

Communications & Messaging Subgroup

Agenda

October 30, 2020

To Join via Google Meet: meet.google.com/cwz-pyhz-qkt

To Join via Phone: +1 414-909-5066 PIN: 716 522 444#

Committee Charge

Vet messaging of COVID-19 vaccine to the population, including identifying key audiences, effective communication activities, and messaging considerations such as risk/crisis response communication messaging and delivery.

Discussion

- Review of draft Vaccination Campaign Communications Plan
 - Any comments may be shared with VDH representatives
- Proposed approach to addressing vaccine hesitancy, in collaboration with VDH:

IDENTIFY: Target audiences & trusted messengers/community leaders of target groups

- What are the mechanisms for reaching people of other languages
- Point of Reference: The Vaccine Confidence Project; Heidi Larson
- Suggestion: Focus on the 30% (more information)

ENGAGE: Create Listening Groups (focus groups) to engage & to identify specific concerns

- The VDH, Office of Health Equity has the resources for Zoom (1,000 person capacity) and access to translation services
- Question: how does this subgroup interact with the other subgroups as the work aligns (i.e. Partnership Committee work)
- In Fairfax, and other parts of Virginia, there is engagement with the community health worker workforce and the Statewide Immunization Coalition
- Question: Is the Community Health Workers training bilingual (English and Spanish)
- Suggestion: Keep up to date with the information as it is provided
 - Regularly updated factsheet (can be housed with VDH)
 - Maintaining the trust within the community by updating as updates are received (real-time)
 - Addressing myths, misconceptions, and rumors (reiteration of Focus Groups)
- Suggestion: List of churches (Faith-based focus groups and communications)

- Veronica Cosby (Partners in Prayer & Prevention) is the contact for the current list
- Action Item: Wendy will report back on the discussion of translation applications to address various language barriers

ADDRESS: Create targeted messaging based upon identified concerns

- Suggestion: First type of messaging should surround the misinformation received regarding vaccination (flu vaccine is available and COVID vaccines are not)
- Suggestion: Reassure healthcare providers, and the public, that a vaccine will not be given until there is a safe and effective vaccine. How do we address?
 - Listening groups
 - Reaching out into communities
 - Engaging and partnering with the public
- Suggestion: Reinforce the importance of the language access aspect
 - All information from this group should be accessible to all
- Combine the message around the importance of the vaccination with the reality that people will still need to take protective measures after receiving the vaccine
- Suggestion: Incorporate the media (Telemundo, etc.) as partners to devote weekly time to discuss the vaccine, COVID, and any additional needed community updates
- Suggestion: Creating radio Public Service Announcements for the Latino Community (Beatriz Amberman)
- Suggestion: Reach out to COVID Taskforces that have previously completed this scope of work for assistance/guidance
- Target groups to be included
 - Homeless
 - Physical and mental disabilities
 - LGBTQ+
 - Access & Functional Needs Partners
 - Dr. Susan Elmore and Karen Brimm as contacts
- Suggestion: Utilize VDH social media networks and encourage participation from sister agencies
 - A VDH Communications team member will now sit on the Communications & Messaging Subgroup

Next Steps

- Subgroup will provide suggestions for media contacts (if available/known)
- Create the mechanism for creating focus groups (virtual)
 - Subgroup to provide feedback to prioritize target groups
 - Identify point-people

- Clarifying the messages that can go out immediately
 - Safety & Transparency
 - Reassurance
 - Identify the concerns of community members

Next Meeting:
FRIDAY, NOVEMBER 20th
9:00-10:00 AM

Note: We will be using Zoom hereafter – link to follow