

COVID-19 VACCINE

TRUST AND COMMUNICATION

Creating Communications That Span the Technology Gap

Vaccination success requires that we as a country overcome the barrier of vaccine hesitancy.

51%

The number of unvaccinated who still plan to get the vaccine (WSJ)

80%

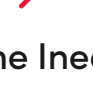
The proportion of the population that needs vaccination to achieve herd immunity (WSJ)

Creating an even greater challenge, areas facing the highest vaccine hesitancy rates often support underserved populations where technology such as broadband internet isn't common or consistently available. These areas fall across racial lines, income gaps, and rural/urban divides.



Racial Inequities

40% COVID-19 acceptance rate among Black Americans



Income Inequities

56% more residents vaccinated in wealthiest areas of CA

65% more residents vaccinated in wealthiest areas of CT



Rural/Urban Divide

Large rural populations in Louisiana, Mississippi, and Idaho have some of the highest percentages of vaccine-hesitant adults in the country

While governments and the private sector work to solve this issue with technology and speed, they must also optimize their messaging toward more equitable distribution in order to reach these “internet deserts” with communications that extend beyond mass messaging in broadcast channels.

Best Practices

1

Combatting vaccine hesitancy will not succeed if messages come from only one source.

- » To build trust and drive action, community members need to see relevant messages that address their personal concerns.
- » Messages must meet audiences where they are and be timed for when they will be most likely to engage with messaging.

37%

Multi-channel campaigns perform better.

37% increase in response rates when a campaign goes from single- to multi-channel. (Optimove)

2

To truly target specific audiences, develop community-wide digital messages that distribute communications through multiple channels.

- » Messaging through SMS/Text can be impactful as it provides a reliable channel for hard-to-reach audiences who may not have regular access to a computer.
- » Email messaging is an effective messaging channel, but must be optimized for mobile viewing, as many people now use their cell phones to review emails.

96%

Cell phone numbers and email addresses change less frequently.

96% of Americans are using some form of cell phone. (Pew Center)

3

Building trust and outreach in underserved communities takes a local and personal approach.

- » Communities must develop a coordinated strategy that prioritizes consistent messaging delivered from multiple local voices.
- » Identify trusted influencers at the hyper-local level, for example, local community leaders.

25%

Trust in local government has surged during the pandemic.

Local governments see 25% higher public engagement with vaccine comms than state governments, and 3x more engagement than federal government comms. Local community leaders drive the highest engagement rates looking across message sources in our data (36% open rates). (Pew Center)

Consider these community leaders to help deliver vaccine messaging



Local government officials



Community organizers



Healthcare workers



Social workers



Religious official

Messaging That's Making An Impact



Orange County, California

Subject line: COVID-19 Vaccine Newsletter - March 3, 2021



Open Rate: 58%



Click Rate: 13%



City of Berkley, California

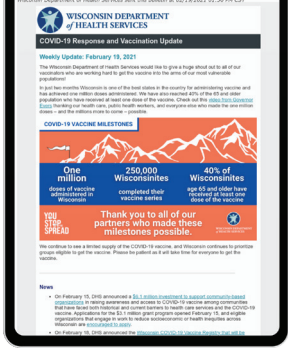
Subject line: Berkeley Public Health expanding COVID vaccine eligibility to all food service workers



Open Rate: 68%



Click Rate: 46%



Wisconsin Department of Health Services

Subject line: DHS Weekly COVID-19 Response and Vaccination Newsletter



Open Rate: 63%



Click Rate: 15%

Seek Inspiration from Other Best Practices: Take the Census Approach



Minnesota's execution of strategic, outbound comms delivered simultaneously through email and text helped them lead the nation in Census self-response at 75%, 8 points above the national average.



Philadelphia is using a similar approach, pivoting their Census Complete Count committee to Vaccine Communications.

Granicus is here to help

Find out how multi-channel messaging can help meet the needs of ALL your citizens with govDelivery and GXG!

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granicus.com | info@granicus.com