

Vaccine Advisory Workgroup  
Communications & Messaging Subgroup  
December 30, 2020  
9:00-10:00 AM

## Welcome

Gaylene Kanoyton, Celebrate Healthcare, Co-Chair  
Wendy Klein, MD, Health Brigade, Co-Chair

## Update from VDH

Sable K. Nelson

## COVID-19 Vaccine Information Sharing

- COVID-19 Vaccine Summary Dashboard available on VDH website <https://www.vdh.virginia.gov/coronavirus/covid-19-vaccine-summary/>
  - Question: Is the site screen reader compatible? *VDH has taken steps to ensure accessibility to screen readers*
- In the process of vaccinating Phase 1a: Healthcare professionals and congregate care settings
- Preparing to expand roll-out to deliver and develop guidance for future phases
  - 1b & 1c VAW Communications & Messaging subgroup feedback provided to VAW
- Suggestion: Provide a comparison/informational document for Pfizer & Moderna COVID-19 vaccines
  - Currently under development (emphasis on the need to provide ongoing information to the public)
- Suggestion: It should be shared with the public that individuals will not have the option to choose which vaccine they receive (Pfizer or Moderna)

## Update from VDH Communications Partners, Vance/Siddall

Lorrie Andrew-Spear & Tammie Smith

- The VDH Communications Hub is now launched <https://sites.google.com/view/covidcommshub>
  - Image Bank (containing downloadable images) added for communicators
- VDH met with the Chief Medical Officer and Communications lead for the Department of Medical Assistant Services to discuss how DMAS may help with messaging surrounding vaccines and vaccine hesitancy
- Shareables on Communications Hub (including photographs)
  - Question: Is the Hub available for use now? *Yes, the Hub is live. Targeted to communicators and not planned to publish to the external public.*
  - Suggestion: There should be a modified, sharable version of the document viewable to the public
  - Working on op-eds addressing vaccine hesitancy and the need for vaccination
- Video Question Project
  - Working with the Virginia Hospital and Healthcare Association to identify physicians and additional experts that will provide answers
- Subject Matter Experts panel reviewed messaging surrounding mask-wearing
  - Faith leaders urging mask-wearing has received positive feedback

## Faith & Facts Fridays

Upcoming press releases expected by VCU Massey Cancer Center and Virginia Department of Health

## Communications Needs

Spanish Media Campaign Update

- Vance/Siddal working with Identika to create messaging for the target Hispanic/Latino community
  - Utilization of WhatsApp

VDH Vaccine Instagram: @VaccinateVirginia

## How to Communicate ACIP Recommendations for Phase 1b and 1c to the Public

Recommendations

- Television and radio are recommended for the Hispanic/Latino community. Websites are not recommended.
- Vaccine education and ongoing information-sharing to streamline roll-out to groups as they become available.
  - Growing public concern surrounding the timeline of vaccine roll-out to the general public
- Require appointments for vaccines (similar to required appointments for testing)

Suggestion: Subgroup to consider creating a Communications Needs Prioritization document.

## Community Conversations

Faith Based Outreach w/ Dr. Fauci

Date: Friday, Jan 8, 2021

- Simultaneous Spanish interpretation, American Sign Language (ASL), and Remote Closed Captioning (RCC) provided

Additional sessions needed – dates TBD:

People with Disabilities Follow-up

Native American/Indigenous peoples

College Student Listening Groups update

## Next meeting

Friday, January 15, 2021

9:00AM - 10:00AM (via Zoom)

*NOTE: Beginning January 15<sup>th</sup>, meetings will be bi-weekly on Fridays 9-10 am*