



HHS COVID-19 AND FLU PUBLIC EDUCATION CAMPAIGN

National Adult and Influenza Immunization Summit

January 28, 2021



Today's Speakers

- **Mark Weber**, Deputy Assistant Secretary for Public Affairs/Human Services in the Office of the Assistant Secretary for Public Affairs at HHS
- **April Brubach**, Director, HHS COVID-19 and Flu Public Education Campaign in the Office of the Assistant Secretary for Public Affairs

Mark Weber, Deputy Assistant Secretary for Public Affairs/
Human Services in the Office of the Assistant Secretary for
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HHS COVID-19 AND FLU PUBLIC EDUCATION CAMPAIGN

Using a National Campaign to Address the Challenges of a Complex Issue

- Skepticism about COVID-19 vaccines persists.
- Availability of vaccines will continue to increase over the coming months.
- Science-based public education campaigns can motivate behavior change.
- Multiple audiences with different information needs.
- Public messaging will evolve throughout the campaign.
- CDC Vaccinate with Confidence Strategy provides operational framework.



Vaccinate with **Confidence**

CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

- ✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- ✓ Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is not known.
- ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

- ✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration.






- ✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- ✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- ✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

Campaign Strategy

- **Building Vaccine Confidence**—targeting “the movable middle” —using public education to build confidence in those who are hesitant about COVID-19 vaccines so they are ready to get the vaccine when it is their turn. Timing of vaccine confidence efforts must align with increasing availability of vaccine and both the message and messengers must be credible.
- **Preparing the Nation**—providing general audiences with information about the vaccine development process, and tailored messaging for those who are disproportionately affected and in areas of the country with the highest infection rates.
- **Slow the Spread**—providing general audiences with action steps individuals can take—while waiting for the vaccine—to protect themselves, family members, and their community, and tailored messaging for those who are disproportionately affected and in areas of the country with the highest infection rates.

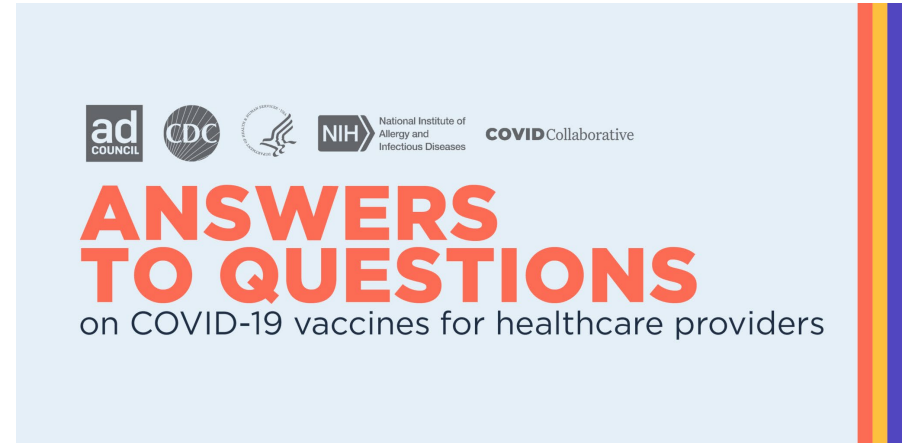


Partnerships are Key

-  Coordinating across HHS agencies to reach key audiences.
-  Reaching discrete audience segments through state and local partners (state, county, city, public health, tribal).
-  Collaborating with corporations, foundations and not-for-profits that share a common mission.
-  Supporting organizations serving harder-to-reach, harder-to-persuade at-risk audiences (e.g., youth, health advocacy, faith-based, military/veterans).
-  Potential activities include equipping partners with evidence-based information and resources about the preventing COVID-19.

Partnership Example: Ad Council Collaboration

- HHS and the Ad Council are collaborating on COVID-19 public education efforts.
- Last month, the Ad Council launched 4 short videos addressing healthcare professionals' questions about COVID-19 vaccination.
 - Videos features Dr. Fauci and leading healthcare organizations and medical institutes.
 - The series was developed in collaboration with HHS, including CDC and NIH/NIAID.
- Forthcoming collaboration will take place in early February and will target at-risk individuals.



April Brubach, Director, HHS COVID-19 and
Flu Public Education Campaign in the Office of the
Assistant Secretary for Public Affairs at HHS

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Public Education Campaign Goals

- Increase vaccine confidence while reinforcing basic prevention measures (e.g., mask wearing, social distancing, handwashing).
- Connect the public with factual government information about COVID-19.

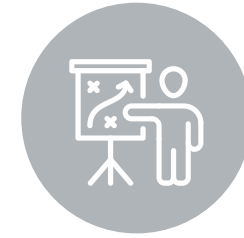


Communication Objective

- The Public Education Campaign is designed to achieve a 90/10 “Reach/Frequency”: 90% of the American adult population would be reached at least once (per quarter), and on average they would be reached at least 10 times.
- Ultimately, the Campaign aims to produce significant change in targeted attitudes and beliefs throughout its duration.



Campaign Strategy



National Engagement

Reach diverse target audiences across the country with lifesaving information.

Vaccine confidence messages will be tailored to appeal to the “Movable Middle,” the roughly half of the population who indicate in surveys some hesitancy to getting a COVID-19 vaccine once it is available to them.

Heavy-up in Vulnerable Communities

Provide relevant, culturally competent information to audiences who are disproportionately impacted by COVID-19 in terms of prevalence and likelihood of serious health consequences.

Campaign targeted at-risk populations: seniors (65+), people with comorbidities, and racial/ethnic populations disproportionately affected by COVID-19.

Rapid Response

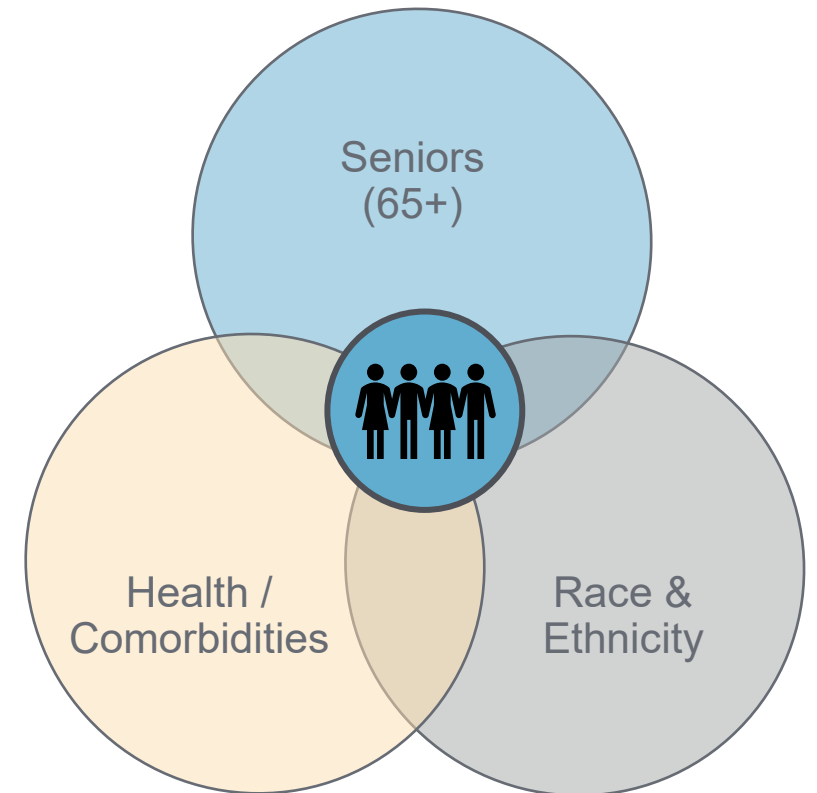
Deliver on emergent needs requiring timely action.

Addressing Vulnerable Communities

Providing relevant, culturally competent information to audiences who are disproportionately impacted by COVID-19 in terms of prevalence and likelihood of serious health consequences.

Campaign targets include the following intersecting populations:

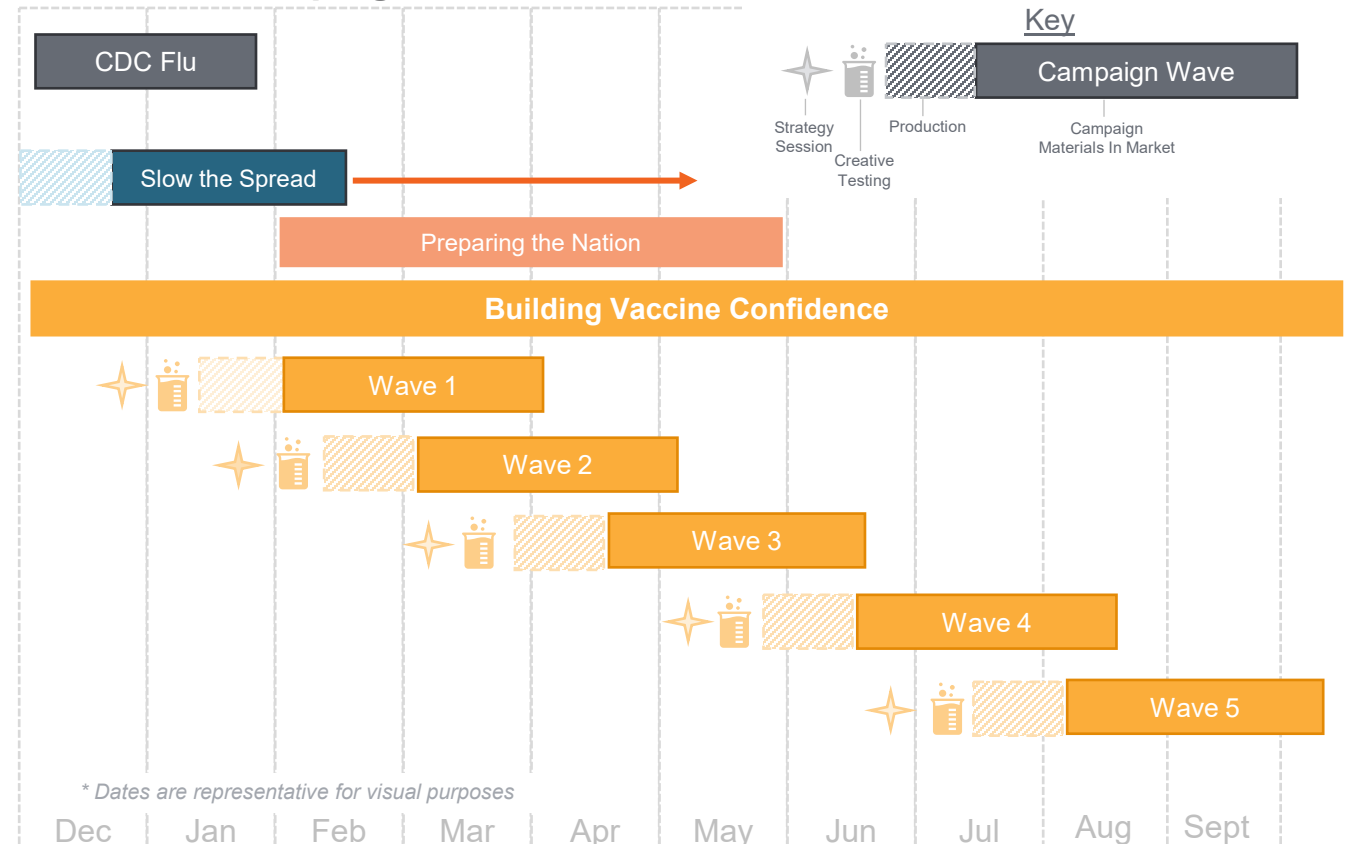
- Seniors (65+)
- People with comorbidities
- Racial and ethnic populations, including Black/African Americans, Latinx/Hispanic, and American Indian/Alaskan Natives



Flexible Framework for Continual Refinement

- Adapt to latest developments of the COVID-19 and vaccine availability.
- Sync communications with emerging research and data insights.
- Repeat cadence: unifying strategy session, creative testing, production, and in-market execution.

In-Market Campaign Schedule



Las amigas se ponen mascarillas.

La pandemia del COVID-19 no tiene amigos.

Siempre debes traer puesta la mascarilla con personas que no viven contigo, aunque sean tus amigos de toda la vida. Las vacunas ya están en camino. Pero es importante mantener la distancia, usar la mascarilla y evitar multitudes y espacios interiores con personas con las que no vives. Entre más pronto frenemos la propagación, más pronto podremos abrazarnos nuevamente.

Aprende más sobre las vacunas y lo que puede hacer para frenar la propagación en cdc.gov/coronavirus

Trabaja a nivel por el Departamento de Salud y Servicios Humanos de EE.UU.

You can distance and still be social.

Happy birthday, happy hour, or maybe just happy Tuesdays-at-seven. These days, the crew's getting together without even heading out. COVID-19 vaccines are coming. But until enough of us are vaccinated, we'll still need play it smart. We can stay close even when we're miles apart.

Learn more about vaccines and slowing the spread at cdc.gov/coronavirus

Brought to you by the U.S. Department of Health and Human Services

Mask up. Take COVID-19 down.

Papá se puso un escudo para protegernos.

No bajemos la guardia.

La pandemia del COVID-19 ha golpeado duro a nuestras familias. Las vacunas ya están en camino. Pero hasta que un número suficiente de nosotros esté vacunado, es importante no olvidar nuestro escudo protector: usar mascarilla, mantener la distancia, y evitar multitudes y espacios interiores con personas con las que no vives.

Aprende más sobre las vacunas y lo que puede hacer para frenar la propagación en cdc.gov/coronavirus

Trabaja a nivel por el Departamento de Salud y Servicios Humanos de EE.UU.

Girls' nights IN are gonna take COVID-19 out.

Brought to you by the U.S. Department of Health and Human Services

'Essential' takes on a whole new meaning with COVID-19.

Avoiding crowds. Is my Respect.

Vaccines are on the way, but until enough of us are vaccinated, we must still do our part: watch our distance, wear our masks, and avoid crowds both indoors and out. Let's continue to do our part for the respect of our people and to help slow the spread.

Aprende más sobre las vacunas y lo que puede hacer para frenar la propagación en cdc.gov/coronavirus

Trabaja a nivel por el Departamento de Salud y Servicios Humanos de EE.UU.

I'm an essential worker because everyone needs food. You know what's essential for me? Not getting COVID-19. Vaccines are coming. But until enough of us are vaccinated, we'll still need to mask up to slow the spread. That's why there's a smile behind mine when I see you wearing one.

Learn more about vaccines and slowing the spread at cdc.gov/coronavirus

Brought to you by the U.S. Department of Health and Human Services

Slow the Spread Buy Overview

- Slow the Spread is a large-scale paid public education effort designed to provide clear, accurate, and actionable information about how to combat COVID-19 and flu. It includes a series of radio spots, paid social ads, and print ads designed to deliver scientific messaging in a way that connects emotionally and breaks through across audiences. The series reinforces basic prevention measures while vaccine distribution is being ramped up.
- Campaign ads include:
 - Radio: Two 60-second ads in English and Spanish and one :30 English ad; 12/16–2/14
 - Print: Half-page/full-page newspaper ads; week of 1/18–2/14
 - Paid Social: Facebook, Instagram, Twitter, Snapchat, and Pinterest; week of 1/18–2/14
- Budget is \$30.5 million, and nearly 5 billion impressions are projected.

Preparing the Nation

Paid Media

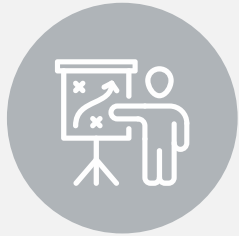


- Providing general audiences with information about the vaccine development process, and tailored messaging for those who are disproportionately affected and in areas of the country with the highest infection rates
- Preparing the Nation messaging began on 12/2 on YouTube with the promotion of an in-depth video (Tell Me More) on the vaccine development process featuring Dr. Fauci and other experts. At its conclusion, the YouTube campaign delivered 14.3 million impressions and more than 1.6 million additional video views.
- Paid social launched on 12/17 and is estimated to deliver more than 74 million impressions and more than 7 million video views. To date, 69% of the impression goal has been hit (51.6 million impressions) and 359% of the video view goal has been reached (18 million video views)! The paid social campaign is set to end on 1/29.

Platform (12/17 - 1/24/21)	Video Views	View Rate*	Actual versus Planned Video Views
YouTube (ended on 1/17)	1.6M	27%	Exceeded
Facebook/Instagram	12M	82%	Exceeding
Twitter	9.3M	49%	Exceeding
Snapchat	700K	7%	Below Goal
Pinterest	3.1K	40%	Exceeding

***View rate** is calculated by the number of video views divided by the number of impressions. In other words, what percentage of viewers are being served the video ad and then watching it.

Contract Scope and Activities



Strategy and Planning

- Project management
- Strategy development
- Market segmentation
- Campaign advisory panel



Messages and Materials Production

- TV, radio, print, and digital ads
- Website
- Resources to support partnership efforts



Paid and Earned Media Distribution

- Collaboration with HHS agencies and spokespeople
- Earned media activities and events



Research and Evaluation

- Literature reviews, environmental scans, data analyses
- Market research
- Creative testing
- Evaluation

Messages and Materials

Science-Based Process for Communications Development



- Perform extensive review of published research.
- Ideate with cross-functional team to develop messaging territories, platforms, and taglines.
- Inter-agency public health expert review.



- Use focus groups of key audiences (movable middle and disproportionately impacted groups: AI/AN, Hispanic/Latino, Black/African American, Asian/Pacific Islander).
- Refine the creative concepts based on results prior to quantitative testing.



- Test near-final ads with the general public to measure effectiveness and to ensure no unintended consequences.
- Leverage insights to make final optimizations prior to production.

Creative Testing Activities

Creative Focus Groups:

- Completed a total of 18 creative testing focus groups among total market audiences as well as disproportionately affected populations for Wave 1 of the Vaccine Confidence Campaign.
 - Total market focus groups: 9
 - Multicultural focus groups: 9
- Produced report with cumulative findings and insights from the focus groups.

Creative Testing Survey:

- In February 2021, after initial assets are in market, a 20-minute online survey with the general public (minimum of $n = 1,000$) will be conducted to test ads developed using the qualitative research insights.



Market Research and Evaluation

Robust and continuous research, including literature reviews and environmental scans, drives all activities and informs creative development and Campaign strategy.

- **Market Research** includes audience segmentation, daily social listening, and monitoring of COVID-19-related stories, as well as HHS and HHS leadership mentions, secondary data scans, foundational focus group discussions, and the collection and curation of a weekly current events tracker.
- **Creative Testing** includes focus group discussions on creative stimuli and a survey per round of developed creative.
- **Evaluation** leverages a monthly outcome survey, a triannual longitudinal outcome survey, and process and outcome analyses that use survey data, social listening, segmentation data, and extant data to assess Campaign performance and impact. At the completion of all Campaign activities, a cost-benefit analysis will translate Campaign impact into health and cost savings at a national level.



Building Vaccine Confidence



Advertising

- Wave 1 of Vaccine Confidence ads expected to be in market early February.
- Staggered launch of additional creative through March, with ads for follow-on waves in development.
- Plan will have comprehensive audience reach across national and local television, national and local radio, out-of-home, local and national print, digital, social advertising, and paid search.

Partnerships

- Communication toolkits, tailored for community-level groups serving disproportionately affected audiences, are in development, with initial availability planned for mid-February.
- Deploying tailored communication toolkits for community-level groups working with disproportionately affected audiences in mid-February. Toolkits will include CDC-vetted resources with added culturally pertinent materials.
- Coordinating across HHS to leverage existing partnership networks for resources and distribution.

THANK YOU.

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