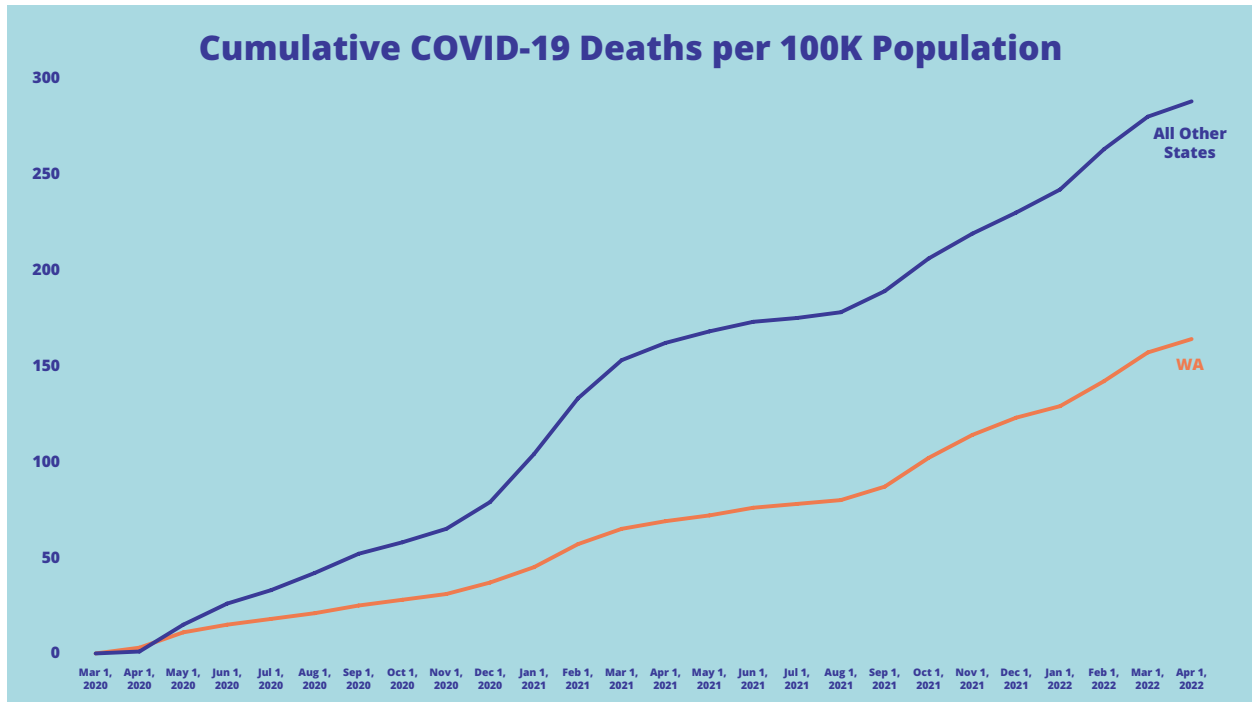
The campaign has helped increase vaccination in the adult Black/ African American community. **Vaccination is up 14%** since the campaign launched (from 68% in February to 82% in August). In addition, the gap between this community and all people 18+ in WA has closed by about 11% (in February the gap was 16%, and in August it had dropped to 5%).

The campaign was highlighted in more than 10 local radio, print, and online media outlets including four interviews with the WA DOH spokespeople. The faith-based collaboration involved more than 15 black churches in Washington State. A partnership with a Juneteenth event and the campaign continues to be featured through media partnerships including local Black-owned Converge Media's community voices program. The campaign ad buy has delivered **62,000 website visits** and **68 million completed video views** and **15,000 social media engagements**.



## STEP 10: EVALUATION

The goal of this effort was to build receptivity, intention, and action to get a COVID-19 vaccine to save lives and reduce the risk of serious illness from COVID-19. Washington state has done very well in its efforts to fight this pandemic. By June 2022, Washington ranked sixth out of 50 states in terms of lowest cases per 100K population and 5th lowest in terms of deaths. As of August 2022, more than 14 million COVID-19 vaccine doses have been given across Washington.



### BEHAVIOR CHANGE METRICS:

**GOAL:** Get 70% of WA adults (aged 18+) to initiate vaccination.

**RESULT:** As of August, 2022, 87% of WA adults aged 18+ have initiated vaccination (17% above goal).

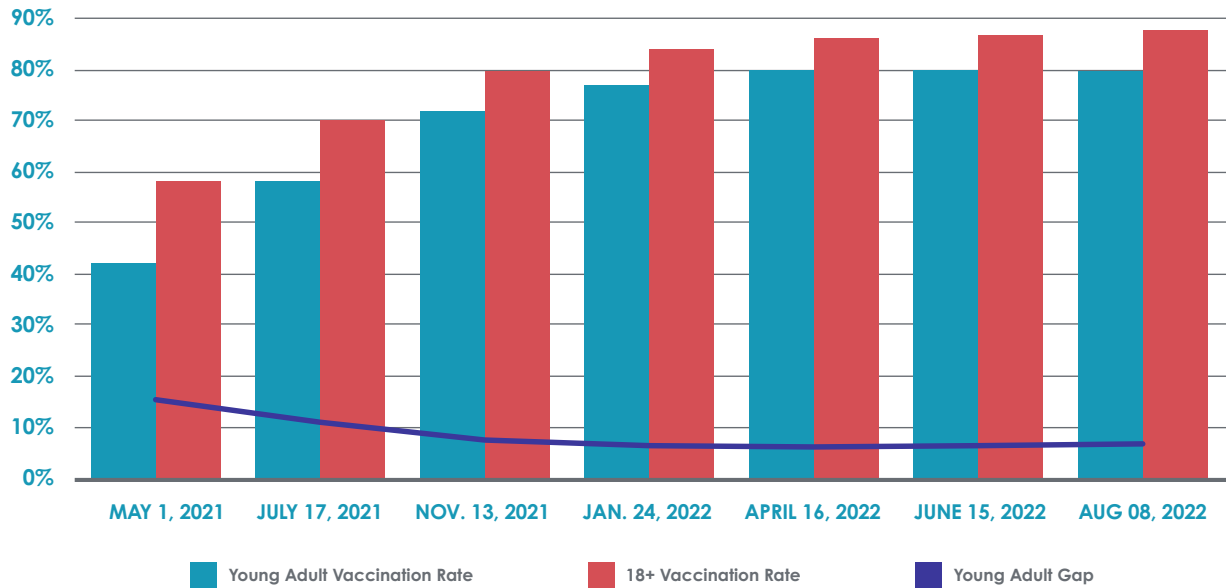
- Vaccination rates among priority audience segments increased as follows:
- **79% of Young Adults** have initiated vaccination (up 37.2% since May 2021)
- **82% of the 18+ Black/African American community** have initiated vaccination (up 50% since May 2021)
- **70% of the 18+ Latinx/Hispanic community** have initiated vaccination (up 44% since May 2021)



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+):

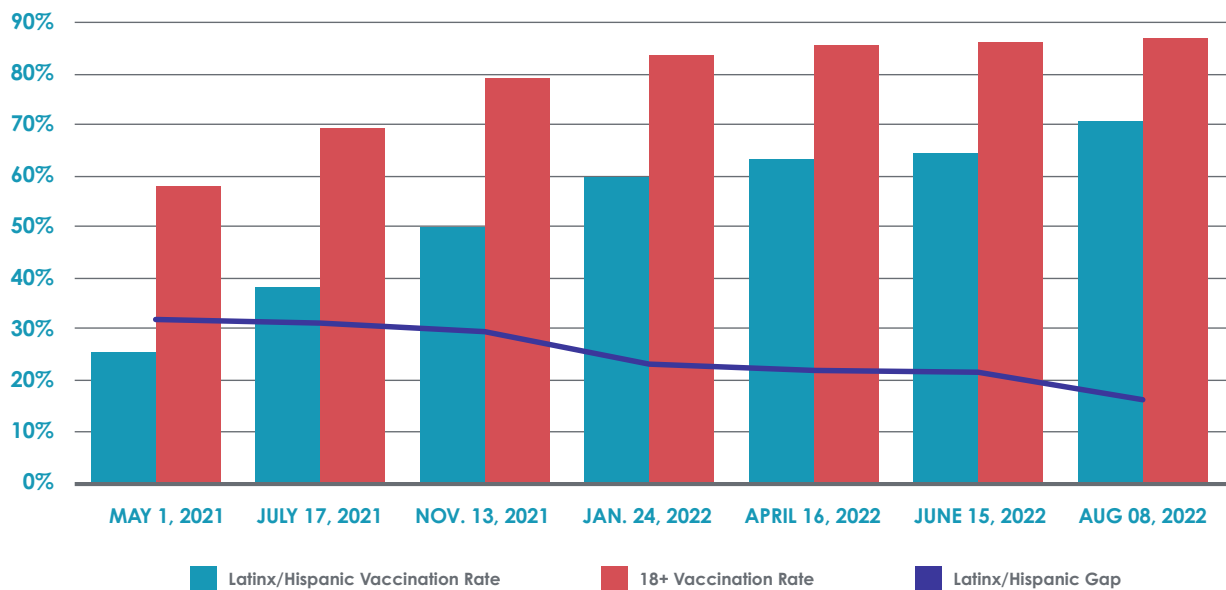
## YOUNG ADULT VACCINATION

9% for young adults (rates went from 16% behind to just 7% behind)



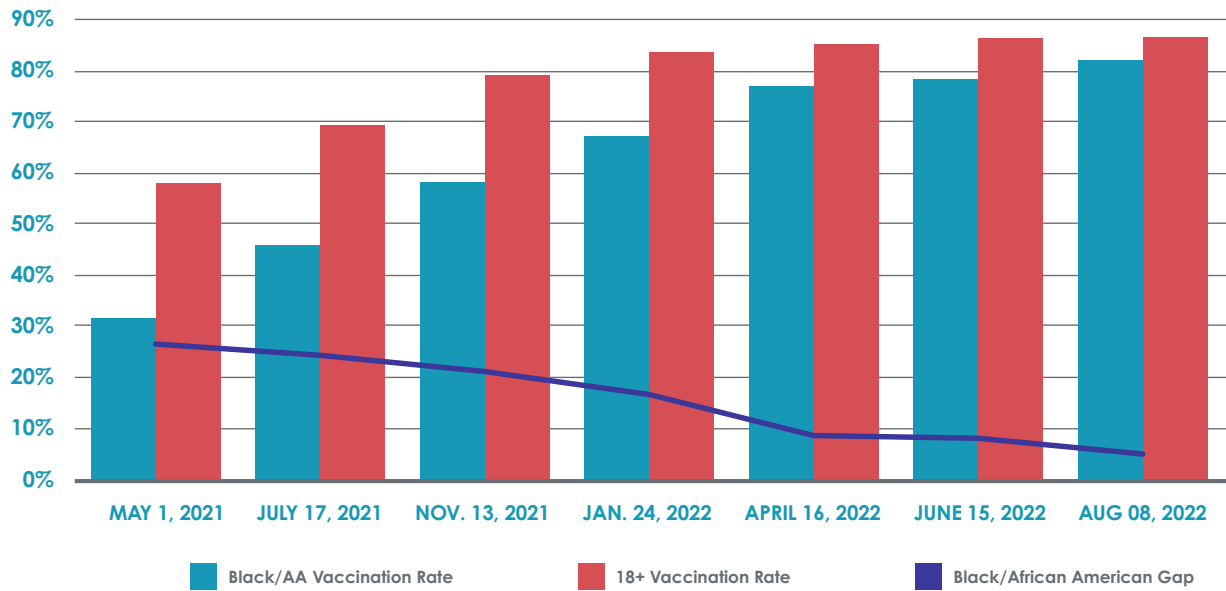
## LATINX/HISPANIC COMMUNITY VACCINATION

16% for Hispanic/Latinx (rates went from 32% behind to 16% behind)



# BLACK/AFRICAN AMERICAN COMMUNITY VACCINATION

21% for Black/African American (rates went from 26% behind to just 5% behind)



## CAMPAIGN OUTPUT METRICS:



The campaign was inclusive, reaching all Washingtonians through materials in **36 LANGUAGES** as well as messaging for the Black/African American, Hispanic/Latinx, LGBTQ+, Ethiopian, Somali, Japanese, Filipino, Indian, Pacific Islander/Native Hawaiian, Chinese, Vietnamese, Russian and Korean communities.



**1.5 BILLION**

completed video views



**4.3 BILLION**

media impressions



More than  
**505,000**  
social media  
engagements



More than  
**15,000**  
campaign  
assets created



Intent to vaccinate increased  
**14 POINTS**  
between December 2020  
and February 2021.



Drove **5 MILLION CLICKS** to WA DOH vaccine websites  
and **1.8 MILLION** Phase Finder submissions

View the Vaccinate WA campaign [case study video](#).

