



**American Hospital
Association™**

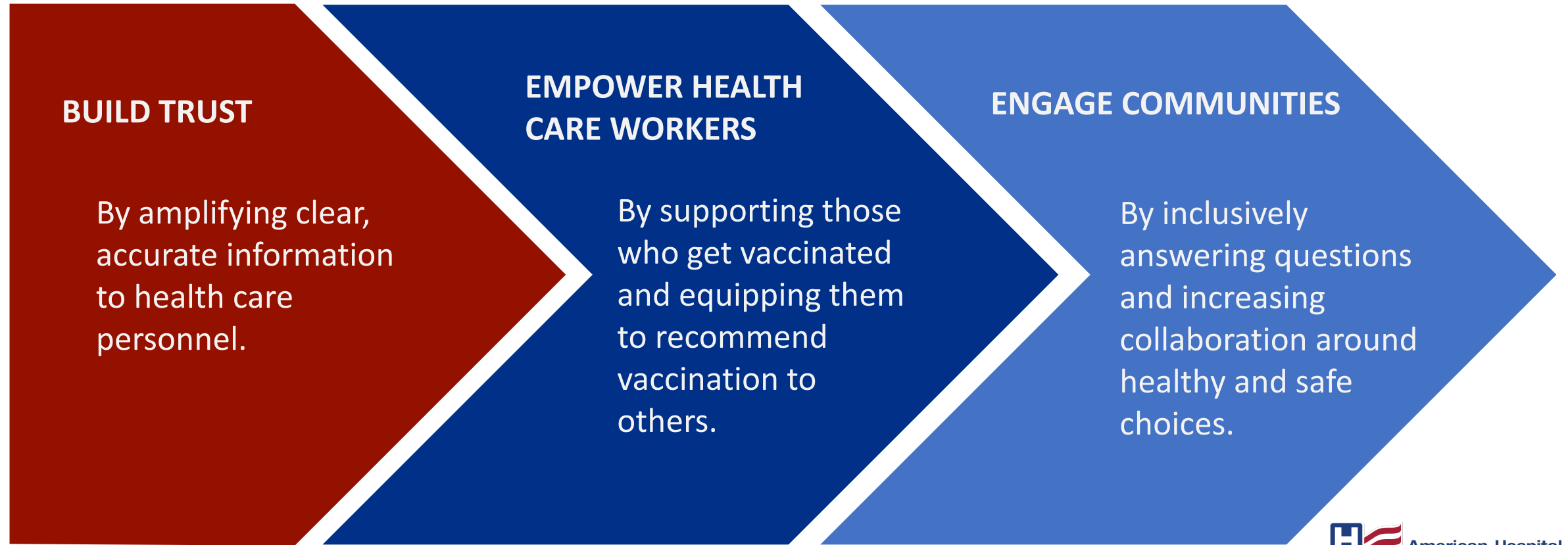
Advancing Health in America

COVID-19 Vaccine Confidence

AHA/HRET COVID-19 Vaccine Confidence

CDC grant priorities

FOCUS: Help caregivers and communities make the choice to get vaccinated against COVID-19



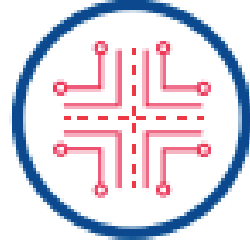
Building vaccine confidence through core elements



Trusted Messengers

Build a coalition of trusted messengers (includes nurses, physicians, and other health care workers) including those with strong social media presence.

Provide messaging and content on a bi-weekly basis.



Digital Strategy

Utilize digital audience across social platforms with new content that speaks to multiple health care provider audiences, while providing similar content to the entire field for use.

Identify opportunities by platform working with health care leaders.



Media

Use interviews, events, and op-eds to amplify messaging among various stakeholders.

Launch campaigns with unified strategy across multiple platforms and languages targeting various stakeholder audiences.



Community Outreach

Leverage existing alliances and partnership within the hospital field and beyond to broaden distribution and reach of core messages and vaccine confidence content.

Engage existing alliances and partnerships when creating content to ensure diversity of voices are seen and heard.

Trusted Messengers – Ambassadors

Radio Spots



45 Ambassadors from states across the country participating

Radio spots running nationally and in 20 target states with low vaccination/
high COVID rates (spots in Spanish and English)

NOW
this

THE OKLAHOMAN

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Your Turn: Oklahomans should do part in helping return to normalcy by getting vaccinated

Dr. Charles Grim Guest columnist
Published 5:02 a.m. CT Jun. 6, 2021

About 50% of the entire population of the United States have now received at least one dose of the COVID-19 vaccine, and more than 40% are fully vaccinated.

This represents significant progress in a short amount of time as the percentage of those receiving at least one dose has doubled in just 60 days and the percentage of fully vaccinated individuals has tripled during the same time.

Vaccines already seem to be playing a significant role in reducing the number of infections, hospitalizations and deaths across the United States. However, we need to reach much higher levels of



Dr. Charles Grim Michael Scott/Chickasaw Nation

Letter to the Editor

Please consider getting the vaccine

Benton County residents,
The Delta variant of the coronavirus is dangerous and continues to spread in Benton County and western Tennessee. According to the Tennessee Department of Health, more people in our state have been hospitalized this month than any other month in the pandemic.
As a hospital CEO and registered nurse, I see the impact of this disease every day. As a citizen, I am tired of seeing my neighbors and community members get sick. We can do better.

Almost everyone we treat in our hospital for the coronavirus today is unvaccinated. The best way to prevent illness and death is to get the COVID-19 vaccine.
Many people still have questions about the vaccines. It is important to talk to people you trust. Please reach out and ask the questions you have and consider getting the vaccine. It will help protect you, your family and all of our community.

Ruby Kirby,
CEO of Camden Hospital

Sanpete Messenger
Caring about YOUR town...Caring about YOU!

NEWS OPINION LIFESTYLE PEOPLE NOTICES SCHOOL SPORTS SANPETE HAPPENINGS ABOUT SUBSCRIBE

Delta variant poses increased risk—exercise your choice and get vaccinated

Sanpete Messenger August 4, 2021 12:00 pm

by Mark Dalley and Brenda Bartholomew, Gunnison Valley Hospital

COVID-19 remains a threat here in Utah, especially with the rise in the more easily transmissible Delta variant. Getting the vaccine is no one's choice but yours. But the virus is not gone and it does not care how old you are.

In fact, children now account for more than 10 percent of new cases. With the return to school in the fall, we can expect to see more cases unless more people choose to get vaccinated.

Nearly 60 percent of the United States population have now received at least one COVID-19 vaccine dose, with about 50 percent now fully vaccinated. Utah remains below the national average, and Sanpete Valley is only at 27 percent fully vaccinated.

Most Viewed
Road improvements slated for SR 132
County attorney caseload soaring
Manti wants to make sure growth is 'nice'
Cox Decree of 1936 not a solution to Sanpete water needs in 2021
Dragonfly contracts with farm in Milburn to grow medical marijuana
Ephraim trying to be ready for big growth spurt
Joseph K. Osentowski



Advancing Health in America

Digital Strategy

12,539 Resource Page Views

First #MyWhy video: 1.5M Impressions, 862,400 Video Views

Resources

The screenshot shows the American Hospital Association website. The header includes the AHA logo, navigation links (Member Center, About, Press Center, Contact Us, Register / Log In), and a search bar. The main content area features a large banner for "COVID-19 Vaccine Communications Resources" with a photo of a man wearing a face mask. Below the banner, there is introductory text and a "Key Resources" section containing a graphic titled "COVID-VACCINE MUSLIM COMMUNITY PARTNERSHIPS". A sidebar on the left lists "On This Page" with icons for Communications by Audience, Rural Resources Toolkit, Social Media Graphics, and PSA Downloads.

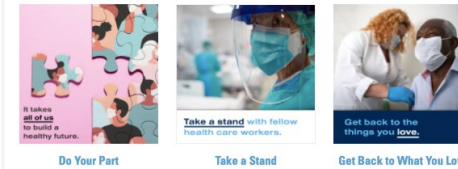
Social Content

Social Media Campaigns and Resources

Right-click images to save and share, or click links below images to download versions sized for Facebook, Instagram, LinkedIn or Twitter.



Each Vaccine is a Step Toward What You Love



Video



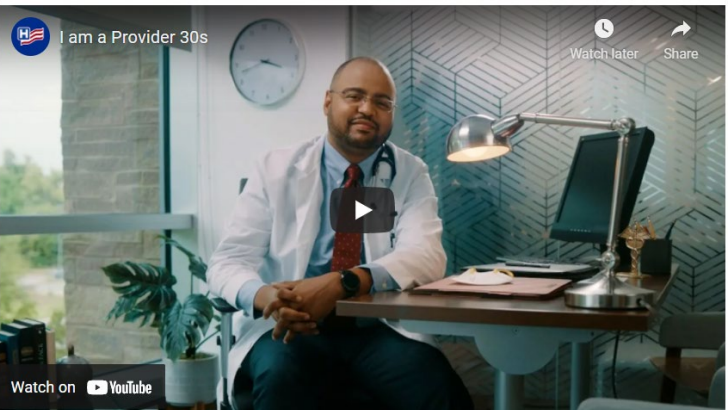
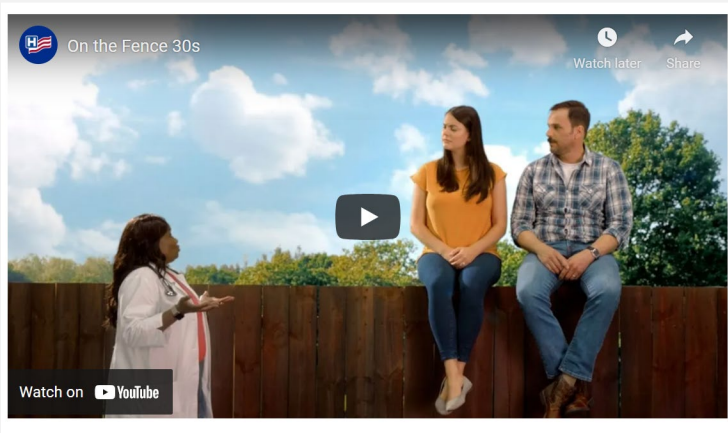
#MyWhy Campaign



Multi-Channel Media

New Spotify campaign: 454,009 unique, targeted listeners reached
PSA Radio push over 7 million listeners / PSA TV push 5.4 million viewers

PSAs



Op-eds

Zebra Misc


OP ED: "Neighbors Help Neighbors by Getting Vaccinated," Says INOVA Alexandria President Dr. Rina Bansal

For those who are hesitant about receiving the COVID-19 vaccine, and for those who think they don't need one, I say this: don't think of getting a vaccine as only protection for yourself, but also as protecting your vulnerable family, friends and neighbors who might not be able to fight off COVID-19 if you happened to give it to them.

By **Guest Contributor** - June 15, 2021

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Social Media

 **Steve Edwards** @SDECoxHealth · Aug 17

Many people ask how they can help our staff during this surge. We are grateful for the love and support.

The way forward is through vaccinations. Use your voice, kindness, understanding and persuasion to educate and support those that are hesitant.

Radio



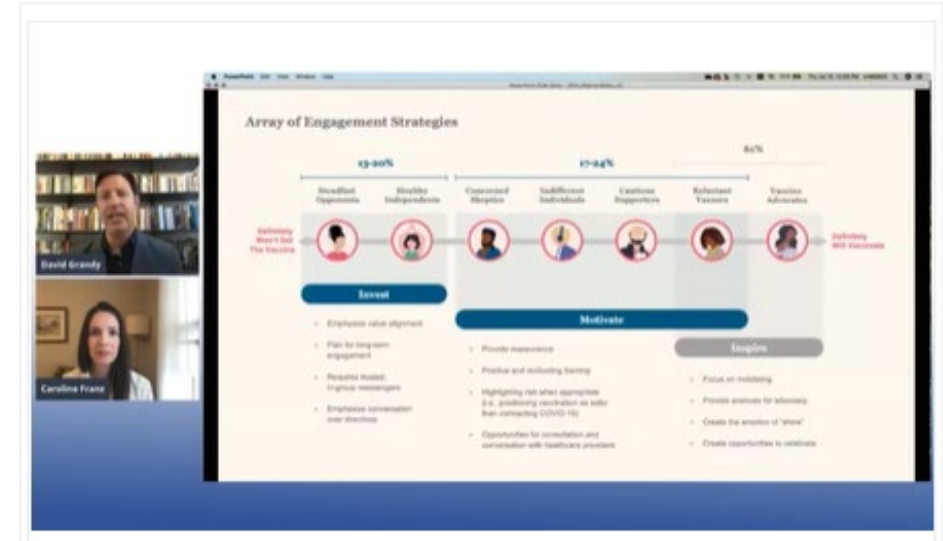
Community Outreach

Webinars

90 stories and case studies

32,948 page views

Webinar audiences averaging 467



Case Studies and Success Stories

Short Story



Strategic Partnerships Help CentraCare Vaccinate Latino People by Eliminating Language Barriers, Fear of Immigration Status

CentraCare is using multiple strategies to ensure communities with lower vaccination rates in central Minnesota get the COVID-19 vaccine.

Short Story



As Delta Variant Spreads, Doctors Deliver Straight Talk on COVID-19 to People Who Are Unvaccinated

A Phoebe Putney Memorial Hospital physician, like many other clinicians, is making a personal plea to unvaccinated people, after witnessing new surges in COVID-19 cases.

Podcasts

Advancing Health
Getting COVID-19 vaccines to the American Indian, Alaska...

Cookie policy

331



Advancing Health in America

Discussion Questions

- Describe the communities and people your hospital serves. What is unique about them?
- How has your community reacted to the vaccines? How has that changed in the last year?

Discussion Questions

- How do you view your role as a trustee during the pandemic in general and vaccine education specifically?
- What are your biggest worries heading into 2022? What gives you hope?

Discussion Questions

- What messages are most effective with people who are unvaccinated in your communities or parents on the fence about their children getting the vaccine?
- How has your message about the vaccine changed since early 2021 and how has it remained the same?

Discussion Questions

- What activities do you think the AHA should focus on in 2022?
- What AHA resources would be helpful for you?
- How can the AHA be a better partner for your community and hospital?