

A campaign to increase vaccine acceptance and reinforce basic prevention measures

HHS COVID-19 PUBLIC EDUCATION CAMPAIGN

December 9, 2020



Discussion Topics:

- **Team FMG**
- **Campaign Challenges and Goals**
- **Campaign Approach**
- **Our Progress**
- **Q&A**

Team FMG



The Challenge of a Complex Issue and a Large Campaign

- **Lessons from Census:**
 - Urgency
 - Adaptability
- **Complex Behavior:**
 - 42% of U.S. adults say they would not get a vaccine
 - Trust remains a significant barrier
 - Continued compliance in other preventive behaviors
- **Large Campaign:**
 - Multiple audiences with different needs
 - Integration of activities
 - Metrics and microtargeting are crucial

Campaign Goals

- **Increase vaccine acceptance while reinforcing basic prevention measures (e.g., mask wearing, social distancing, handwashing).**
- Support activities related to COVID-19 clinical trial enrollment, plasma donation, and flu vaccination.
- Connect the public with government information about COVID-19.



Campaign Approach

Flexible framework

Balanced goals

Data-driven decisions

Rapid response

Tier 1: National Engagement

Reach diverse target audiences across country with lifesaving information.

The Vaccine Confidence messages will be tailored to appeal to the “Movable Middle.”

Tier 2: Heavy-Up in Vulnerable Communities

Provide relevant information to audiences who are disproportionately impacted by COVID-19 in terms of prevalence and likelihood of severe infections or death.

Seniors (65+), people with comorbidities, frontline workers, and racial/ethnic populations disproportionately affected by COVID-19, including Black/African American, American Indian and Alaska Native (AIAN), Hispanic, and American Pacific Islander populations.

Tier 3: Urgent Response

Deliver on urgent or emergent needs or outbreaks requiring a unique, timely response from reserved resources.

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
- Campaign 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

Imperatives:

- Speed to market
- Informed by research
- Culturally relevant
- Integrated campaign
- Supply and demand
- Change takes time

Accelerating Timelines:

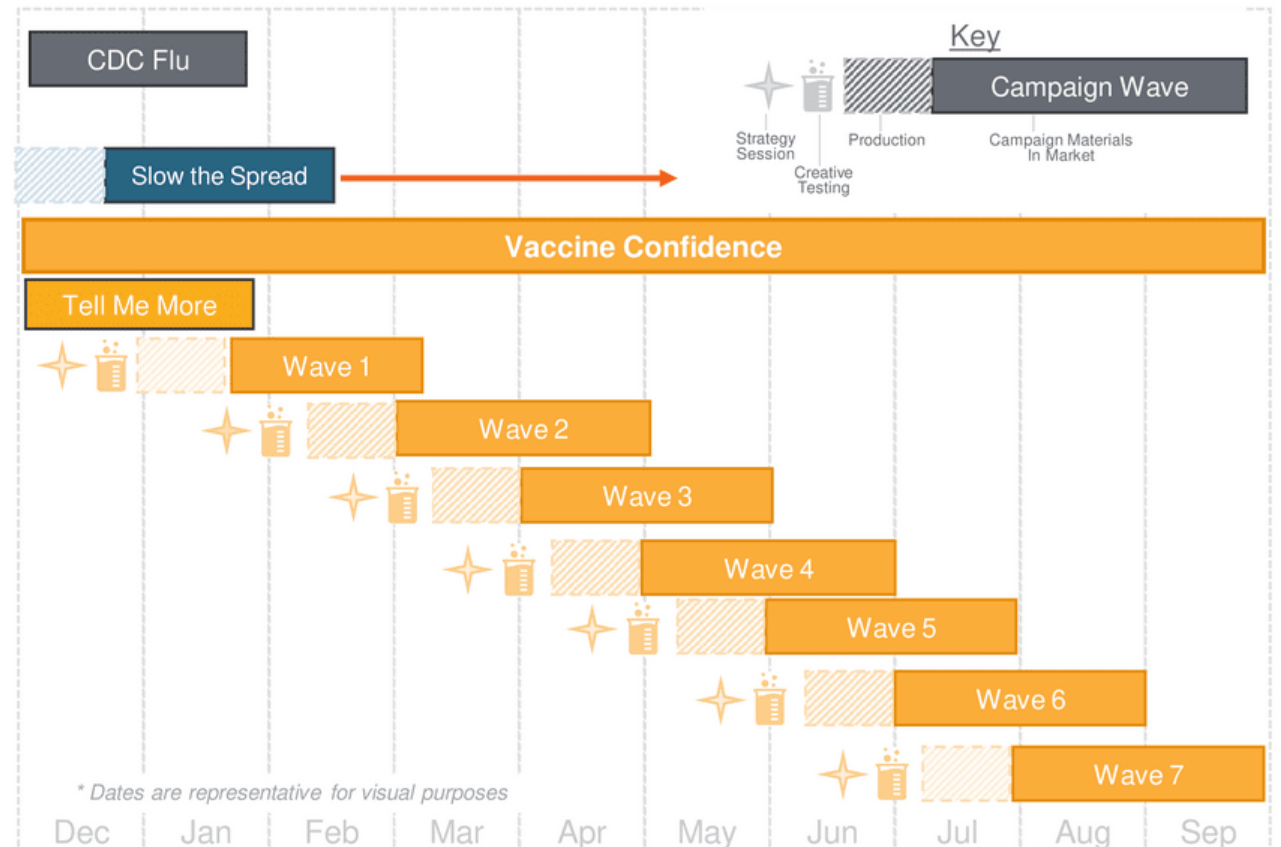
- **Balancing need for rigor with necessity of the moment:**
 - Research “informed” communications
 - HHS Science Review Panel in lieu of consumer testing
 - Running some activities concurrently (in-market assessment)
- **Leveraging our experience with government review processes**
 - Office of Management and Budget (OMB) Package reviewed in record time
 - Internal Facts Database and Content Group Review before submission

Flexible Schedule to Adapt Continuously

Segmentation Over Time

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

In-Market Campaign Schedule



Activities in Progress

combatCOVID.hhs.gov

- In close collaboration with NIH, we developed a new website with the first pages focusing on vaccine and treatment clinical trials. The soft launch was on November 24.
- A Spanish-language version went live on December 9.
- A paid search campaign is planned to promote the website.
- English/Spanish social media graphics and web badges were created to support the website launch.
- Shared social media graphics with the NFL to amplify messaging on clinical trials and send people to the website.

The screenshot shows the homepage of combatCOVID.hhs.gov. At the top, there is a navigation bar with links for HOME, I'VE NEVER HAD COVID-19, I HAVE COVID-19, I'VE RECOVERED FROM COVID-19, and I'M A DOCTOR. Below the navigation is a hero section with a large image of a woman wearing a white face mask. The text 'COVID-19 AND YOU' is prominently displayed, followed by a sub-headline: 'Information to help you make decisions about your health and what you can do to join the fight against COVID-19.' To the right of the hero image are four pink buttons: 'Join a Prevention Trial', 'Find a Treatment Trial', 'Donate Plasma', and 'Treatment Options and Trials'. Below the hero section is an 'INTRODUCTION' section with a sub-headline 'Ensuring Inclusion in Clinical Trials'. The text explains the need for diverse participation in clinical trials. To the right of the introduction text is an image of two people walking on a path outdoors. Below the introduction is a section titled 'I'VE NEVER HAD COVID-19' with a sub-headline 'Where Can I Find a Clinical Trial for Preventing COVID-19?'. The text discusses the importance of staying healthy and participating in clinical trials. To the right of this text is an image of a man wearing a blue face mask. A 'Learn More' button is located at the bottom of this section.

Activities in Progress

“Slow the Spread”

- HHS Science Review Panel completed review of two radio scripts on December 3
- In development: 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
 - Radio: 60- and 30-second scripts; in market mid-December for 6 weeks
 - Print: Half-page newspaper ads and full-page for some audiences; in market on January 4 for 6 weeks
 - Paid Social: Will run on Facebook, Instagram, Twitter, Pinterest, and Reddit; in market on December 28 for 6 weeks
 - Additional digital components being developed and will launch in January 2021
- Budget is \$36M+ and more than 1.76B impressions are expected
- A prerecorded message from the Surgeon General for iHeartMedia's Jingle Ball pre-show will air on December 10. The message urges Americans to “celebrate safely” and highlights behaviors that slow the spread of COVID-19.



Activities Upcoming

COVID-19 Vaccine Confidence



- Unifying vaccine taglines developed for testing on December 15
- Wave 1 of vaccine radio and digital ads in market on January 25, 2021:
 - Full budget is \$137M
 - Staggered launch of channels late-January to March. 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.
- *Tell Me More* vaccine video campaign began on December 2 with an initial budget of \$146K and an estimated 20M+ impressions. The campaign will be expanded to include more platforms for a total budget of \$500K, and an estimated 83M impressions.
 - CNN published a story on December 4 highlighting the initial ad buy for the Campaign.
- Ongoing marketing of HHS and HHS agency experts to national science writers and national, regional, and specialty radio/TV outlets; for example, Dr. Fauci and Surgeon General with National Public Affairs interviews via iHeartRadio.
- Radio, TV, and print media engagements are being scheduled for the Surgeon General with target audience media outlets. Radio interview with Steve Harvey aired on December 8 and his interview with the iHeartRadio Public Affairs show begins airing on December 9.

Overall Potential Paid Media Budget

Commitment to spend more than 70% of contract funds on paid media

Campaign	Budget	Estimated Impressions	12/7	12/14	12/21	12/28
CDC Digital/Social Flu Vaccine Campaign	\$1.2M	239M	Start Date 12/2			
HHS <i>Tell Me More</i> Vaccine Video Digital/Social Campaign	\$500K	83M	Start Date 12/2			
HHS Faster-track Slow the Spread Radio Campaign (two radio ads)	\$36.5M	More than 1.76B			Start Date 12/21	
HHS Slow the Spread Radio, Print, Digital/Social Campaign						Start Date 12/28
HHS Building Vaccine Confidence Campaign	\$115M <i>Estimated</i>	<i>Planning in progress</i>				

Communication with Leadership, Stakeholders, and HHS Agencies

- **COVID-19 Campaign Weekly Brief**—every Tuesday
- **“The Weekly Situation” Research Report**—every Friday
- **Focus Group Observation**—beginning December 15
- **Creative Presentations**—ad hoc by Team FMG
- **HHS Science Review Panel**—completed first review December 3
- **Digital Working Group**—multiple times per week

Thank You!

