**Narrative:**
The end of the COVID-19 pandemic is within sight with the arrival of numerous vaccines. If too few people get vaccinated, then the vaccine’s value will be limited. According to estimates, between 70-85% of the population are required to be immunized in order to achieve herd immunity. In [LOCATION], only [XX]% of the population said they are ‘very likely’ to get a vaccine. Research informs that [XX]% of the population in [LOCATION] have indicated they are hesitant or reluctant to receive a COVID-19 vaccine. To date, [XX]% or [NUMBER] of the population have received one dose of the vaccine and [XX]% or [NUMBER] are fully vaccinated.

**Primary Target Audience:** XXXX
Secondary TA: XXXX
Secondary TA: XXXX
Secondary TA: XXXX

---

**Communication Goals [EXAMPLE]**
- **Build awareness of the vaccination program within the [TARGET AUDIENCE] in [LOCATION]:**
  - By [DATE], generate a [XX]% increase in inquiries about the vaccination program via the [XXXX] website.
- **Increase participation of the vaccination program among members of the [TARGET AUDIENCE] in [LOCATION]:**
  - By [DATE], increase vaccination participation by the [TARGET AUDIENCE] in [LOCATION] by XX%

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**Communication Objectives**
- Behavioral Factors Addressed
- Indicators [EXAMPLES]
  - Awareness
  - Endorsement
  - Advocacy
  - Increased requests for vaccinations.
  - Increased inquiries about vaccination locations.
  - Increase in the number of vaccinations administered.
  - Increase in the number of vaccinations administered.

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**Identifying & Addressing Local & Cultural Concerns [From Research]**
- **Vaccine efficacy:** allay concerns, address validity of research.
- **Vaccine side effects:** allay fears, acknowledge concerns.
- **Two-doses required:** convenience, reminders.
- **Undocumented migrants:** allay concerns over data collection.

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**Identifying & Mitigating Misinformation [From Research]**
Build database and catalogue issues, sources and impact.
Avoid debunking/addressing vaccine myths and reinforce positive messages.
Top Line Behavioral Goals: Decrease complacency towards COVID risk mitigation and vaccine & vaccinations. Increase confidence in COVID vaccines, vaccination process & medical authorities. Increase the convenience of receiving vaccines in [LOCATION].

Techniques & Tactics To Consider:

**Social norms/proof**: peer to peer acknowledgement; emphasizing widespread support for vaccinations; focus on supportive elements and not naysayers; highlight the popularity of the vaccine; social validation – “I’ve been vaccinated” stickers; highlight civic duty; encourage social media posting by vaccine recipients; seeing widespread uptake and adoption of the vaccine may allay fears over the vaccine...

**Behavioral nudges**: make the vaccine convenient to receive; respect decision autonomy; send messages & reminders to people for first & second doses...

Channels (including non-English)
Local Print, TV & Radio
Community Engagement Teams
Social & Digital Media
Interpersonal Communication
Online Blogs (local, specialty)
Local Government-Owned Platforms

Products/Content
Broadcast & Print Content
Community Touchpoints
Earned Media: Op-Eds/Blogs/News
Social Media Posts
Websites SEO
Paid Media: Ad Buying

Example Topline Messages
- **focus on positives that lead TA to act**

**Side effects**: “shows that the vaccine is working”

**Record keeping**: “we will only keep the information that’s absolutely necessary”

**Health insurance**: “it isn’t required for the vaccine”

**Vaccinations**: “this is how to get a vaccine”

[XX] people in your street have had it’

Positive Influencers
Healthcare Professionals
University Sports Teams
Musicians, Local Personalities

Positive Influencers
Religious Leaders
Community Figures
Local Media/News Outlets

Draft Timeline/Product Synchronization Matrix

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Ongoing & Regular Placements