

Minutes
Virginia Advisory Workgroup (VAW)
Communications and Messaging Subgroup
Friday, Nov. 20, 2020
9:00-10:00 AM

Welcome and Introductions

Gaylene Kanoyton, Celebrate Healthcare & Wendy Klein, Health Brigade, VAW Communications and Messaging Subgroup Co-Chairs

Proposed Framework:

- Communications with healthcare providers and partners
- Communications with the general public
- Communications with diverse target audiences – to be informed by community conversations (aka focus groups/round les/town halls)

Deputy Secretary, Traci DeShazor

- Overview of the Governor’s Office of Constituent Services and the Advisory Board
 - Collaborated on webinars, town halls, community forums
 - Weekly newsletter
 - organizes with statewide organizations
- Question: What are your thoughts about partnering with us to do roundtables or focus groups for any other format that will allow us to identify concerns that are specific to all of our audiences
 - Have already heard interest from various community groups
 - Will partner to receive assistance with the model and strategic outreach
 - December timeframe

Update from VDH

Sable K Nelson, Office of Health Equity

- Looking for assistance with the structure of the community engagement session
 - Important dispelling the myths and address the vaccine hesitancy across the Commonwealth
- The VDH vaccine team met with the cabinet secretary to provide an update to the Governor’s office on our vaccine activities so far, including logistics prep, messaging and funding

Update from VDH Public Information Officer

Marian Hunter

- New contractors on the COVID Vaccine Communications Plan
 - Vance Agency and Siddall Communications are working on the COVID Comms and marketing efforts
 - Kelly Vance
 - Kira Siddall
 - Todd Foutz
- Will attend remaining calls

Update from VDH Communications Partners

Vance Agency Designee(s): Kira Siddall & Todd Foutz

- Ongoing work since March 2020 to educate the public on safety during this time
- Emphasis on the following
 - Building trust
 - Providing clear messaging
 - Education (increased messaging during the holiday season - travel)
 - Integrated communications
 - Partnerships to successfully relay messages
- Recently Launched Campaigns
 - Statewide and Hotspot
 - Radio Public Health Messaging
 - The “Smallidays”
- Ranking Questionnaire
- Community Conversations (need to plan)
- PSA Campaign (end of December)
- Landing Page for Vaccine Information
- Proactive Media Relations
- Launching a survey to Health Directors to understand the tools that they need
- Requesting feedback and ambassadorship
- Question: what is your timeline to have everything fully completed?
 - Within the next 2 weeks

Information Accessibility Issues

Karen Brimm

- Accessibility and functional needs will need to be considered for all messaging
- Resource: <https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>
- Resource: <https://www.vaemergency.gov/communication-accessibility-guidance/>
- Ensure 508 Compliance (www.section508.gov)

Community Conversations Model

Discussion of the VAW Communications and Messaging Subgroup facilitated by Co-Chairs to:

- Determine desired outcomes
- Identify which diverse target audiences we should engage/prioritize
- Discuss format options
- Propose dates

Next Meeting

Friday, December 4, 2020 @ 9am

Please Note: Meetings will now go to every 2 weeks

FROM CHAT:

- Time pressure to get the info out
- Identika marketing group
- May need to go to every week
- VHHA is already disseminating info
- Links to community, not just local HD
- Messaging for college students
- Build upon ImmunizeVA flu vaccine curriculum for CHW
- Utilize Robert F. Kennedy’s Children’s Health Defense Team email distribution list