



Colorado COVID-19 Vaccine Campaign

Information & Resources for Local Public Health Partners

As a local public health agency, you are a critical and valued partner in slowing the spread of COVID-19, getting the vaccine to Coloradans, and ending the pandemic. Your communities have relied on you throughout the pandemic as a source of reliable information. At the Colorado Department of Public Health and Environment (CDPHE), we thank and honor you for your important work.

With the distribution of COVID-19 vaccines underway, you again have the opportunity to play a crucial role by encouraging Coloradans to get vaccinated and by vaccinating your communities. To support your efforts, CDPHE has developed a statewide mass-media campaign and resources that can be used in your community. This document provides an overview of the COVID-19 vaccine marketing campaign. We are eager for your feedback and ideas you have of anything else you believe would be helpful.

RESEARCH SUMMARY & INSIGHTS

CDPHE recently engaged SE2 and Inline Media to develop a plan for communications and outreach in 2021 to inform Coloradans about getting the COVID-19 vaccine. The team also developed a mass-media and influencer campaign that will run during the first quarter of the calendar year.

To inform their efforts, the team engaged Kupersmit Research to conduct a scan of existing research and media coverage from state and national sources into public perceptions of COVID-19 vaccines and people's willingness to get vaccinated. The research findings provide a critical foundation for messages and messengers that should be used to encourage vaccination.

Key insights include the following:

- **We need to provide clear, fact-based information** to help Coloradans make the decision to get vaccinated. CDPHE and public health partners provide a crucial role in delivering trusted information from state and national sources including the CDC. This is critically important given the misinformation that has and will continue to develop surrounding the safety, efficacy, and delivery of the vaccines. CDPHE has compiled substantial information and resources on its **COCovidVaccine.org** page, which will serve as a central resource during the campaign.
- **We need to understand and continue to address concerns of Coloradans who are hesitant to get vaccinated and authentically engage with communities**, particularly communities of color. Some people have fears and concerns related to vaccines given historical inequities and longstanding racism in scientific and medical systems. Vaccine hesitancy is substantial in some



populations, particularly among Hispanics/ Latinos, African Americans, and other communities of color, because of systemic inequities and injustices. Listening to and understanding those concerns is critical to building trust and encouraging uptake of the vaccines.

- **We need to supplement the advertising campaign with on-the-ground strategies that do not require internet access** to communicate about the importance of getting vaccinated. CDPHE and other statewide foundation and nonprofit partners are having conversations about the role each of us can play in outreach and engagement. Local public health partners play a crucial role in this statewide infrastructure.
- **We need to connect with people intellectually with evidence and facts, but also meet them with compassion, understanding that they may have a litany of questions, and that's ok. It's been a tough go of it for several months; we're all tired and need reassurances.** In the initial paid media campaign (Q1 of 2021), CDPHE is focused on creating awareness of the importance of getting fact-based information, delivering messages through trusted messengers (including leaders of CBOs, faith-based groups, and health care providers of color) and driving people to the COVID-19 vaccine website.
- **We need to use simple and plain language** to communicate about the vaccines. People are overwhelmed with information and need content provided to them in easy-to-understand language, through easy-to-consume resources (e.g., video). We also need to **meet people where they are technologically**, understanding that low-income individuals in particular are likely to communicate via methods including text messaging.
- **We need to remind people they need to wear masks and distance, whether or not they've been vaccinated, while also providing them with an end goal.** We need Coloradans to continue to follow public health protections until a vaccine is widely available/used and community immunity is achieved. We can get there together.

CAMPAIGN OBJECTIVES, KEY AUDIENCES & KEY MESSAGES

Campaign Objectives

Based on the research insights, Colorado's COVID-19 vaccine campaign seeks to:

- Convey that the COVID-19 vaccines are safe and effective, particularly to Coloradans who are hesitant to get the vaccine, and explain the process for ensuring safety and efficacy. We want to answer questions thoroughly, honestly, and with compassion.
- Reinforce that Coloradans should rely on CDPHE and other reliable sources for information about the vaccines, and teach them how to spot misinformation on vaccines.
- Encourage Coloradans to get ready and find out when it is their turn.

Through the SE2/Inline Media team, CDPHE has developed paid media resources including TV spots and digital ads in English and Spanish, which will run statewide mid-January through March 2021. The media resources focus on the research-tested messages below, which we encourage you to use in your own efforts.

The campaign will also include a small influencer strategy that will leverage trusted community spokespeople to share and amplify campaign messages. This component of the campaign will begin in

early February and conclude at the end of March 2021.

Key Audiences

The following key audiences will be targeted during the statewide paid media and outreach campaign.

- Coloradans across the state who are unsure about taking the vaccine.
- General public, with particular emphasis on Hispanics/Latinos, African Americans, other communities of color, recent immigrants/refugees, people with disabilities, rural Coloradans, frontline workers.
- Coloradans across the state who intend to take the vaccine when it's their turn.

Key Messages

The following key messages will be used during the statewide paid media and outreach campaign.

- Coloradans across the state who intend to take the vaccine when it's their turn.
- The COVID-19 pandemic has been tough on all of us. While the COVID-19 vaccine won't end the crisis caused by the pandemic overnight, and we will all still have to follow public health protocols for a while longer, each vaccine will move Colorado closer to doing the things we miss most.
- When it's your turn, and you choose to get the vaccine, you'll know you've helped protect yourself and others -- and that you're doing your part to help end the crisis caused by the pandemic, to save lives, and to help our state recover.
- Until the vaccine is widely available and enough people are vaccinated to protect entire communities, we all need to continue to wear masks, avoid gatherings, stay home when we're sick, wash our hands, and stay away from others when you must go out.
- We know you may have heard a lot about the vaccines and you may have questions. When you are empowered with the facts, you can make informed decisions for yourself and your family. We are providing fact-based information to help you make informed choices.
- Staying informed can help you and the people you know and love stay healthy, including those who may be at extra risk from getting very sick or even dying from COVID-19. Do your own research by exploring the latest in-depth, fact-based information from the Colorado Department of Public Health and Environment at [covid19.colorado.gov/vaccine](https://www.colorado.gov/vaccine), as well as information from the U.S. Centers for Disease Control and Prevention. Also talk to your doctor or pharmacist -- they are ready to answer your questions.
- Take a moment to share the facts you learn with the people who count on you for trusted information and consider sharing with your family and friends why you're choosing to get vaccinated.

RESOURCES FOR PUBLIC HEALTH PARTNERS

As mentioned, CDPHE has developed the following paid media resources, which we encourage you to use to support your local outreach efforts:

- **TV spots** -- We have developed a total of four TV spots (two in English and two in Spanish). The spots feature health care providers and health advocates of different races/ethnicities talking about the importance of, and their own experience getting vaccinated and encouraging people to access fact-based information at **COCovidVaccine.org** and **VacunaCovidCO.org**.
 - [English :30 spot](#)
 - [Spanish :30 spot](#)
 - [English :15 spot](#)
 - [Spanish :15 spot](#)
- **Digital ads** -- These digital ads were developed in English and Spanish in a variety of sizes, which CDPHE is using to link to the **COCovidVaccine.org** and **VacunaCovidCO.org** websites. [The digital ads can be accessed here](#).
- **Key messages** -- These messages could inform your media and outreach efforts. The messages were transcreated for Spanish-speaking audiences. (As always, these messages could be used to inform your earned, owned and social media and outreach efforts but should not be disseminated directly.) [Key messages can be accessed here](#).
- **Social media content** -- We have developed social media posts in English and Spanish for you to share through your organization's social channels. These social posts include graphics and visuals to accompany the posts. [Social media content can be accessed here](#).

WHAT YOUR ORGANIZATION CAN DO

- **Use the key messages in all of your communications about the COVID-19 vaccines** (e.g., talking points for the media, press releases, flyers).
- **Share the provided social media and video content through your organization's social media channels** (e.g., Facebook, Twitter, Instagram, TikTok, and NextDoor).
- **Collect stories from your community and share those stories with CDPHE.** We're interested in sharing stories that show priority audiences being immunized and health care workers speaking about the safety and efficacy of the vaccines.
- **Share updates and lessons-learned with CDPHE.** As you hear community feedback on these materials, please share it with CDPHE. This will provide us good insight to support the development of additional campaign materials.

NEED ASSISTANCE?

Please reach out if you need help identifying how to use or customize any of the provided materials.

If your agency intends to run paid media, we encourage you to use the TV spots and digital ads that have already been developed by the SE2/Inline Media team.

Contact Sara DeLong (sara.delong@state.co.us) about getting access to paid media resources and sharing any updates or stories from your community.