

Virginia Advisory Workgroup
Communications & Messaging Subgroup Notes
January 15, 2021
9:00-10:00 AM

Communications & Messaging 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.

NOTES

Welcome

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

Provider Education Efforts

- Current Issue: Navigability of information on the website for providers and disbursing information to healthcare professionals

Update from VDH

VDH Vaccination Website Updates

- Two new tools available:
 - Survey informing individuals of their locality's current phase
 - Survey informing individuals of their phase eligibility

Vaccination Efforts (1b & 1c)

- Setting up mass vaccination sites; specifically densely populated areas and high population centers

Additional details will be shared publicly at the next VAW Communications and Messaging Subgroup meeting.

Deloitte Health 360 Communications Update

Communications Analysis (Overview of Fairfax Health District)

- Objectives:

- Provide insight to how VDH may leverage available data to share with communications vendors and VDH teams for viewing (audience segmentations, etc.)
- Provide examples of previously developed tailored behavioral insights that may help inform communications outreach strategies
- Provide examples of data that may inform geotargeting media campaigning
- Models available providing insight to individuals who are less likely to receive the vaccine
 - Ex) Fairfax Health District Data Question: How can we encourage testing among the Black/African American and LatinX adult populations, specifically the primary breadwinners of households

Suggestion: Increase the distribution of baseline information to the public.

Critical Communication Needs Discussion

Overview and feedback of the Draft Statement from VAW Communications & Messaging Subgroup

- Edit: Include Title II and III of the Civil Rights Act (last page bullet)
- Request: The subgroup requests a member of the VDH Comms team to be present on all forthcoming VAW Communications and Messaging subgroup meetings
 - Maria Reppas will now join all upcoming meetings to provide needed VDH Communications updates
- Request: More clarity on the role of the subgroup
- Request: Include the Communications & Messaging subgroup on all new/upcoming COVID-19 vaccine-specific creatives for review and feedback

Next Meeting

Friday, January 29th
9:00-10:00 AM