

Draft

Maryland Mass Vaccination Communications Plan

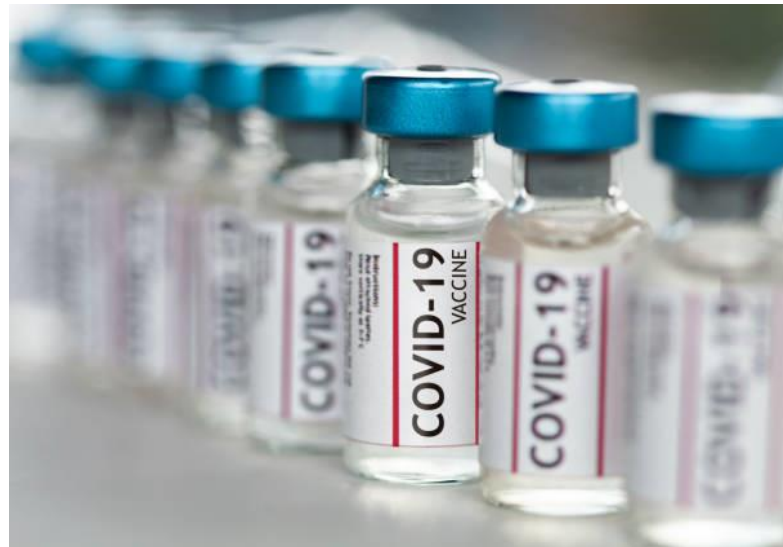
Revised 12.16.20



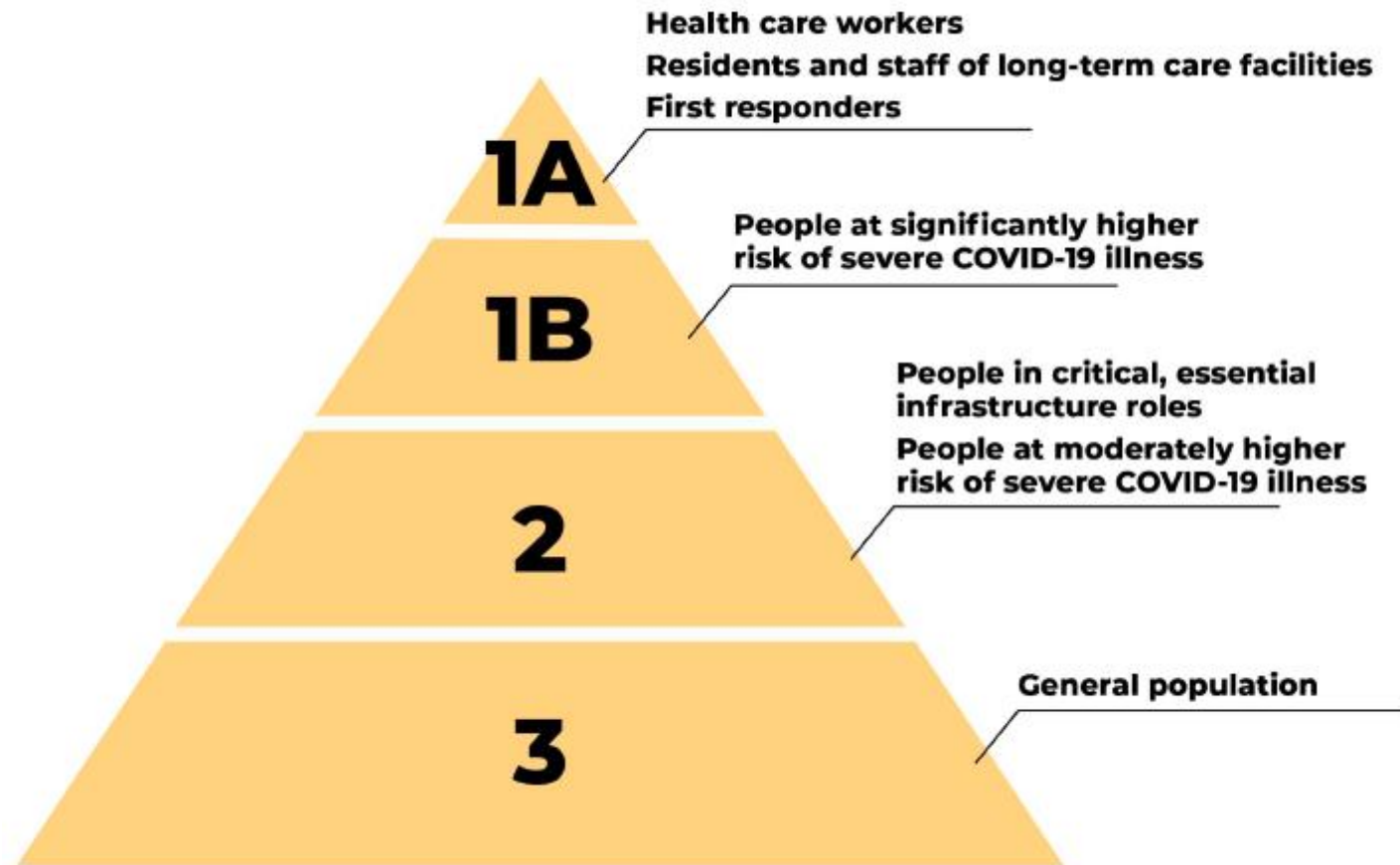
Vaccine Communications – Overview

Communications about Maryland's COVID-19 vaccination program will inform, educate, engage and activate the public. Efforts will begin in Phase 1 and continue throughout Phases 2 and 3 as outlined in the *DRAFT* State of Maryland COVID- 19 Vaccination Plan.

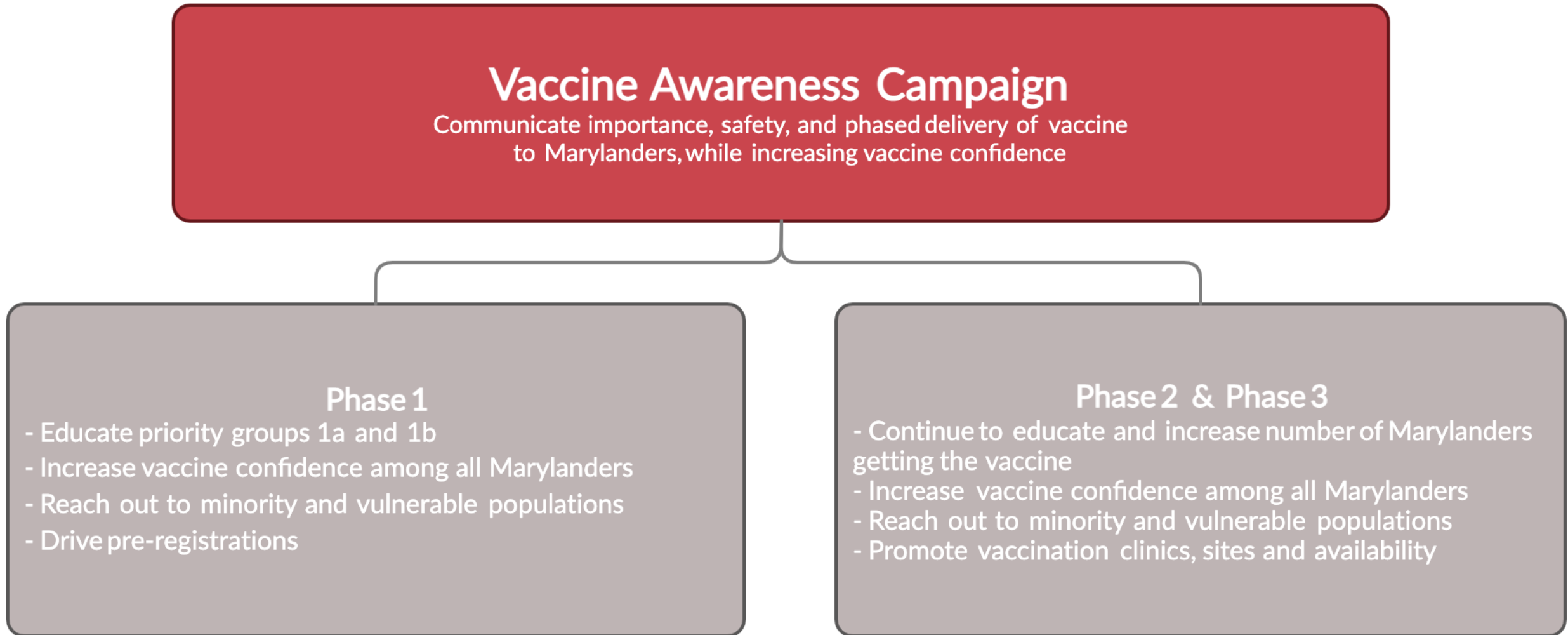
Materials will need to be easy to understand, transparent and available to all to ensure the success of the COVID-19 vaccination program throughout Maryland.



Mass Vaccination Planning – Definition of Phases



Vaccine Communications – Message Hierarchy



Vaccine Communications – Action Plan

1. Conduct a statewide benchmark marketing research survey to guide messaging and measure success
2. Create multi-lingual messaging to inform the public:
 - That the COVID-19 vaccine has shown positive results from early clinical trials with minimal side effects
 - That it is important for all Maryland residents to receive the vaccine when available
 - How, when and where they can get the vaccine during each phase
3. Deliver messaging via a combination of traditional, digital and grassroots mediums appropriate for various target audiences and communities. Grassroots efforts will be a primary tactic to reach diverse audiences
4. Ensure communications reach audiences disproportionately impacted by COVID-19. Successful outreach will leverage relationships with trusted leaders and community advocates to deliver messaging to hard-to-reach audiences
5. Leverage appropriate professional/trade associations and influencers to reach various audiences
6. Inform, educate, engage and activate Marylanders about COVID vaccinations. Communications from pharma, national public health initiatives, the health care provider network (including primary care physicians), pharmacies, urgent care, hospitals and other community-based health organizations will reinforce MDH efforts

Vaccine Communications – Marketing Research

1. Conduct statewide benchmark marketing research to guide messaging and measure success
 - Confirm and update existing research findings
 - Complete 1,200 online surveys
 - Include statistically reliable number of respondents from:
 - All regions of the Maryland
 - Key demographic segments
2. Measure statewide progress and results during Marketing/Communications Phase 1 using the same methodology as the benchmark study
3. Measure statewide progress and results during Marketing/Communications Phase 2 using the same methodology as the benchmark study



Vaccine Communications – Keep On

- It is important to note that while development of the Mass Vaccination Communications Plan is well underway, MDH will continue to push messaging for all Marylanders to Keep On slowing the spread of COVID-19
- Keep On wearing your mask, washing your hands and social distancing to help slow the spread of COVID-19 will continue to be an important messaging component
- The current expectation is to continue the Mass Vaccination Communications Plan throughout 2021



Vaccine Communications – Phase 1 Target Audiences



- Phase 1 Priority Groups* (currently aligned with federal recommendations):
 - Hospital staff
 - Nursing homes staff & residents
 - Health care workers
 - First responders
 - Judiciary personnel
 - Prison populations & staff
 - Older adults**Subject to change*
- Phase 1 Priority Group Employee Associations, Companies and Organizations:
 - Maryland Hospital Association
 - Police/fire unions
 - Local health departments
 - Key employers
- Maryland Adults 18 + General Audience:
 - Increase confidence that vaccine is safe and effective
 - Encourage people to pre-register to receive the vaccine when appropriate

Vaccine Messaging – Phase 1

- Keep on Maryland - A vaccine is on the way
- The vaccine will be administered to priority groups first
- Public facing information on the vaccine will be regularly updated at covidlink.maryland.gov
- In early clinical trials, the vaccine has been shown to be safe and effective with minimal side effects for most people (supported by data and scientific studies as available)

Vaccine Communications – Phase 1 Tactics

Partner/Employer/Organization Toolkit:

- Presentation materials
- Brochure/flyer (multi-lingual)
- Location signage
- Stickers/buttons/rubber wristbands — “I got vaccinated”
- Testimonials
- Social media content
- Email template(s) for employers encouraging employees to get vaccinated



General Audience Awareness:

- Television news programming to reach influencers
- Radio including Urban Contemporary, Spanish Language and Public Radio stations
- Print publications including major and local newspapers, community-based papers including The Afro and El Tiempo Latino
- Digital media including paid and organic social media such as Facebook, Twitter and Instagram
- Grassroots outreach efforts
- covidLINK.Maryland.gov website



Vaccine Communications – Phase 2 & Phase 3 Target Audiences

- Advertising (TV, radio, digital, etc.) to reach Marylanders 18+
- Phase 2 employers and organizations:
 - School personnel, teachers and childcare providers
 - Essential workers
 - People with comorbidities and underlying health conditions
 - Homeless shelters and group homes
- Phase 3: General population
- Black, Hispanic and Asian communities, rural communities, people with disabilities
 - Trusted influencers (faith-based and community leaders, physicians, pharmacists, etc.)
- Communities with lower vaccination rates as identified by research
- Marylanders who have not registered for the vaccine

Vaccine Messaging – Phase 2 & Phase 3

- Information on vaccines is readily available at covidlink.maryland.gov
- Vaccines are safe and effective with minimal side effects for most people (supported by data and scientific studies as available)
- Testimonials of doctors, nurses, pharmacists and first responders to boost vaccine confidence
- Testimonials of trusted leaders and community advocates to boost vaccine confidence
- Registration is available for the vaccine(s)
- Vaccination location options made available (PCP, pharmacies, etc.)
- Vaccine(s) is now available to all Marylanders (when appropriate)

Vaccine Communications – Phase 2 & Phase 3 Tactics

Vaccine Awareness Campaign:

- **Television** including news, sports and entertainment programming to reach the general audience
- **Radio** including all station formats
- **Outdoor** signage including printed and digital boards, transit and in-store (pharmacy) signage where appropriate.
- **Social Media** including Facebook, Instagram and Twitter
- **Digital** advertising
- **Email** marketing
- **SMS/Text** messaging
- **Direct Mail**
- **Community Leaders** including faith-based influencers
- **Print** advertising
- **Department of Transportation** signage/state-owned resources/properties
- **Testimonials**
- **Grassroots outreach** and strategies
- covidLINK.maryland.gov



Hyper-local, Community-based Outreach to Minority, Vulnerable & Hard-to-reach Populations

Special emphasis is being placed on efforts to inform, educate, engage and activate Maryland's minority and vulnerable populations across the state

- Conduct primary research to gain insights from these audiences
- Coordinate with MDH's Office of Minority Health and Health Disparities and its COVID-19 Outreach Work Group
- Collaborate with state agencies and nonprofit organizations representing people with disabilities and rural and under-served populations
- Engage African-American and Hispanic owned marketing firms to ensure all messages/marketing are culturally appropriate and relevant
- Partner with innovative hyper-local outreach firms to leverage trusted community leaders
- Partner with and highlight trusted leaders in each community to help build vaccine confidence

Campaign Themes

Initial communications: A vaccine is on the way.
Go to covidlink.maryland.gov for more information



Subsequent communications: As the registration process begins for the general public, messaging will change and include call to action.



GoVAX
Let's end COVID, Maryland.
Together, we can finally put an end to this pandemic.



Outdoor Board



GoVAX

Let's end COVID, Maryland.

**VACCINE
IS ON
THE WAY**

 **Maryland**
DEPARTMENT OF HEALTH

CLEARCHANNEL

100647

Outdoor Board



Outdoor Board

GoVAX

Let's end COVID, Maryland.

Safe and Effective

Baltimore County
Maryland

Maryland
DEPARTMENT OF HEALTH

CLEARCHANNEL

100647

MARYLAND DEPARTMENT OF TRANSPORTATION™

LINKING YOU

BALTIMORE
LINK

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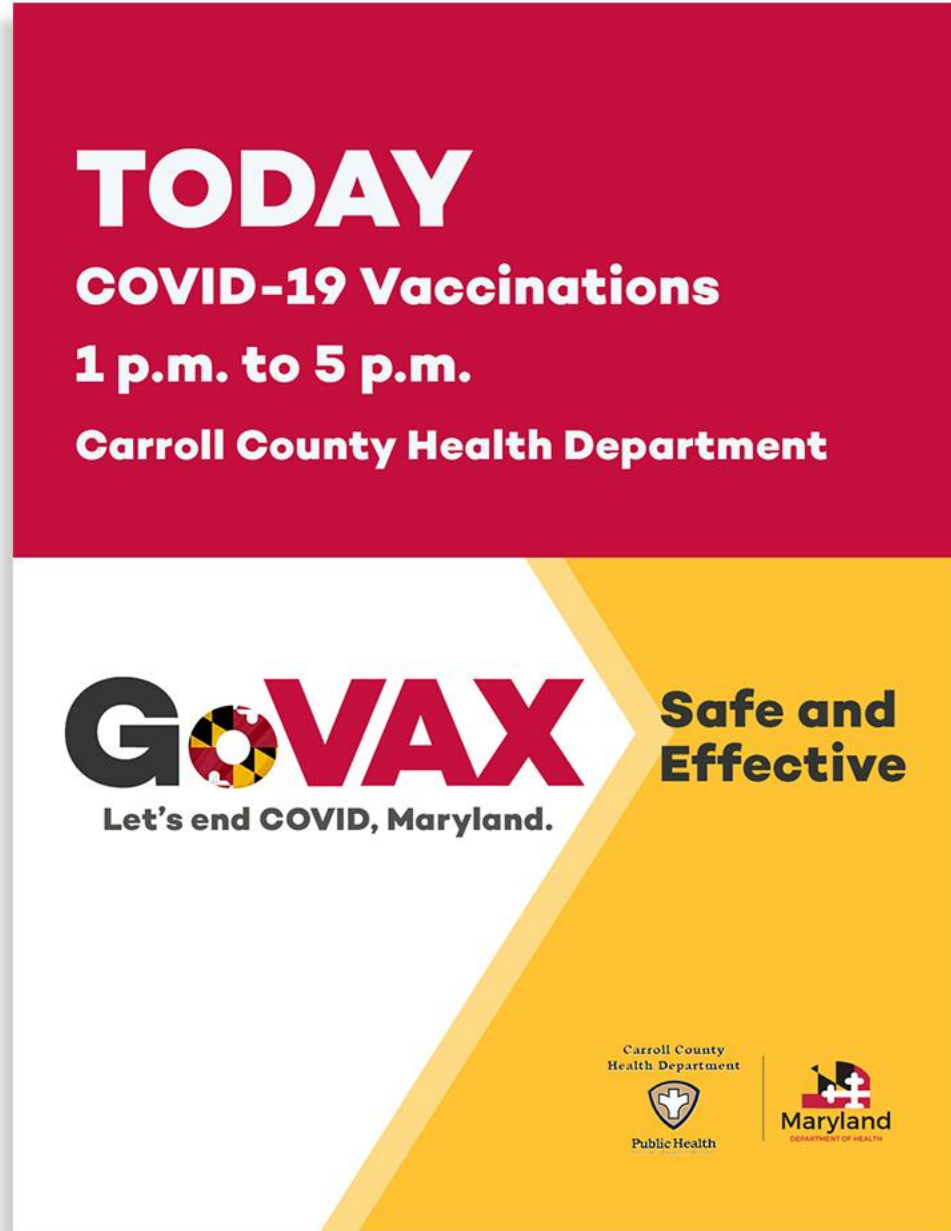
GoVAX
Let's end COVID, Maryland.

**Safe and
Effective**



Bus King

Poster, Sticker & Wristband



Poster



Sticker



Wristband

Special Logo for Education & Public Health Departments



Maryland School System and Public Health Partners

Vaccinating for COVID-19 is safe and effective. It will protect the people we love, just like vaccines we give our kids and the flu shots we take every year.

