#GetVaccinated Campaign Introduction

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#GetVaccinated Campaign Summary

- Long term care (LTC) has been at the epicenter of the COVID-19 pandemic.

- Vaccines offer the best hope to limit cases in LTC and data shows they are working.

- Vaccination rates among LTC residents have met goals, but there is room for improvement among LTC staff.

- AHCA/NCAL recently announced a goal of vaccinating 75 percent of staff by June 30. This campaign will help achieve this.

- This campaign is funded through a grant by the Centers for Disease Control and Prevention (CDC).
#GetVaccinated Research Overview

- Undertook a national online survey of 1,000 adults designed to understand attitudes and concerns around the COVID vaccine held by Americans broadly representative of the LTC industry’s employee profile.

- Research found that 60 percent of respondents say they would or probably would get the COVID vaccine if it were available to them today. The uptake rate is lower among several key groups: Black Americans, those with lower income, lower education, and right-of-center political leanings.

- Of the one-third of respondents who would not or probably would not get the vaccine, nearly half are persuadable (i.e. say they are waiting to see what effects others experience before getting it themselves), rather than saying they will never get the vaccine.

- Key to persuading this reluctant audience is alleviating concerns about vaccine safety and side effects, with anxieties stemming from both the rapid development of these specific vaccines and the historical distrust among many people of color of medical research.

- Medical practitioners (doctors, nurses) and health care experts possess the greatest credibility and trust when it comes to carrying these messages.
#GetVaccinated Campaign Approach

1. Website
2. Digital Advertising
3. Provider Resources
4. Third-Party/Medical Professional Engagement
5. Earned Media
#GetVaccinated Campaign Collateral

1. Best Practices & Promotion Ideas
2. Talking Points & One-Pagers
3. Myth/Facts and FAQs
4. Templated Materials
5. Social Media Toolkits
6. Graphics and GIFS
7. Branded Collateral
How You Can Help #GetVaccinated

- **Member Engagement:** Share GetVaccinated materials with your members through newsletters and email blasts.

- **Social Media Amplification:** Share GetVaccinated content on your social channels.

- **Website:** Provide a quote and your logo for use on GetVaccinated.us.

- **Earned Media:** Participate in earned media to discuss importance of LTC staff getting vaccinated.

- **Tele-Townhalls:** Host a virtual townhall with your members to provide information on vaccine safety and efficacy and answer questions.
Thank You.