

COVID-19 Vaccine Communications Campaign Online Analysis

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Introduction

The following document features online communication tools to increase COVID-19 vaccination confidence and provides state level resources. The review of website content occurred April 1 – 15, 2021 and focused on the eight Delta Regional Community Health Systems Development (DRCHSD) Program states: Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri, and Tennessee.

Associations

“Better for it” toolkit

- Developed in partnership with **The Center for Black Health & Equity**, the “*Better for it*” toolkit shares science-based information to spark conversations in your community.
- Visit the [Power and Immunity – COVID-19 Vaccine Toolkit](#) webpage for more information.

The Conversation

- [The Black Coalition Against COVID](#) is starting a national dialogue about COVID-19 through the launch of the Love Letter to Black America.
- This initiative is a collaboration with Howard University, Morehouse School of Medicine, Meharry Medical College, Charles Drew University, National Medical Association, National Black Nurses Association, and the National Urban League.

It’s Up to You

- Ad Council COVID Collaborative
- The COVID-19 Vaccine Education Initiative is led by the Ad Council and the COVID Collaborative with the involvement of the Centers for Disease Control and Prevention (CDC) to educate the American public and build confidence around the COVID-19 vaccines.
- Sample video: [How Do Vaccines Protect Me?](#)
- Visit the [COVID Collaborative](#) webpage for more information.

DRCHSD States

Alabama

Alabama Public Health

- **Myths vs Facts**
- Information is based on currently available scientific evidence, reports, emergency use authorization details and expert opinion, and is subject to change. This page will be updated as necessary evidence and information about the COVID-19 vaccine becomes available.
- Visit the [Alabama Public Health webpage](#) and their [COVID-19 Myths and Misinformation](#) webpage for more information.

Overcoming Vaccine Hesitancy

- Check out these [communication tips for messaging to address vaccine reluctance in Alabamians](#) from the Alabama Department of Public Health.

Arkansas

Vaccinate Arkansas

- As part of the “Vaccinate the Natural State” initiative, **Arkansas Blue Cross and Blue Shield**, the **Arkansas State Chamber of Commerce/Associated Industries of Arkansas**, the **Arkansas Foundation for Medical Care (AFMC)**, the **Northwest Arkansas Council**, and **Walmart** have partnered to provide Arkansas business leaders with support they need to navigate the COVID-19 vaccine rollout and vaccination hesitancy. Contains a downloadable toolkit of communications materials, FAQs, social media content, posters
- Visit the [Vaccinate Arkansas](#) webpage for more information.

Arkansas Department of Health

- Visit the Arkansas Department of Health webpage to [find a local provider or pharmacy](#).

Illinois

Illinois Critical Access Hospital Network (ICAHN – a state level organization that The Center works with)

- Visit the Cynosure Health website, for a new resource for hospitals (as of February 25, 2021), their [vaccine confidence toolkit](#).

Illinois Department of Public Health: #VaxUpIL campaign

- Visit the [Illinois Department of Health Frequently Asked Questions \(FAQ\)](#) webpage for more information.

National Public Radio (NPR) and Illinois Public Media

- Check out this podcast from NPR and Illinois Public Media’s The 21st Show, [Vaccine Ethics: Equity vs. Efficiency](#).

State of Illinois Coronavirus Response

- Visit the [State of Illinois Coronavirus Response](#) webpage for vaccine testimonial videos and FAQs.

Illinois Vaccine Communications Toolkit

- Called [“All In” Illinois](#), the toolkit includes:
 - Testimonial videos, ad series, social graphic assets and post copy, audio clips, guide to getting vaccinated, talking points, “what to expect” video, and graphic assets in the “All In” Illinois logo and color palette.
- This was linked from the [Illinois Department of Public Health website](#) – click on the dark blue box, “vaccine campaign toolkit”.

Kentucky

“Take It from Me”

- Presented by Kentucky Medical Association, Kentucky Foundation for Medical Care, the Foundation for a Healthy Kentucky, the Kentucky Hospital Association, and the Kentucky Primary Care Association

- Includes social media advertisements as well as a series of video and print public service announcements. The PSAs feature a diverse group of residents reassuring others to “take it from me” that the COVID-19 vaccine is safe and effective.
- Visit the article, [“Take It from Me” COVID-19 Vaccination Campaign](#), from the Kentucky Primary Care Association for more information.

I Got the Shot to Protect the Ones I Love

- Presented by Foundation for a Healthy Kentucky & Kentucky Nurses Association
- Public service campaign that features Black Kentuckians naming and responding to several of these concerns, with the goal of increasing confidence in the vaccine, as well as Kentucky vaccination rates.
- Check out the [“I Got the Shot” Public Service Campaign](#) video for more information.

Rides for low-income seniors

- Through partnerships with Toyota Motor Manufacturing, Kentucky, and an independent transportation network [ITNBluegrass](#), there are free trips for vaccinations for low-income seniors.
- Call 859-252-8665 for more information.

University of Kentucky

- Check out this article from the University of Kentucky News, UKNOW, [COVID Vaccines: Fact Vs. Fiction](#)

Team Kentucky

- [Kentucky Cabinet for Health and Family Services and Kentucky Public Health Campaign](#)
- [Team Kentucky Main webpage](#)
- [Transportation information](#) from the Kentucky Cabinet for Health and Family Services.

Louisiana

Our Lady of Lourdes

- COVID-19 Vaccine Scheduling and [FAQs](#).

Urban League of Louisiana

- Focuses on Health Equity, ensuring everyone, regardless of race, neighborhood, or financial status has access to a healthy community of opportunity.
- Visit the [Urban League of Louisiana](#) COVID-19 webpage to learn more.

Halt COVID LA presented by Louisiana Community Engagement Alliance Against COVID-19 Disparities

- Collaborative effort of state's universities in partnership with federally qualified health centers (FQHCs), faith-based organizations, community pharmacies, the Urban League of Louisiana, the Skin You're In (TSYI) project; in coordination with the Louisiana Department of Health.
- Check out the [Halt COVID LA](#) website for resources and more information.

Louisiana Department of Health: Bring Back Louisiana

- Find more information on the [COVID-19 vaccine from the Louisiana Department of Health website](#).
- [Sleeves Up Bring Back Louisiana](#), uses hashtags #bringbackla #sleevesup to get people to share reasons for getting vaccinated on social media
- Works with local partners to meet people where they are, especially in underserved, on-the-fence, and hard-to-reach communities.

Missouri

Missouri Department of Health: MO Stops COVID

- The [COVID Vaccine Information](#) webpage and [Resource toolkit](#), created by the Missouri Department of Health and Senior Services, provides resources for free rides and transportation available, as well as myths and facts, printable documents, messaging, and other education related to vaccine development.

Mississippi

- Check out this information regarding [COVID-19 Vaccination Provider Enrollment, Vaccine Request, and Resources](#) from the Mississippi State Department of Health.
- Read this article from [SuperTalk Mississippi Media](#), where Governor Reeves' chats with health experts to address hesitancy.
- Mississippi Department of Health: [Qualifying for COVID-19 Vaccination](#)
- [An article from Mississippi Today](#), describing how the "blackest" Mississippi community is getting on board with vaccinations, through church leader advocacy and other influential community leaders.

Tennessee

State of Tennessee: [Vaccine Communications Toolkit](#)

The [State of Tennessee's COVID-19 101](#) webpage includes comparison of vaccines, phases, county information, FAQs, rollout dashboard, fact vs. fiction as well as various webpages and videos.