**Campaign Rollout Outline for the COVID-19 Vaccine Awareness Campaign**

**Note:** The following outline is tailored for a campaign that incorporates editable materials designed by MCN, NRC-RIM, and Community Health Workers. However, the outline can be altered to include other campaign materials.

# Preliminary Considerations

* **Campaign Organizer:** The Campaign Organizer is the organization or person who is initiating the campaign creation and rollout and takes responsibility for organizing the campaign, choosing community members to assist with the campaign, seeking funds to support the campaign, and providing technical assistance to Campaign Partners.
* **Community Health Workers:** Consider involving local Community Health Workers (CHWs), or others who are familiar with the health needs of your audience to help create materials, design, and rollout the campaign as the campaign contacts. It is advised that monetary compensation be provided to CHWs.
* **Campaign Manager:** Choose one or two people from the Campaign Organizer organization who are responsible for keeping track of all campaign on-goings, including preliminary plans, communications between organization and CHWs, campaign steps,

and ensuring CHWs or other community members’ voices are heard and are involved with editing and rolling-out the campaign.

* **Campaign Partners:** Campaign Partners are local organizations and community leaders who are in a unique position to influence the campaign’s target audience, are asked to participate in each of the campaign asks.
* **Frequent Brainstorming and Update Meetings:** Meet 3-4 times per week with your CHWs until the start of the campaign for brainstorming and campaign updates. After the campaign begins meet as needed. At each meeting agree on when everyone is meeting next.
  + **Don’t be afraid to have just a few people at regular campaign meetings:** Less people in campaign meetings may mean getting more done. Bring in more people periodically/when groundwork needs to be done.
* **Budget:** Figure out your budget for printing and/or the availability of additional funding sources, such as city and county funders, before the start of the campaign.
* **Create Initial Campaign Presentation:** The Campaign Organizer should have an initial campaign presentation that will be updated as those familiar with the campaign audience provide their input and as essential changes are made.
* **Campaign Images:**
  + **Campaign Material Images:** Create an image bank of images that can be used for posters and inserted into the editable social media posts. These images should represent the campaign audience. Images should be collected before materials are designed. Images collected from the community should only be used if the subject signed a photo release form.
  + **Community Leader Images:** Collect images of local community leaders who support being vaccinated. Permission should be given by community leaders to use their photos and to highlight them as campaign supporters.
* **Campaign Videos:** Consider creating custom videos using footage of community members who support the vaccine. Example videos can be gathered from the campaign materials that are a part of this campaign. Videos should be collected as early as possible. Videos collected from the community should only be used if the subject signed a video release form.

# Campaign Phases:

## Phase 1 – Brainstorming:

1. Meet with Community Health Worker(s), or other campaign community representatives, to present overview of initial campaign ideas.
   * Make adjustments to the campaign based on their insights.
   * Collect initial list of potential Campaign Partners.
2. Ask Community Health Worker(s) to reach out to potential instrumental Campaign Partners, present initial adjusted campaign ideas (from edited initial campaign presentation), and to gage when might be best for the campaign to take place, and length of campaign (Normally 1-2 weeks).
   * Example Finding: Some communities may advise not starting the campaign before or after certain holidays as they may be distracted from participating in the campaign.
3. Meet with CHW(s) to finalize campaign ideas, decide whether campaign will be 1 or 2 weeks long, and finalize Campaign Partner List.

## Phase 2 – Campaign Preparation:

1. Initial Ask: Ask Campaign Partners to Participate in Campaign
   * This is best by phone, zoom, or in person.
   * Attempt to get definitive ‘yes’ answers instead of ‘maybes’, or ‘we will think about it’.
   * Offer to send out emails to all those who are unsure of whether they will participate.
2. Material Creation: Ensure the following materials have been created with your CHW(s), or they have helped to edit the materials after creation. (*Ideally*, material creation will take place before the campaign is presented to key Campaign Partners. However, whether or not this was possible, at this point the following pieces to the campaign, including emails and other materials should be completed).
   * Initial Email to Campaign Partners: The initial email should include the following content.
     + Introduction to campaign: Reminder of the importance of their involvement
     + Explanation of Campaign asks
     + Repetition, repetition, repetition (A summary of the campaign with mention of ask categories, a detailed explanation of each ask, and a short summary of the asks at the very end of the email)
     + Links to all printable resources
       - Posters: While vaccine sign-up information is editable with Adobe Acrobat, links for state-specific and general versions should be provided, if available, to increase ease of use.
       - Pre-made Fact Sheets: State-specific and general versions should be provided if available.
         * In the language of the target audience
         * In English
       - Pre-Made Comics: State-specific and general versions should be provided if available.
         * In the language of target audience with English translations (Separate English translations of the comics should not be made since conversation sentence structure and style may be different).
   * Subsequent Emails to Campaign Partners: If possible, emails with additional asks should be created before the campaign starts.
   * Social Media Toolkit: The social media toolkit should include the following content. Each item that is included should be created before the toolkit is considered complete.
     + Instructions for social media posting (again)
     + Images of and links to all social media materials
       - Pre-made social media images
       - Editable social media frames
       - Video or other resource links
     + Campaign Hashtags
     + 10-15 Pre-made social media posts (in the language of the target audience with English translations).
   * List of community leaders to highlight in Social Media posts
     + Collect images of community leaders.
     + Collect and write summaries for community leaders to accompany images.
     + Present the campaign to one Campaign Partner who will be posting social media posts to their platform page for other Campaign Partners to easily share from (saving time for the majority of Campaign Partners).
3. Pre-Campaign Presentations to key Campaign Partners: Right before or after the start of the campaign, presentations should be given to key Campaign Partners. Examples of key Campaign Partners could include those organizations or individuals who are greatly respected in the community, including local hospitals and health centers, as well as other community organizations. The Campaign Presentation can be given, and questions should be asked and answered, to ensure the key Campaign Partner fully understands how to access materials and each of the Campaign asks. It is not required that CHWs be present, but it may be beneficial.
   * Consider setting up mass presentations on how to participate in the campaign for *all*

campaign partners to attend.

## Phase 3 – Start of Campaign:

1. Send Initial Campaign email to Campaign Partners: This email should be sent a few days prior to the start of the campaign.
2. Meetings should be scheduled between Campaign Organizer and CHWs as needed for CHW’s updates, issues that arise, communication of assistance that may be needed by Campaign Partners, and instructions for when subsequent emails with additional campaign asks should be sent.

## Phase 4 – Campaign Implementation Week:

1. Follow-Up Phone Calls: Phone calls should be made by CHWs to each campaign partner from after the initial email is sent to the first or second day of the campaign week. During the call, the following five conversation points should be made:
   * 1. Ask Campaign Partner or potential partner if they received the email.
   * 2. Ask if they will be participating in the campaign (get a direct ‘yes’ from those who would like to participate).
   * 3. Ask if they have any questions.
   * 4. Ask if they need assistance editing any materials.
   * 5. Let them know the CHW is available for anything they may need assistance with during the campaign.
2. Assistance with Campaign Asks: Be available during the campaign week to assist CHWs with helping Campaign Partners with any asks.
3. Send Additional Asks to Campaign Partners (Through email)
   * Ask Campaign Partners to post pre-made social media posts with vaccine sign-up info for their area. Multiple versions should be available if the campaign is covering many areas.

o Social Media Toolkit should be attached to this email again, in case Campaign Partners lost previous email.

* + Ask Campaign Partners to share social media posts highlighting local Community Leaders from the designated page they were originally posted on.
  + Ask Campaign Partners to record themselves stating why they received the COVID- 19 vaccine, or why they will receive one (preferably in the primary language of the campaign).

## Phase 5 – Campaign Conclusion:

1. Thank-You Email: Send a thank-you email to Campaign Partners:
   * Thank Campaign Partners for participating in the Campaign.
   * Reassure Campaign Partners of the importance their participation makes.
   * Remind Campaign Partners to continue to post Campaign materials to social media at least once a week and to continue to respond to additional asks.
   * Optional: Include a reminder of asks that were made in the subsequent emails that were sent.
2. Follow-Up Phone Call: 2-3 weeks after the main Campaign week, call each Campaign Partner:
   * Thank Campaign Partners again for their participation.
   * Ask Campaign Partners if they have been using the materials at least once a week.
   * Ask Campaign Partners to continue and to keep an eye out for subsequent emails.
   * Remind Campaign Partners you are available to assist them with any questions they have about using the materials or participating in Campaign asks.
3. Continual Asks: Send out additional asks, as they arise, that support increasing vulnerable populations’ access to COVID-19 vaccines.

## Phase 6 – Measurement:

* Consider providing evaluations to all Campaign Partners which measure:
  + Frequency of social media posting of campaign materials.
  + Estimate of Campaign Partner’s audiences.
* Consider interviewing a handful of Campaign Partners who heavily participated in the campaign to gather information about:
  + Ease or difficulty of participation in the campaign.
  + Ease or difficulty of using each of the materials in the campaign.
  + Other comments they may have.
* Consider measuring other aspects of the campaign such as your target community’s familiarity with the campaign by the end of the main campaign week, or whether vaccination increases in your community (taking into account other vaccine efforts being conducted in your community).

# Additional Campaign Resources:

* Continue to check Migrant Clinician Network’s [Campaign Page](https://www.migrantclinician.org/COVID-19-Vaccine-Awareness-Campaign-Resources) for additional resources, including state-specific resources.