

Vaccinate WA

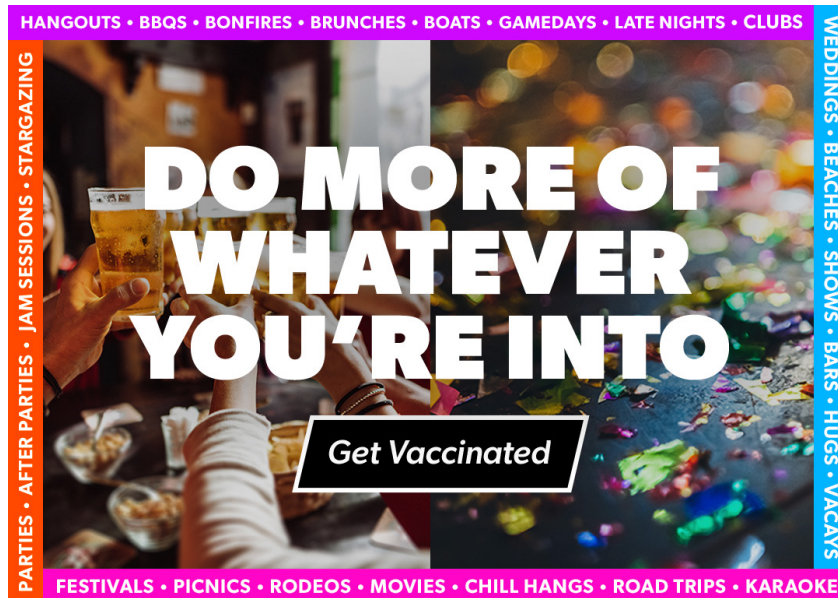
WA STATE COVID-19 VACCINE CAMPAIGNS FOR YOUNG ADULTS

In mid-2021, the “early adopters” of the COVID-19 vaccine were mostly vaccinated and the WA State Department of Health (DOH) and partner agency C+C began looking at which portions of the state’s population were not yet vaccinated. Among other audience segments, young adults, defined as 18-34 years old, were lagging considerably behind the overall population. As of May 2021, 42% of young adults had initiated vaccination, compared to 58% of all WA adults – a gap of 16%.

Even more concerning was that among those who had not yet gotten the vaccine, about half said they did not intend to do so. DOH needed to work on closing that gap.

CAMPAIGN GOAL

Increase the number of young adults initiating vaccination.



HANGOUTS • BBQS • BONFIRES • BRUNCHES • BOATS • GAMEDAYS • LATE NIGHTS • CLUBS

PARTIES • AFTER PARTIES • JAM SESSIONS • STARGAZING

WEDDINGS • BEACHES • SHOWS • BARS • HUGS • VACAYS

FESTIVALS • PICNICS • RODEOS • MOVIES • CHILL HANGS • ROAD TRIPS • KARAOKE

DO MORE OF WHATEVER YOU'RE INTO

Get Vaccinated

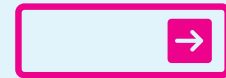
RESEARCH

DOH and C+C used three types of research to inform the campaigns.



GATES FOUNDATION STATEWIDE POLLING:

1,100+ Washington residents including 330 young adults ages 18-34. Informed and tracked trends on COVID-19 vaccination barriers, benefits and motivators.



MARKET RESEARCH ONLINE COMMUNITY (MROC):

More than 850 Washington residents that included 200 young adults ages 18-34. Informed message strategy and tested creative concepts.



YOUNG ADULT ADVISORY BOARD:

Advisory group of 10 individuals from across the state. Provided insights on messages and communication strategies.

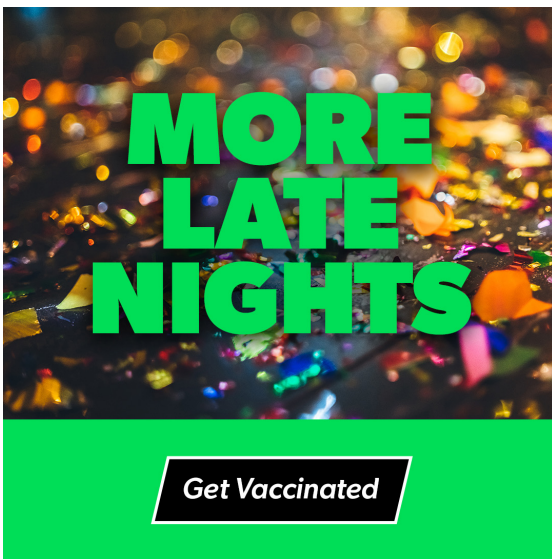
KEY RESEARCH INSIGHTS

The primary barrier emerged that young adults weren't necessarily hesitant to get vaccinated, they just weren't that worried about COVID-19 – they were young and considered themselves to be healthy and not as vulnerable. This translated into a lack of urgency toward getting vaccinated.

The top motivator at this time to getting vaccinated was that vaccines provided an opportunity to **get back to doing the things they love to do.**

CAMPAIGN CONCEPTS

The team developed two campaigns to promote vaccination using joy rather than fear:



More of Whatever You're Into:

No matter who you are, or what you're passionate about, getting vaccinated opens up a world of possibilities. This campaign was produced in English and Spanish.



Ready for Summer:

With older adults outpacing vaccination rates among young adults, Washington's grandparents were ready for a wild summer in a way Gen Z and Millennials weren't. It was time to show them what they were missing out on.

COMMUNICATIONS CHANNELS

DOH and C+C used four core strategies to reach young adults, and all campaign channels drove traffic to Washington's Vaccine Locator tool to help young adults immediately book an appointment.

SOCIAL

REUNIONES • CARNE ASADA • FOGATAS • BRUNCH • FÚTBOL • ABRAZOS

AMIGOS CON BENEFICIOS • VIAJES • FIESTAS • AVENTURAS • PELÍCULAS

HAZ MÁS DE LO QUE TE GUSTA

VACÚNATE

BODAS • PLAYAS • CONCIERTOS • BARES • VACACIONES • FESTIVALES

QUINCEAÑERAS • AMIGOS • PICNICS • HAPPY HOURS • CITAS • CLUBS

MORE HANGOUTS

Get Vaccinated

GET VAXXED

vaccinatewa.org

GET VAXXED

vaccinatewa.org

VIDEO



CLUB GRANDMA | LINK



BOAT PARTY | LINK

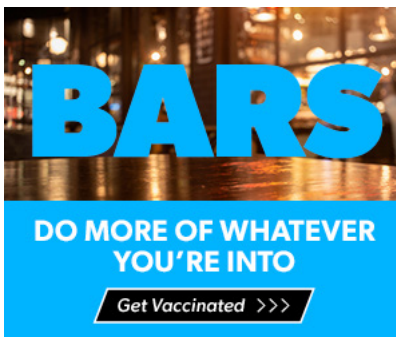
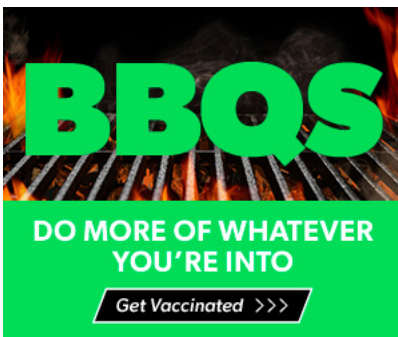


COUGAR GRANDMA | LINK

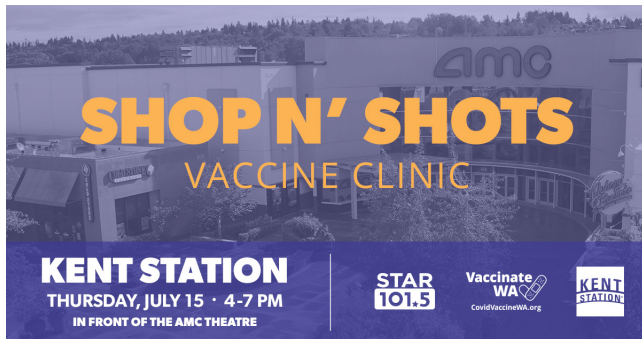


BONFIRE GRANDPA | LINK

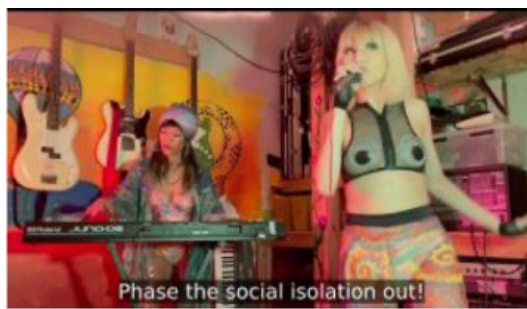
DIGITAL



RADIO STATION PROMOS



SOCIAL MICRO INFLUENCERS

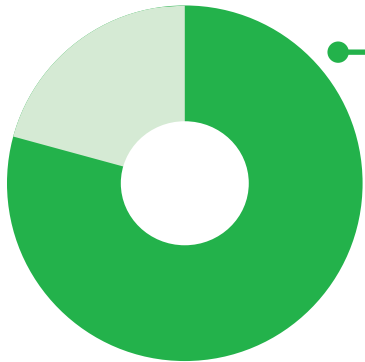


PLACE-BASED



CAMPAIGN IMPACT

The two campaigns helped increase young adult vaccinations by **26 percentage points** (from 42% pre-campaign to 68% post-campaign).



79%
of Young Adults have
initiated vaccination

↑ 37.2%
since May 2021

8% gap closed during campaign period
(from 16% in May to 8% in October)



30+

Micro influencers created
and shared content



177,000

Clicks to DOH
vaccine locator



2.76% CTR

on Snapchat (double
industry CTR of 1.35%)



29 MILLION
completed video views



378,000+
social media engagements
(overwhelmingly positive which is
rare for vaccine campaigns)



TikTok ads went viral earning **4 MILLION+** organic views,
293,000 LIKES, 3,600 COMMENTS and
23,000 SHARES OVER 3 DAYS

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