

Boosting COVID-19 Vaccine Uptake: The Impact of the TakeCareWA Campaign in Washington State

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INTRODUCTION

As of June 2024, nearly 1.2 million people in the U.S. have died from COVID-19.¹ In response, the Washington State Department of Health (WA DOH), in partnership with social marketing agency C+C, relaunched the TakeCareWA / CuidateWA campaign to promote COVID-19 vaccine awareness and encourage vaccination across Washington. Building on an existing campaign, the team developed updated paid media assets to reach Washingtonians ages six months and older through a wide range of strategic communication channels.

BACKGROUND

The COVID-19 vaccine is the most effective protection against the virus. Recognizing this, Washington State dedicated about \$1 million to this prevention campaign. Using audience research and social marketing strategies, TakeCareWA was refined and relaunched to:

- Raise awareness of the 2024–2025 updated COVID-19 vaccine for individuals six months and older.
- Increase statewide vaccination rates to strengthen community-level protection.
- Deliver targeted, culturally relevant materials to effectively reach diverse populations.

Campaign materials were translated into top languages spoken by people with limited English, such as Spanish, Vietnamese, and Russian to ensure Washingtonians received information in their preferred language.



Russian Vietnamese
These campaign assets are available at TakeCareWA.org.

METHODS

Building on the success of the previous COVID-19 campaign, this year’s effort focused on refreshing existing materials and integrating new information relevant to the priority audience. Key updates included messaging around the updated COVID-19 vaccine, protection against long COVID, and vaccine recommendations for individuals aged 65 and older. To guarantee repeated exposure and maximize audience reach, a multi-channel outreach strategy was employed across the state. Ads were shared via:

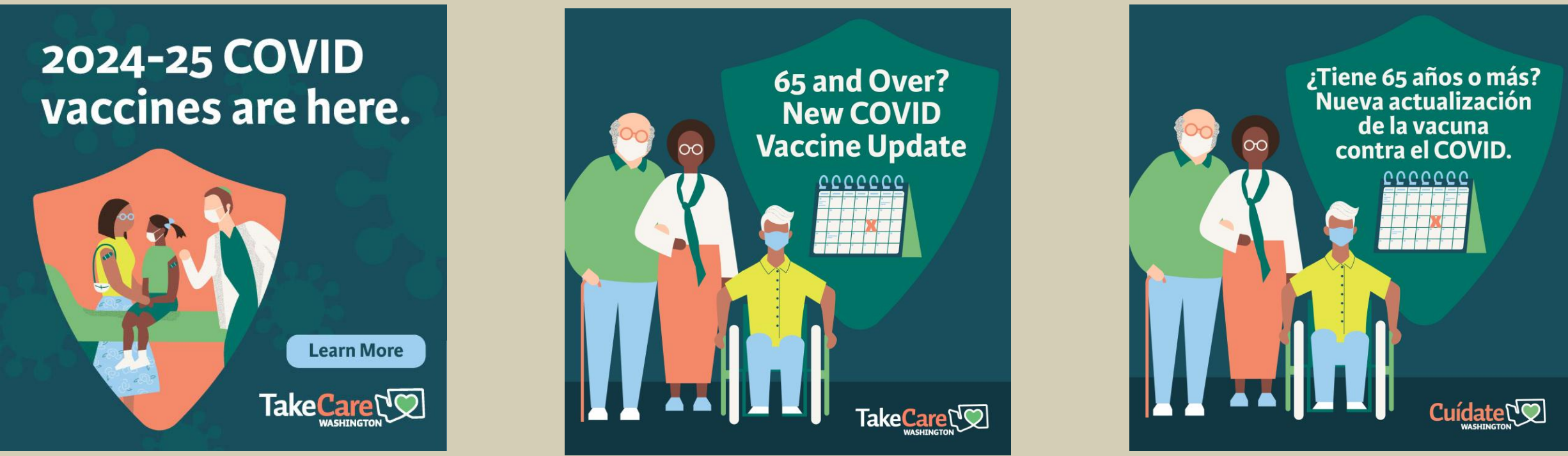
- Google Paid Search and Display Banner ad network
- Community events
- KXPA and KBCS-FM radio stations
- Instagram and Facebook
- Parent Map, Seattle Gay News, or International Examiner
- Spotify, Hulu, and other platforms
- Movie theater lobby preview

RESULTS

TakeCareWA was in the field from September 2024 to January 2025 and delivered:

- 155 million impressions
- 89% of the Washington population reached an average of 29 times
- ~10,900+ clicks from Washingtonians via social media
- ~4,700 clicks per week from paid search

TakeCareWA aimed to drive traffic to the WA DOH website reliable information about COVID and vaccine recommendations. Using a multi-channel strategy helped maximize exposure by reinforcing campaign messages across platforms. These are early results, and a full report will be available soon.



Campaign ads disseminated across Washington.

CONCLUSION

The relaunched TakeCareWA campaign effectively built on past efforts to promote COVID-19 vaccine awareness and drive vaccinations across Washington. With a strategic, multi-channel outreach approach, the campaign reached a broad and diverse audience. Preliminary data, show high engagement through social media and Google paid search, this suggest strong public interest and continued relevance of COVID-19 information. Next steps include:

- Review the full campaign report to assess the campaign find areas for improvement.
- Improve messaging, visuals, and ad placement for future COVID campaigns.
- Continue promoting vaccine awareness and address vaccine hesitancy using culturally inclusive outreach.

REFERENCE

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3. Washington State Health Department. (2025, February 19). Respiratory Illness Data Dashboard. Washington State Health Department. doh.wa.gov/data-and-statistical-reports/diseases-and-chronic-conditions/communicable-disease-surveillance-data/respiratory-illness-data-dashboard

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