

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

Join Zoom Meeting:

<https://zoom.us/j/94594905470?pwd=QUVLbE5DQkx3YlZSUfZTREpNb0N1Zz09>

Meeting ID: 945 9490 5470

Passcode: 758463

One tap mobile: +13126266799,,94594905470#,,,,*758463# US (Chicago)

Remote Closed Captioning (RCC):

<https://www.streamtext.net/text.aspx?event=HamiltonRelayRCC-0115-VA2214>

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.

AGENDA

1. Welcome

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

2. Update from VDH

3. Deloitte Health 360 Communications Update

4. Critical Communication Needs Discussion

5. Community Conversations Update

Notice of Next Meeting

Friday, January 29th

9:00-10:00 AM

Via Zoom

6. Adjourn