Executive Summary:
To help overcome vaccine hesitancy and support the U.S. COVID-19 and influenza vaccination goals, the National Association of Chronic Disease Directors (NACDD) and the National Forum for Heart Disease & Stroke Prevention (National Forum) are collaborating to scale up the Move with the Mayor™ COVID-19 Vaccination (MWTM-CV) initiative. MWTM-CV will leverage the influence of U.S. mayors to increase COVID-19 vaccine receptivity, focusing on priority populations.

To strengthen the impact of this campaign, the National Forum has secured the U.S. Secretary of Defense’s approval for military installation commanders to collaborate with mayors to boost vaccine receptivity. People in the United States trust military leaders to “care about people like me” and “provide fair and accurate information to the public” (Pew). In communities with military installations, collaborations between mayors and local military leaders will be designed to enhance the credibility of and amplify campaign messaging.

The project will support chronic disease directors in encouraging adults with chronic medical conditions to seek COVID-19, influenza, and other routine adult immunizations. It will include messages and activities that target racial, ethnic and rural populations with chronic medical conditions.

Between August 1, 2021, and July 31, 2022, the National Forum facilitated the following activities to support the Move with the Mayor™ COVID-19 Vaccination (MWTM-CV) initiative:

- Developed project plan and recruited a project management consultant, ten Community Engagement Coordinators, a database manager, communications consultant (Laura Gordon Communications), and physician/military consultant (The Jones Group) to meet project goals. (Exhibit A)

- In collaboration with the evaluation partner (Leavitt Partners), reviewed and provided input into the overall program evaluation plan.

- In collaboration with the communication partner (Laura Gordon Communications), provided input and signed off on communications strategy and content (scripts, toolkits, and graphics). (Exhibit B).

- Led outreach to mayors and provision of communications materials to mayors’ offices in recruitment efforts and video creation efforts.

- Developed a tracking system (Salesforce/database) to monitor and track activity related to city identification and recruitment throughout each phase of the initiative. The tracking system continues to evolve based on program needs. (Exhibit C)

- Using multiple data points and prioritized/weighted criteria, the team identified 630 cities as prospects, assigned 546 cities to Community Engagement Coordinators, researched 512 to qualify them as candidates (Exhibit D); and of those, invited 391 to participate in the initiative. 244 of those cities engaged in bi-directional communication.
Of those cities:
  - 66 Cities committed (agreed) to produce a video
  - 23 of the committed cities are rural (within county designated as rural jurisdiction)
  - City population percentage that is non-white:

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<td>&gt; 75%</td>
<td>12</td>
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- Built relationships and provided support to cities throughout the recruitment and video production and release process.
- Received videos from 28 mayors, produced 14 PSAs, and nine cities had at least one element (e.g. radio, ScreenVision, or social media) launched. Of these videos, one features a pharmacist, and three feature healthcare professionals and/or community leaders along with the mayor. (Exhibit E) (See Table Sec 1.1.5 for links to videos)
- Created a website that showcases the initiative and provides resources to committed mayors and prospective participants. (Exhibit F)
- Attended the US Conference of Mayors Meeting (June 3-6) in Reno, NV to raise awareness of the campaign and recruit mayors to participate. On June 6, USCM members voted unanimously to approve a resolution (Exhibit G) sponsored by Findlay, Ohio Mayor Christina Muryn, which states, “Move with the Mayor™ is a national, CDC-supported, easy-to-use, free initiative that mayors across the country use to encourage active, healthy living through programs, policies, and infrastructure, and promote adult vaccinations.”
- Developed messaging for outreach to engage military installation leaders.
- Created city profile cards (Exhibit H) to provide snapshots of committed leaders and cities
- Regularly provided updates and participated in planning meetings with funders and project partners to coordinate efforts and ensure alignment of program goals and activities.

Exhibits
- Exhibit A – Move with the Mayor™ Vaccination Initiative Team Listing
- Exhibit B – Communications Toolkits (English & Spanish)
- Exhibit C – Engagement and Tracking system (Salesforce CRM)
- Exhibit D – City Fact Sheet
- Exhibit E – Screenshots of videos featuring physician and healthcare professionals/community leaders
- Exhibit F– Screenshot of Move with the Mayor™ Vaccination Initiative Website
- Exhibit G – USCM Resolution Promoting Active Living to Improve Community Health and Strengthen Resiliency
- Exhibit H – City Profile Card v1 – Shreveport, LA

6. Any Challenges Encountered/Solutions:
   - Project Launch
     - Challenges
       - This project required rapid ramp-up, including recruitment, hiring, and training of consultants and developing programmatic policies and procedures to carry out the work.
     - Solutions
       - The National Forum leveraged Pensivia’s knowledge and expertise in team management and training. We developed an onboarding process, a Community
Engagement Coordinator packet outlining processes and procedures, and implemented a buddy system, where consultants with more experience were paired with newer hires to mentor and assist with training and guidance to ensure consistency across tasks.

- The National Forum built a custom Salesforce engagement and tracking system for this project. The system is built to align with the evaluation plan. This customization allows data to be easily transmitted to the evaluation team for weekly updates.
- Over the course of the project, the team’s use of Salesforce continues to evolve to meet project needs. Team members are routinely trained on procedural updates and provide input.

- City Identification & Data Availability
  - Challenges
    - Inconsistencies in county and city level in state reporting
      - The definition of a rural city/county has changed throughout the duration of the project. This led to challenges with reporting on progress for rural areas and understanding if targets for the recruitment of rural cities had been met.
      - The initial selection tool provided county-level data only (3,143 counties) which made early identification of prospective cities challenging since there was not a corresponding data granularity. Counties that were identified as having a military installation did not provide details on the installation. Some turned out to be historical bases that are no longer used. Significant time and effort were needed to gather data to identify military installations and the city closest to the installation.
  - Solutions
    - The National Forum met with project partners to address confusion and identify the definition of rural that best met the needs of the project. Since 05/10/2022 we have used the county level rural jurisdiction (from Census data). By that definition of rural, 23 of our 66 committed cities (35%) are rural.
    - The ‘City Identification’ model was transformed into a city level model (keeping the corresponding county data). City data was sourced from the 2019 ACS (ACSDP5Y2019.DP05) census data of 29,320 cities or “places”. The transition from county data to city data enabled the program to be significantly more targeted and data driven.

- COVID Landscape
  - Challenges
    - Over the course of this project, COVID rates have fluctuated, impacting the likelihood of mayors’ participation. Vaccination rates may have changed over the time period between a mayor’s commitment and production/release of their videos.
    - Covid vaccination rate data is only available at the county level – and is not always a good representation of a city’s progress.
  - Solutions
    - Throughout the process, mayors have been encouraged to choose and modify the scripts in ways they feel will best resonate with their communities.
    - No viable and systemic solution has been found for more granular covid
vaccination rate data.

- Recruitment
  - Challenges
    - Mayoral recruitment for the vaccination initiative required more effort as compared to other arms of the Move with the Mayor™ initiative (e.g., physical activity). Public wariness and oversaturation around COVID messaging, the politics of COVID, and mayoral lack of time were among the most often cited reasons for non-participation.
    - Non-responsive cities has also proved challenging in the recruitment of cities. Often smaller cities lack staffing or staff capacity. Additionally, many mayors work full-time jobs along with serving as mayor. In some situations, mayors may not have a dedicated administrative assistant, so there is no one to coordinate the effort of making a video or doing social media messaging.
    - In part, due to a reorganization in the Department of Defense, recruitment of military leaders has also been a challenge. Asking the mayors to reach out to a military leader contact within the community has posed a barrier, requiring additional time and effort for mayors who have many competing priorities.
  - Solutions
    - The National Forum team continues to update recruitment communication to mayors, including sharing links and names of peer mayors who have joined the initiative. Different messaging strategies have been implemented, including varying the call-to-action subject lines, and length and content of emails to determine which are most successful.
    - Recruitment efforts are tracked using Salesforce, enabling National Forum team members to monitor the frequency and result of outreach, and set reminders for when calls and emails should be sent. Additionally, the onboarding process was refined, and the meeting time was reduced from 30- to 20-minutes for priority market cities, placing less of a time burden on the mayor’s office.
    - Cities with nearby military installations were identified and assigned to a National Forum team member who is an army veteran. Simplified communications were developed clarifying the ask and process for how mayors and military leaders could engage.

- Commitment to Video Submission Conversion
  - Challenges
    - At the period end for this report, of 66 mayors committed, 28 cities submitted videos, a 42% conversion rate. Despite committing to the record PSAs, some mayors have not submitted videos after a reasonable amount of production time. Possible reasons include, no longer serving in office, competing demands, increased tension in the community around COVID, and/or no longer being interested in participation.
  - Solutions
    - To account for natural attrition, the National Forum team is targeting recruitment of at least 100 mayors to ensure meeting the goal of 60 videos being produced.
    - Using the Salesforce platform, team members can identify cities for which PSAs are outstanding and continue outreach efforts to engage the mayors/offices.
    - Team members have offered additional assistance to mayors by going onsite to record their videos and offering Zoom recording as an option.
• Messaging & Media
  o Challenges
    ▪ The team experienced delays in releasing the first several produced videos due to:
      • Length of time for clearance of mayors’ scripts, messaging, and video graphics
      • Licensing – music and photos needed broader licensing
      • Imagery – advised to not include graphics or footage of any needles, vaccine vials, or distressed hospitalized patients
      • Logos – change of which logos could appear on the video end screens
      • Disclaimer language – two updates were required before release, requiring that some finished videos be sent back to production
  o Solutions
    ▪ Upon learning that the videos would be broadly distributed via ScreenVision and iHeart radio, the NF team consulted with music and photo licensing vendors to ensure proper licensing was obtained.
    ▪ Based on recommendations from communications consultants, the NF team searched for images that would convey the message and mood required of the videos
    ▪ The end screens were updated to include final agreed upon logos and disclaimer language.

7. Other Comments/Questions for NACDD:
   None at this time as questions are posed during regular meetings between the National Forum and NACDD.

8. Progress Report of Items Completed During Reporting Period (this must align with the Scope of Work found in the contract):

Scope of work
Project Purpose:
Partnering with US Mayors and US Military Institutions to support increased vaccine confidence messaging strategies that promote vaccination, including COVID-19, influenza, and routine adult immunizations.

Statement of Work:
To help overcome vaccine hesitancy and support the U.S. COVID-19 and influenza vaccination goals, the National Association of Chronic Disease Directors (NACDD) and the National Forum for Heart Disease & Stroke Prevention (National Forum) will collaborate to scale up the Move with the Mayor™ COVID-19 Vaccination (MWTM-CV) initiative. MWTM-CV will leverage the influence of U.S. mayors to increase COVID-19 vaccine receptivity, focusing on priority populations.

To strengthen the impact of this campaign, the National Forum has secured the U.S. Secretary of Defense’s approval for military installation commanders to collaborate with mayors to boost vaccine receptivity. People in the United States trust military leaders to “care about people like me” and “provide fair and accurate information to the public” (Pew). In communities with military installations, collaborations between mayors and local military leaders will be designed to enhance the credibility of and amplify campaign messaging.

The project will support chronic disease directors in encouraging adults with chronic medical conditions to seek COVID-19, influenza, and other routine adult immunizations. It will include messages and activities that target racial, ethnic and rural populations with chronic medical conditions.
Project Plan and Deliverables
The National Forum will work with CDC and NACDD to identify prospective MWTM™ cities to include rural and small communities, in priority regions, with racial and ethnic diversity.

The heart of the Move with the Mayor™ COVID-19 Vaccination initiative will be a video PSA campaign in which mayors record scripted messages that incorporate audience-tested language. In communities with military installations, mayors will invite military commanders to join the PSAs and use vaccine confidence messaging to show community solidarity between municipalities and the military. Videos will be formatted and produced for mayors’ local communities and priority populations (African American and Black, Latinx, and rural populations) with links to local health agencies or other local vaccine information sources.

Digital strategy (informed by social-media analytics) will focus on organic and paid promotion of videos to priority populations at the local level. NACDD and the National Forum will use digital analytics to make real-time tactical adjustments to optimize message reach and impact.

Public relations strategy will include drafting and submitting op-eds by mayors from priority populations, as well as outreach to local media outlets to promote the PSAs in each market. In appropriate locations, mayors may ask military commanders to participate in op-eds and/or local news outreach.

Program Strategy

**Activity 1:** Identifying mayors and U.S. military leaders at installations in priority markets to promote COVID-19, influenza, and other routine adult immunizations.

**Activity 2:** Developing a comprehensive communications approach working with U.S. mayors and leadership at military installations to promote adult immunization messages for priority populations.

**Activity 3:** Developing and implementing messages and the communications approach with the identified mayors and leadership at military installations to promote adult immunizations.

**Activity 4:** (NACDD) Developing and implementing an evaluation plan to track and assess the impact of the communications campaign/messages.

**Process measures**
- Increase in the number of communities engaged
- Increase in the number of messages developed and published
- At least 1/3 of mayors participating in PSAs represent rural and/or small jurisdictions.

**Outputs**
- Communications plan
  - Communications content
    - Core campaign messaging
    - PSAs in 60 markets that meet CDC criteria
    - Communications Toolkit for mayors and leaders of military installations
    - Social media calendar and content
  - Evaluation
Partners
The National Forum will work closely with the NACDD and the following partners on Activities 1, 2, and 3:

- African American Mayors Association
- US Conference of Mayors
- Laura Gordon Consulting, LLC
- The Jones Group of Mississippi
- Zest Social Media Solutions
- Pensivia, LLC
- Leavitt Partners

Budget Period Outcomes
Strengthened capability to use communication and information technology to affect health decisions and actions.

Outcome Measures
1. Increased number of messages from U.S. mayors and U.S. military installation leadership promoting COVID-19, influenza, and other routine adult immunizations in their communities, including in rural areas and to people with chronic conditions.

2. Increase in vaccination confidence in communities by working with mayors from diverse demographics to develop local public health messages across the United States.

3. Increased positive messaging about vaccination and the COVID-19 vaccine in adult populations, with a significant number of unique messages in circulation.

4. Increase in individuals who are connected with local vaccination resources.
Component 1: Partnering with US Mayors and US Military Institutions to support increased vaccine confidence messaging strategies that promote vaccination, including COVID-19, influenza, and routine adult immunizations.

Project Period Objectives (PPO): By July 31, 2022, increase the number of mayors and military installations participating from 0 to 60.

Annual Objectives (AO): By July 31, 2022, By July 31, 2022, increase the number of mayors and military installations participating from 0 to 60. (Keep or change if extension to 2023)

<table>
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| Activity 1.0: Identify mayors and U.S. military leaders at installations in priority markets to promote COVID-19, influenza, and other routine adult immunizations. | 1.0. # of cities identified in priority markets | 1.0 MWTM participating cities, CDC data (COVID-19 data tracker, vaccination rates, chronic disease, etc.) | To identify cities for this project, the National Forum started with county-level data provided by Leavitt Partners, which included 3,143 counties. We first identified focus areas for county-level data. The original focus area criteria were:  
  - COVID vaccination rates between 20%-60% (assuming that counties with less than 20% vaccination rate could be attributed to data error, or data reporting conflicts).  
  - Have a military installation.  
  - Have a non-white population of more than 50% and also at least one other factor named in the grant.  
  - Previous MWTM participants were included in recruitment list regardless of other factors.  
  After applying the focus area criteria to county data, we had a total of 274 counties left. To get started, we identified 1-2 cities per county with a minimum population of 5,000 and a maximum of 50,000.  
  The selection criteria heavily favored rural communities to ensure that we recruited enough cities that would be determined to be rural to meet grant criteria.  
  In response to funder requests throughout the selection process, additional cities were added. One of the first factors added to the recruitment list were cities with a variety of racial and ethnic diversity. |
| Activity 1.1.1: Prioritize rural and small communities and markets with racial and ethnic diversity. | 1.1.1 60 cities recruited (at least 1/3 (20) representing rural and/or small jurisdictions) racial & ethnic diversity | 1.1.1 US Census website | |
| Activity 1.1.2: Review current federally funded communities for prospective cities to add to recruitment list. | 1.1.2 # Of communities identified | 1.1.2 Reducing disparities in immunization partner roster, RFP recipients (heart disease & stroke; C-19 immunization) | |
was to include more cities that were rural/white/conservative, as these are the areas with the lowest vaccination rates. We were also asked to focus on Appalachia, and specific states, e.g., New Hampshire, Vermont & Rhode Island.

Eventually, we raised the bottom cap of 5,000 population to 25,000 (April). This proved to eliminate too many cities and was then lowered to 15,000 (June). By the end of the reporting period, we identified a total of 630 cities to recruit into the program. 54% of the cities invited were considered rural.

As of the reporting period, of the 630 cities identified, 546 were assigned to Community Engagement Coordinators, 512 were researched (completing City Fact Sheets – see Exhibit D) to ensure they were qualified candidates; and of those, 391 were invited to participate in the initiative. 244 of those cities engaged (meaning there was bi-directional communication). Of those cities:

- 66 Cities committed (agreed) to produce a video
- 23 of the cities are rural (within county designated as rural jurisdiction)

City population percentage that is non-white:

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Activity 1.1.3: Identify locations of military installations.

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<thead>
<tr>
<th>1.1.3 Military installations identified</th>
<th>1.1.3 Military installations website</th>
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Leavitt Partners provided a list of 53 counties that were believed to have a military installation. It was determined that we needed additional information, such as installation type and if it was currently in operation, to identify
| Activity 1.1.4: Review current federally funded communities for alignment, recruitment and engagement with state Chronic Disease Directors. | 1.1.4 # of state chronic disease directors identified & engaged | 1.1.4 NACDD | Per 1.1.2, we responded to funder requests regarding research of aligned communities. We regularly shared with funder and NACCD updates to the list of participating cities for review.

The National Forum is working with NACDD to include chronic disease directors in profile cards (streamlined versions of the city fact sheets, which were requested by the CDC to provide snapshots of the committed mayors and cities (see Exhibit – H)). Plans are underway to work with state chronic disease directors in Fall-Winter ’22. |
| --- | --- | --- | --- |
| Activity 1.1.5: Identify physicians. | 1.1.5 # of physicians | 1.1.5 AAFP | Of the produced videos:
- Tuskegee, AL (1 & 2) features the mayor and a pharmacist
- Andrews, TX (English 1 & 2 & Spanish 1 & 2) features the health department director and health communicator
- Lauderhill, FL (1 & 2) features the mayor and fire chief
- Fort Smith, AR features a nurse (video in editing). |
| Activity 1.1.6: Create a crosswalk of cities/mayors, military installations, chronic disease director contacts, and physicians. | 1.1.6 database with cities/mayors, military installations, & chronic disease directors | 1.1.6 collective info from 1.0-1.1.5 | A custom tracking database and dashboard system was developed in March 2022, using Salesforce CRM (customer relationship management) system. The system has been built specifically to facilitate engagement and track information for the evaluation of this project – and has |
continuously adapted to the evolving needs of the project. Weekly extracts/reports are sent to Leavitt Partners, which are reflected in the overall program evaluation dashboard. The database includes cities/mayors, military installations, census data, and publicly available demographic information of the mayors (age, race, political affiliation etc.), as well as chronic disease directors.

| Activity 2.0: Develop a comprehensive communications approach working with U.S. mayors and leadership at military installations to promote adult immunization messages for priority populations. | 2.0 Approach developed | Communications plan | A comprehensive communications plan was developed to maximize visibility of the mayor vaccine campaign. This includes:
- A set of core messages for all mayors to use in their videos and related outreach.
  - Scripts with and without COVID-19 mentions are included to accommodate different comfort levels among mayors.
- A variety of video scripts for mayors’ use, with differing messages and lengths. |}

| 1.1.7: Increased number of messages from U.S. mayors and U.S. military installation leadership promoting COVID-19, influenza, and other routine adult immunizations in their communities, including in rural areas and to people with chronic conditions. |  | The total number of social media posts and ads, earned media articles/op-eds, radio ads, and movie theater ads will be reported at the end of the campaign. |
Develop a crosswalk of messaging strategies
Develop a crosswalk of communications channels
Mayors’ local communities and priority populations (African American and Black, Latinx, and rural populations) with links to local health agencies or other local vaccine information sources

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<td>Activity 3.0: Develop and implement messages and the communications approach with the identified mayors and leadership at military installations to promote adult immunizations.</td>
<td>3.1.1 Communications content</td>
<td>3.1.1 N/A</td>
<td>Six original scripts were developed for this project. The scripts were also translated into Spanish and Mandarin. Mayors are encouraged to customize the messages to ensure resonance with their communities. There are 8 unique social media messages that are provided to mayors for sharing their videos on their respective social media platforms. These have also been translated into Spanish.</td>
</tr>
<tr>
<td></td>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
<td>We developed six original scripts for this project. The scripts were also translated into Spanish and Mandarin. Mayors are encouraged to customize the messages to ensure resonance with their communities. There are 8 unique social media messages that are provided to mayors for sharing their videos on their respective social media platforms.</td>
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- Messaging and scripts for use with local military installation leaders.
- A template op-ed for mayors to personalize and submit to their local newspapers, where applicable.
- A template press release for mayors to personalize and use in their markets.
- Content available in English and Spanish language toolkits.

Our team of media partners (CBS & Zest for social media, iHeart radio for streaming radio ads, and ScreenVision for movie-theater ads) target their strategies by zip code in all markets. Social media ads also are targeted to Hispanic, Spanish-speaking, and Black populations in markets where these populations are especially prevalent.
<table>
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<th>Activity</th>
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<tr>
<td>3.1.3 60 cities recruited (at least 1/3 (20) representing rural and/or small jurisdictions) racial &amp; ethnic diversity mayors, military installation leaders, physicians filming PSAs in markets that meet CDC criteria</td>
<td>3.1.3 Community coordinator activity tracker, social media metrics</td>
<td>We have exceeded our goal and have 66 committed cities as of 07/31/2022. These include: 23 rural cities City population percentage that is non-white:</td>
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<td>1 city filmed with a pharmacist 2 cities filmed with other health care professionals (nurse, health department director, health department communicator) 1 city filmed with another community leader (fire chief) We have yet to have a city film with a military installation leader during the reporting period (see section 1.1.5 for additional detail)</td>
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<td>3.1.4 At least 35% of cities using Communications Toolkit for mayors, leaders of military installations, &amp; physicians</td>
<td>3.1.4 Community coordinator activity tracker, social media metrics, post participant survey (would be created as part of activity 4)</td>
<td>The toolkit is sent to each city in the body of the email in which they receive their PSA for approval. The link for download is included, and sample social media messages that cities can use and/or adapt to share their video are included in the body of the email. More information about usage will be tracked in the post-participant survey. The toolkit is also publicly available on the initiative’s website. Cities outside of this project could access and use the toolkit.</td>
</tr>
<tr>
<td>3.1.5 Social media calendar and content</td>
<td>3.1.5 Social media metrics</td>
<td>The National Forum publishes approximately 2 posts per week featuring mayors’ PSAs. Posts are published to the National Forum’s social media channels (Facebook and Instagram) for PSAs for non-priority media market cities by the National Forum team.</td>
</tr>
</tbody>
</table>
These posts are coordinated to run on different days where Zest Social Media Solutions posts on both the National Forum’s social media channels and posts paid ads featuring the PSAs in priority media market cities.

Timing of PSA posts is dependent on mayors’ approvals of videos; communications team members coordinate on respective posts to ensure that all videos are featured and included in the rotation.

<p>| Activity 4.0 (NACDD): Develop and implement an evaluation plan to track and assess the impact of the communications campaign/messages. |</p>
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<tr>
<td>3.1.6 Mayor, military installation commander, &amp; physician op-eds</td>
<td>3.1.6 Earned media metrics</td>
<td>2 cities successfully earned media during the reporting period.</td>
<td>The National Forum participates in regular meetings where evaluation and reporting are discussed with NACDD, Leavitt Partners and the Communications Team. The National Forum provides input, as well as weekly reports with data from its internal dashboard to populate the Leavitt Partners Evaluation Dashboard.</td>
</tr>
</tbody>
</table>
9. **Financial Status:**

Agreement Total: $1,535,798.00  
Amount Paid to Date: $348,949.50  
Balance: $906,582.72

The above amounts are based on the existing agreement. The National Forum is awaiting a revised agreement that will increase the overall award amount by $166,468.
The National Forum for Heart Disease & Stroke Prevention has assembled a team of professionals with backgrounds including executive leadership, health care, grant management, strategic planning, health education and promotion, sales, coaching, relationship building, communications, data management, evaluation, policy development, politics, and video production. Team members bring their diversity of experiences and strengths to all facets of this project.
No matter who we are – being vaccinated against disease makes it easier and safer to do the things we want to do.

Thank you for protecting your city by participating in the Move With The Mayor™ Vaccination Initiative. You will find a wealth of resources for social media, communications, and press relations to help you and your staff amplify your message and encourage your residents to get their COVID-19 vaccine, and up-to-date on other adult vaccinations.
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This Mayor’s Project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $5,000,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.
Call To Action

- No matter who we are – parents, school kids, teachers, business owners, faith leaders – being vaccinated against disease makes it easier and safer to do the things we want to do.
- We’ve come so far together over the past 2 years – and this is an opportunity to take charge of our health.
- By now, we all know about getting our annual flu shot, and getting vaccinated against COVID-19 is becoming just as routine.
- But there are other routine vaccinations we need as adults that can help protect us against serious illnesses such as shingles, pneumonia, and whooping cough.
- These immunizations all have one thing in common – they help protect us by increasing our ability to fight disease.
- It’s easy to find out which vaccines you need – just ask your doctor or pharmacist. They can help you figure out what you need – and in many cases, they can provide them on the spot.
- CDC’s Adult Vaccine Quiz helps you create a list of the immunizations you may need based on your age, health conditions, and other factors.
- Getting our adult immunizations is like a seatbelt for our immune systems: they’re routine, they help protect us, and they’re always there when we need them.
- Join me in making sure you’re up to date on your immunizations; it’s an easy way to take charge of your health.
- When we’re better protected, our community is stronger.


Why Adults Need To Get Vaccinated

- Did you know that:
  - Protection from immunizations we had as kids decreases over time, so we need additional doses of some vaccines to stay protected.
  - Some viruses, like the flu, can change over time – which is why we need a flu shot every year.
  - Some vaccines, such as the shingles vaccine, are recommended only for adults.
  - There are some new vaccines available to protect us from serious illness that we never had before, like the one for COVID-19.
Why Adults Need To Get Vaccinated (cont.)

- Vaccinations are especially important for people with medical conditions such as asthma, heart disease, and diabetes – because they are at higher risk of developing severe complications, and the vaccines help reduce that risk.
- Getting vaccinated can also help keep those around you safe.
  - You may have family members who can't get certain vaccines because of their age (such as newborn babies) or health condition.
  - Others have weakened immune systems, so even if they get vaccinated, they're still more vulnerable to disease.

Source: https://www.hhs.gov/immunization/who-and-when/adults/index.html

How To Take Action/Financial Requirements

- You can get adult immunizations at your doctor’s office and in many cases, at your local pharmacy.
- Many immunizations are covered by private health plans as well as Medicare and Medicaid.
- Routine adult immunizations also are covered by TRICARE for members of the military and their families.

Source: https://www.cdc.gov/vaccines/adults/pay-for-vaccines.html

Messages Specific To Move with the Mayor

- I’ve joined my fellow mayors across the country in the Move with the Mayor™ vaccine initiative because the health and strength of our community is so important.
- We have so much to be proud of in our community, and I want to do everything I can to keep us healthy and strong.
- If you want to know more about this important non-partisan initiative, go to [insert link].
- Making sure we’ve all had our routine immunizations isn’t political — it’s simply about strengthening ourselves, our loved ones, and our communities. That’s why mayors from all around this great country are part of this program – regardless of their political party.
Move with the Mayor™ Vaccination Initiative
PSA Instructions

Instructions

1. You may use any type of digital video recording device—phone, tablet, computer, or camera. Please orient the recording device horizontally. This will match how most people will watch your PSAs.

2. If you plan to get one of your adult vaccinations (e.g., COVID-19, flu, shingles, pneumonia, whooping cough), it would be great to include that activity as part of your PSAs.

3. We have provided both 15- and 30-second scripts for your use. 15-second videos are ideal, as a viewer on social media cannot skip the video when watching it. Please choose one 15-second script and one 30-second script to record. You are free to choose the two scripts that works best for you.

4. When you have made your recording, please send it to your assigned Community Engagement Coordinator, along with a high-resolution logo file (transparent background if possible) for inclusion on the closing screen.

5. The National Forum will produce your PSAs and send it to you for approval.

6. The National Forum will provide you with sample social media messages to use with your PSAs.
15 Second Scripts

VERSION 1–Adult Vaccination

Hi, I’m Mayor [First Name] [Last Name]. Vaccines help keep us healthy, and free to do the things we want to do. So make sure you’re caught up on vaccinations for flu, shingles, pneumonia, and tetanus.

Just ask your doctor which ones you need.

When you’re protected, our community is stronger.

VERSION 2–More emphasis on COVID-19

Hi, I’m Mayor [First Name] [Last Name]. The pandemic has been tough, and I’m proud of [INSERT CITY NAME] for staying strong.

But COVID is still here—so it’s important to get vaccinated to protect yourself and loved ones.

When you’re protected, our community is stronger.

VERSION 3–More emphasis on COVID-19

Hi, I’m Mayor [First Name] [Last Name]. We all value the freedom that comes with good health.

So let’s control COVID here in [INSERT CITY NAME] so it doesn’t control us.

Have questions? Talk to your doctor or pharmacist.

When you’re protected, our community is stronger.

VERSION 4–Personal Choice COVID-19

Hi, I’m Mayor [First Name] [Last Name]. Set yourself up for success. Talk with your doctor about making the choice to get your COVID-19 vaccination to protect yourself and your loved ones.

When you’re protected, our community is stronger.

*Note regarding blue font: If you choose to film your PSA with a doctor/physician, we suggest the doctor/physician reads the lines in blue. If you are filming by yourself, please read the full script.
Hi, I’m Mayor [First Name] [Last Name]. No matter who we are – parents, business owners, faith leaders, teachers – vaccines help keep us healthy so we’re free to do the things we want to do.

I applaud everyone who’s made the choice to get vaccinated against COVID-19. You’re helping our community thrive.

There are other vaccinations we adults need to help protect us from flu, shingles, pneumonia, and tetanus.

It’s easy to find out which ones you need – just ask your doctor or pharmacist.

I’m so proud of the strength our community has shown over the past two years.

So, let’s knock it out of the park: Join me in making sure you’re up to date on your adult vaccinations.

When you’re protected, our community is stronger.

Hi, I’m Mayor [First Name] [Last Name]. No matter who we are – parents, business owners, faith leaders, teachers – vaccines help keep us healthy so we’re free to do the things we want to do.

There are vaccines we need as adults to help protect us from shingles, pneumonia, and the flu. It’s easy to find out which ones you need – just ask your doctor or pharmacist.

I’m so proud of how we support each other in our community.

So let’s knock it out of the park: Join me in making sure you’re up to date on your adult vaccinations.

When you’re protected, our community is stronger.
Versión 3 – Mayor acento en COVID-19

Hi, I’m Mayor [First Name] [Last Name]. The COVID-19 pandemic has been tough on us, but we have so much to be proud of.

But it’s still important to get vaccinated to protect yourself and your loved ones.

If you do get infected, the COVID-19 vaccine can prevent severe illness and help keep you out of the hospital.

The vaccine is safe and effective – and easy to get at your local pharmacy.

While you’re there, make sure you’re caught up on other vaccinations adults need for flu, shingles, pneumonia, and tetanus.

When you’re protected, our community is stronger.
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

Graphic: You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

Captions:

Facebook Caption:
Being fully vaccinated against diseases makes it easier and safer to do the things we love to do. Curious about what vaccines you may need? Take this quick quiz. Most are available at your local clinic or pharmacy. When we’re better protected, *Insert city name* is stronger. https://www2.cdc.gov/nip/adultimmsched/

Instagram Caption:
Being fully vaccinated against diseases makes it easier and safer to do the things we love to do. Curious about what vaccines you may need? Take this quick quiz. Most are available at your local clinic or pharmacy. When we’re better protected, *Insert city name* is stronger. https://www2.cdc.gov/nip/adultimmsched/

Twitter Caption:
Being fully vaccinated against diseases makes it easier and safer to do the things we love to do. Take this quiz to learn which vaccines you may need; most are available at your local clinic or pharmacy. https://www2.cdc.gov/nip/adultimmsched/
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

**Graphic:**  You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

![Image of pledges graphic]

**Captions:**

**Facebook Caption:**

Our community has been through so much in the past two years, and we've learned just how frightening it is when our health is in jeopardy. Protect yourself by making sure you've had all of your adult vaccines – like those for shingles, pneumonia, flu, and whooping cough. I'm making a pledge to get my adult vaccinations. Won't you join me, *insert city name?*

**Instagram Caption:**

Our community has been through so much in the past two years, and we've learned just how frightening it is when our health is in jeopardy. Protect yourself by making sure you've had all of your adult vaccines – like those for shingles, pneumonia, flu, and whooping cough. I'm making a pledge to get my adult vaccinations. Won't you join me, *insert city name?*

**Twitter Caption:**

We've seen just how frightening it is when our health is jeopardized. Staying up to date on our adult vaccinations is the best way to protect ourselves. I’m making a pledge to get vaccinations. Won't you join me, *insert city name?*
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

Graphic: You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

Captions:

Facebook Caption:
I'm so proud of how our community has navigated the past two years, and I want to do everything I can to help keep *Insert city name* safe as we get to a new normal. That's why I've joined mayors across the country in the Move with the Mayor™ vaccination initiative. Getting up to date on vaccines like those for shingles, pneumonia, and whooping cough will help keep all of us safe and healthy.

Instagram Caption:
I'm so proud of how our community has navigated the past two years, and I want to do everything I can to help keep *Insert city name* safe as we get to a new normal. That's why I've joined mayors across the country in the Move with the Mayor™ vaccination initiative. Getting up to date on vaccines like those for shingles, pneumonia, and whooping cough will help keep all of us safe and healthy.

Twitter Caption:
To help keep *Insert city name* safe, I've joined mayors across the country in the Move with the Mayor™ vaccination initiative. Join me in ensuring you’re up to date on your adult vaccines. Take this quiz to learn which ones you need: https://www2.cdc.gov/nip/adultimmsched/
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

**Graphic:** You may download mov file here. To customize the images, reach out to your Community Engagement Coordinator.

![Sample Social Posts and Graphics Image](image)

**Captions:**

*Facebook Caption:*
Making sure we're up to date on our adult vaccinations isn't political – it's about strengthening ourselves, our loved ones, and our communities. That's why mayors from all over this great country are part of the Move with the Mayor™ vaccination initiative. Make sure you're protected from serious diseases like shingles and pneumonia. Talk to your doctor or pharmacist about which vaccines you need.

*Instagram Caption:*
Making sure we're up to date on our adult vaccinations isn't political – it's about strengthening ourselves, our loved ones, and our communities. That's why mayors from all over this great country are part of the Move with the Mayor™ vaccination initiative. Make sure you're protected from serious diseases like shingles and pneumonia. Talk to your doctor or pharmacist about which vaccines you need.

*Twitter Caption:*
Ensuring we're up to date on our adult vaccines isn't political– it's about strengthening ourselves, our loved ones, and our communities. Make sure you're protected from diseases like shingles and pneumonia. Ask your doctor or pharmacist which vaccines you need.
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

**Graphic:** You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

![Image of a graphic with text: The COVID-19 vaccine is safer than getting COVID-19. It's proven to reduce the severity of illness.]

**Captions:**

**Facebook Caption:**
I've done the research, and the facts are clear: Getting vaccinated against COVID-19 is proven to reduce the severity of your illness if you get infected. The vaccine is far safer than getting COVID-19. Still have questions? Talk to your doctor about joining the more than XX million people in [STATE] who are fully vaccinated. You’re protecting yourself, your family, and your community!

**Instagram Caption:**
I've done the research, and the facts are clear: Getting vaccinated against COVID-19 is proven to reduce the severity of your illness if you get infected. The vaccine is far safer than getting COVID-19. Still have questions? Talk to your doctor about joining the more than XX million people in [STATE] who are fully vaccinated. You’re protecting yourself, your family, and your community!

**Twitter Caption:**
I've done the research, and the facts are clear: getting vaccinated against COVID-19 is proven to reduce the severity of your illness if you get infected. The vaccine is far safer than getting COVID-19. Still have questions? Talk to your doctor.
FOR IMMEDIATE RELEASE

MAYOR [NAME] JOINS MAYORS AROUND THE COUNTRY TO RAISE AWARENESS OF THE NEED FOR ADULT VACCINATIONS

Many adults may not realize that beyond COVID-19 vaccination, they need protection from shingles, pneumonia, tetanus, and whooping cough.

[CITY] [DATE] – The effects of COVID-19 have made clear how easy it is to take our health for granted – and how vital vaccines can be in protecting us from serious illness. That’s why Mayor [NAME] is calling on [CITY] residents to get caught up on their routine adult vaccinations – for COVID-19, but also for diseases such as shingles, pneumonia, tetanus, and whooping cough – to keep the community strong.

“The pandemic turned many of our normal routines upside down. But we've made critical health gains and we're on the right path,” Mayor [NAME] said. “Many of us have made the choice to protect ourselves and our community through COVID-19 vaccination, but it's easy to forget about the other routine vaccinations that can keep us healthy.”

That was the message Mayor [NAME] delivered in a public service announcement [s/he] just recorded as part of the Move with the MayorTM vaccine initiative, a national effort to raise awareness and encourage people across America to ensure they're up to date on their adult vaccinations.

“Getting our adult vaccinations is like wearing a seatbelt: they're part of our routine, and wearing one can make the difference between a life-threatening injury and a minor one,” Mayor [NAME] said. “I'm so proud of the resilience our community has shown over the past two years, and this is the perfect time to shore up our defenses.”

Why adult immunizations are needed

Every year, thousands of adults in the United States get sick and are hospitalized from diseases such as pneumonia, measles, whooping cough and in older adults, meningitis.

Adults require immunizations for a variety of reasons. In some cases, protection from childhood vaccinations decreases over time, so additional doses of some vaccines are needed. In other cases, such as with the flu, the virus can change frequently – which is why we need a flu shot every year. Other vaccines are necessary because they are completely new, like the ones for COVID-19.

Adult vaccinations are especially important for people with medical conditions such as asthma, heart disease, and diabetes – because they are at higher risk of developing severe complications, and the vaccines help reduce that risk.

A doctor or pharmacist can help people determine which vaccinations they need. The U.S. Centers for Disease Control and Prevention also offers an Adult Vaccine Quiz to help people identify what they may need based on their age, health conditions, and other factors.

Adult vaccinations are available at the doctor's office and in many cases, at the local pharmacy. Many are covered by private health plans as well as Medicare and Medicaid.

“Getting vaccinated can also help keep those around us safe – such as very young babies, who aren't yet able to get vaccinated, or loved ones with weakened immune systems,” Mayor [NAME] said.

“But that's what being part of a community is about,” Mayor [NAME] added. “It's up to all of us to protect each other.”

The Move with the MayorTM vaccination initiative is a national campaign to raise awareness of the need to get up to date on routine adult vaccinations, including the COVID-19 vaccine. The Move with the Mayor platform was created by the nonprofit National Forum for Heart Disease and Stroke Prevention.
As a community, we have come so far together over the past two years. The COVID-19 pandemic brought hardships we never expected – overwhelming our hospitals, hurting our local businesses, and heartbreakingly, taking many lives. But [CITY NAME] stood strong, and there are many positive signs that we are recovering. We are getting back to work and school. We’re eating out again and gathering with our friends. We’re getting healthier.

Now we have the opportunity to take charge of our health in other ways.

We all know about getting our annual flu shot, and getting vaccinated against COVID-19 is becoming just as routine. But there are other routine vaccinations we need as adults that can help protect us against serious illnesses such as shingles, pneumonia, and whooping cough. We don't hear as much about these vaccines, and if you're like me, you may not even realize you need them as an adult.

What are these other vaccines, and why do we need them now? In some cases, protection from immunizations we had as kids wears off over time, so we need additional doses of some vaccines to stay protected. This is the case with illnesses we think of as “kids’ diseases” that can be even more serious in adults, such as measles and whooping cough.
In other cases, like with the flu, the virus can change over time – which is why we need a flu shot every year. And of course, some vaccinations now available to protect us from serious illness weren't around before, like the ones for COVID-19 and shingles.

All of these vaccines have one important thing in common: they help protect us by increasing our ability to fight disease. They’re especially important for people with medical conditions such as asthma, heart disease, and diabetes – because they are at higher risk of developing severe complications. The vaccines help reduce that risk.

Why talk about this now? Because I don't want us or [CITY NAME] to lose the progress we've made as we emerge from these last two difficult years. So I've joined mayors across the country in the Move with the MayorTM vaccine initiative, with the goal of helping our community stay strong and healthy.

Making sure we've all had our routine immunizations isn’t political — it’s simply about strengthening ourselves, our loved ones, and our communities. That’s why mayors from all around this great country are part of the initiative – Republicans, Democrats, and Independents, from cities large and small, rural and urban.
It's easy to find out which vaccines you may need – you can ask your doctor, nurse, or pharmacist. In many cases, they can provide them on the spot. Many are covered by private health plans as well as Medicare and Medicaid. [FOR MILITARY COMMUNITIES: They're also covered by TRICARE for members of the military and their families.]

Thanks to this campaign, I'm up to date on my adult vaccines – and I hope you'll join me in this effort.

Getting our adult immunizations is like a seatbelt for our immune systems: they’re routine, they help protect us, and they’re always there when we need them.

When we're protected, our community is stronger.
No importa quiénes seamos: estar vacunados contra las enfermedades hace que sea más fácil y seguro hacer las cosas que queremos hacer.

Gracias por proteger a tu ciudad al participar en la iniciativa de vacunación Muévete con el alcalde™. Aquí encontrarás una gran cantidad de recursos para redes sociales, mensajes y comunicados de prensa que te ayudarán a ti y a tu personal a amplificar tu mensaje y a animar a tus residentes a vacunarse contra la COVID-19 y a ponerse al día con otras vacunas para adultos.
TABLA DE Contenidos

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Este proyecto del alcalde cuenta con el apoyo de los Centros para el Control y la Prevención de Enfermedades del Departamento de Salud y Servicios Humanos (HHS) de EE.UU. como parte de un premio de asistencia financiera por un total de $5,000,000, financiado en un 100% por los CDC/HHS. Los contenidos son los del autor o autores y no representan necesariamente las opiniones oficiales de los CDC/HHS o del Gobierno de los Estados Unidos, ni su respaldo.
Llamado a la acción

- No importa quiénes seamos - padres, niños, profesores, empresarios, líderes religiosos-, estar vacunados contra las enfermedades hace más fácil y seguro hacer las cosas que queremos hacer.
- Hemos llegado muy lejos en los últimos dos años y esta es una oportunidad para hacernos cargo de nuestra salud.
- A estas alturas, todos sabemos que hay que vacunarse anualmente contra la gripe, y vacunarse contra el COVID-19 se está convirtiendo en una rutina.
- Pero hay otras vacunas rutinarias que necesitamos como adultos y que pueden ayudar a protegernos contra enfermedades graves como el herpes zóster, la neumonía y la tos ferina.
- Todas estas vacunas tienen una cosa en común: nos ayudan a protegernos al aumentarnos nuestra capacidad para combatir las enfermedades.
- Es fácil saber qué vacunas necesitas: solo tienes que preguntar a tu médico o farmacéutico. Ellos pueden ayudarte a saber qué necesitas y, en muchos casos, pueden proporcionártelas inmediatamente.
- El Cuestionario de Vacunas para Adultos de la CDC te ayuda a crear una lista de las vacunas que puedes necesitar en función de tu edad, condiciones de salud y otros factores.
- Recibir nuestras vacunas para adultos es como un cinturón de seguridad para nuestro sistema inmunológico: son rutinarias, nos ayudan a protegernos y siempre están ahí cuando las necesitamos.
- Únete a mí y asegúrate de que estás al día con tus vacunas; es una manera fácil de hacerse cargo de tu salud.
- Cuando estamos mejor protegidos, nuestra comunidad es más fuerte.

Por qué los adultos deben vacunarse

- ¿Sabías que... ?
  - La protección de las vacunas que recibimos de niños disminuye con el tiempo, por lo que necesitamos dosis adicionales de algunas vacunas para seguir protegidos. Algunos virus, como el de la gripe, pueden cambiar con el tiempo, por lo que necesitamos una vacuna antigripal cada año.
  - Algunas vacunas, como la del herpes zóster, se recomiendan solo para los adultos.
  - Hay algunas vacunas nuevas que nos protegen de enfermedades graves que nunca antes habíamos tenido, como la del COVID-19.
Por qué los adultos necesitan vacunarse (cont.)

- Las vacunas son especialmente importantes para las personas con enfermedades como el asma, las cardiopatías y la diabetes, porque corren un mayor riesgo de desarrollar complicaciones graves y las vacunas ayudan a reducir ese riesgo.
- Vacunarse también puede ayudar a mantener a salvo a quienes te rodean.
  - Es posible que haya miembros de tu familia que no puedan recibir ciertas vacunas debido a su edad (como los recién nacidos) o a su estado de salud.
  - Otros tienen el sistema inmunitario debilitado, por lo que, aunque se vacunen, siguen siendo más vulnerables a las enfermedades.


Cómo actuar/requisitos financieros

- Puedes obtener las vacunas para adultos en el consultorio de tu médico y, en muchos casos, en tu farmacia local.
- Muchas vacunas están cubiertas por planes de salud privados, así como por Medicare y Medicaid.
- Las vacunas de rutina para adultos también están cubiertas por TRICARE para los miembros del ejército y sus familias.

Fuente: https://www.cdc.gov/vaccines/adults/pay-for-vaccines.html

Mensajes específicos de Muévete con el alcalde

- Me he unido a mis colegas alcaldes de todo el país en la iniciativa de vacunación Muévete con el alcalde™ porque la salud y la fuerza de nuestra comunidad son muy importantes.
- Tenemos mucho de lo que estar orgullosos en nuestra comunidad y me interesa hacer todo lo posible para mantenernos sanos y fuertes.
- Si quieres saber más sobre esta importante iniciativa no partidista, visita [insertar enlace].
- Asegurarse de que todos hemos recibido nuestras vacunas rutinarias no es una cuestión política: se trata simplemente de fortalecernos a nosotros mismos, a nuestros seres queridos y a nuestras comunidades. Es por eso que alcaldes de todo este gran país forman parte de este programa, independientemente de su partido político.
Ejemplos de Publicaciones Para Redes Sociales y Gráficos

Por favor, siéntete libre de usar/adaptar los mensajes que aparecen a continuación. Puedes incluir el enlace de tu anuncio de interés público en tus publicaciones.

Gráfico: Puedes descargar la imagen aquí. Para personalizar las imágenes, ponte en contacto con tu Coordinador de Participación Comunitaria.

Pies de foto

**Pie de foto para Facebook:**
Estar completamente vacunado contra las enfermedades hace que sea más fácil y seguro hacer las cosas que nos gustan. ¿Tienes curiosidad por saber qué vacunas puedes necesitar? Responde este corto cuestionario. La mayoría de las vacunas están disponibles en tu clínica o farmacia local. Cuando estamos mejor protegidos, *Insertar nombre de la ciudad* es más fuerte.
https://www2.cdc.gov/nip/adultimmsched/

**Pie de foto para Instagram:**
Estar completamente vacunado contra las enfermedades hace que sea más fácil y seguro hacer las cosas que nos gustan. ¿Tienes curiosidad por saber qué vacunas puedes necesitar? Responde este corto cuestionario. La mayoría de las vacunas están disponibles en tu clínica o farmacia local. Cuando estamos mejor protegidos, *Insertar nombre de la ciudad* es más fuerte.
https://www2.cdc.gov/nip/adultimmsched/

**Pie de foto para Twitter:**
Estar completamente vacunado contra las enfermedades hace que sea más fácil y seguro hacer las cosas que nos gustan. Haz este test para saber qué vacunas puedes necesitar; la mayoría están disponibles en tu clínica o farmacia local.
https://www2.cdc.gov/nip/adultimmsched/
Ejemplos de Publicaciones Para Redes Sociales y Gráficos

Por favor, siéntete libre de usar/adaptar los mensajes que aparecen a continuación. Puedes incluir el enlace de tu anuncio de interés público en tus publicaciones.

Gráfico: Puedes descargar la imagen aquí. Para personalizar las imágenes, ponte en contacto con tu Coordinador de Participación Comunitaria.

Pies de foto

*Pie de foto para Facebook:* 
Nuestra comunidad ha pasado por muchas cosas en los últimos dos años y hemos aprendido cuán aterrador es cuando nuestra salud está en peligro. Protégete y asegúrate de haber recibido todas las vacunas para adultos, como la del herpes zóster, la neumonía y la tos ferina. Yo me comprometo a ponerte todas las vacunas para adultos. ¿Te unes, *Insertar nombre de la ciudad*?

*Pie de foto para Instagram:* 
Nuestra comunidad ha pasado por muchas cosas en los últimos dos años y hemos aprendido cuán aterrador es cuando nuestra salud está en peligro. Protégete y asegúrate de haber recibido todas las vacunas para adultos, como la del herpes zóster, la neumonía y la tos ferina. Yo me comprometo a ponerte todas las vacunas para adultos. ¿Te unes, *Insertar nombre de la ciudad*?

*Pie de foto para Twitter:* 
Hemos visto lo aterrador que es que nuestra salud esté en peligro. Estar al día con nuestras vacunas para adultos es la mejor manera de protegernos. Yo me comprometo a vacunarme. ¿Te unes, *Insertar nombre de la ciudad*?
Ejemplos de Publicaciones Para Redes Sociales y Gráficos

Por favor, síéntete libre de usar/adaptar los mensajes que aparecen a continuación. Puedes incluir el enlace de tu anuncio de interés público en tus publicaciones.

**Gráfico:** Puedes descargar la imagen aquí. Para personalizar las imágenes, ponte en contacto con tu Coordinador de Participación Comunitaria.

**Pies de foto**

*Pie de foto para Facebook:* Estoy muy orgulloso/a de atestiguar la forma en que nuestra comunidad ha navegado los últimos dos años. Me interesa hacer todo lo que esté en mis manos para ayudar a mantener *Insertar nombre de la ciudad* segura mientras llegamos a una nueva normalidad. Por eso, me he unido a los alcaldes de todo el país en la iniciativa de vacunación Muévete con el alcalde. Ponerte al día con tus vacunas, como la del herpes zóster, la neumonía y la tos ferina, nos ayudará a mantenernos seguros y sanos.

*Pie de foto para Instagram:* Estoy muy orgulloso/a de atestiguar la forma en que nuestra comunidad ha navegado los últimos dos años. Me interesa hacer todo lo que esté en mis manos para ayudar a mantener *Insertar nombre de la ciudad* segura mientras llegamos a una nueva normalidad. Por eso, me he unido a los alcaldes de todo el país en la iniciativa de vacunación Muévete con el alcalde. Ponerte al día con tus vacunas, como la del herpes zóster, la neumonía y la tos ferina, nos ayudará a mantenernos seguros y sanos.

*Pie de foto para Twitter:* Para ayudar a mantener la seguridad de *Insertar nombre de la ciudad*, me he unido a los alcaldes de todo el país en la iniciativa de vacunación Muévete con el alcalde. Únete a mí y asegúrate de que estás al día con tus vacunas para adultos. Responde este cuestionario para saber cuáles necesitas: https://www2.cdc.gov/nip/adultimmsched/
Ejemplos de Publicaciones Para Redes Sociales y Gráficos

Por favor, síéntete libre de usar/adaptar los mensajes que aparecen a continuación. Puedes incluir el enlace de tu anuncio de interés público en tus publicaciones.

Gráfico: Puedes descargar la imagen aquí. Para personalizar las imágenes, ponte en contacto con tu Coordinador de Participación Comunitaria.

Pies de foto

Pie de foto para Facebook:
Asegurarnos de que estamos al día con nuestras vacunas para adultos no es una cuestión política: se trata de fortalecernos a nosotros mismos, a nuestros seres queridos y a nuestras comunidades. Por eso, los alcaldes de este gran país se han unido a la iniciativa de vacunación Muévete con el alcalde. Asegúrate de estar protegido contra enfermedades graves como el herpes zóster y la neumonía. Habla con tu médico o farmacéutico sobre las vacunas que necesitas.

Pie de foto para Instagram:
Asegurarnos de que estamos al día con nuestras vacunas para adultos no es una cuestión política: se trata de fortalecernos a nosotros mismos, a nuestros seres queridos y a nuestras comunidades. Por eso, los alcaldes de este gran país se han unido a la iniciativa de vacunación Muévete con el alcalde. Asegúrate de estar protegido contra enfermedades graves como el herpes zóster y la neumonía. Habla con tu médico o farmacéutico sobre las vacunas que necesitas.

Pie de foto para Twitter:
Asegurarnos de que estamos al día con nuestras vacunas para adultos no es una cuestión política, se trata más bien de fortalecernos a nosotros mismos, a nuestros seres queridos y a nuestras comunidades. Asegúrate de estar protegido contra enfermedades como el herpes zóster y la neumonía. Pregúntale a tu médico o farmacéutico qué vacunas necesitas.
He investigado y los hechos son claros: se ha demostrado que vacunarse contra la COVID-19 reduce la gravedad de tu enfermedad si llegaras a contraerla. La vacuna es mucho más segura que contraer la COVID-19. ¿Todavía tienes preguntas? Habla con tu médico sobre cómo unirte a los más de XX millones de personas en [ESTADO] que están totalmente vacunadas. Te estás protegiendo a tí mismo, a tu familia y a tu comunidad.

Ejemplos de Publicaciones Para Redes Sociales y Gráficos

Por favor, síétete libre de usar/adaptar los mensajes que aparecen a continuación. Puedes incluir el enlace de tu anuncio de interés público en tus publicaciones.

Gráfico: Puedes descargar la imagen aquí. Para personalizar las imágenes, ponte en contacto con tu Coordinador de Participación Comunitaria.

Pies de foto

Pie de foto para Facebook:
He investigado y los hechos son claros: se ha demostrado que vacunarse contra la COVID-19 reduce la gravedad de tu enfermedad si llegaras a contraerla. La vacuna es mucho más segura que contraer la COVID-19. ¿Todavía tienes preguntas? Habla con tu médico sobre cómo unirte a los más de XX millones de personas en [ESTADO] que están totalmente vacunadas. Te estás protegiendo a tí mismo, a tu familia y a tu comunidad.

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He investigado y los hechos son claros: se ha demostrado que vacunarse contra la COVID-19 reduce la gravedad de tu enfermedad si llegaras a contraerla. La vacuna es mucho más segura que contraer la COVID-19. ¿Todavía tienes preguntas? Habla con tu médico sobre cómo unirte a los más de XX millones de personas en [ESTADO] que están totalmente vacunadas. Te estás protegiendo a tí mismo, a tu familia y a tu comunidad.

Pie de foto para Twitter:
He investigado y los hechos son claros: se ha demostrado que vacunarse contra la COVID-19 reduce la gravedad de la enfermedad si llegaras a contraerla. La vacuna es mucho más segura que contraer la COVID-19. ¿Todavía tienes dudas? Habla con tu médico.
EL ALCALDE [NOMBRE] SE UNE A LOS ALCALDES DE TODO EL PAÍS PARA CONCIENCIAR SOBRE LA NECESIDAD DE VACUNAR A LOS ADULTOS

[CIUDAD] [FECHA] - Los efectos del COVID-19 han puesto de manifiesto lo fácil que es dar por sentada nuestra salud y lo vitales que pueden ser las vacunas para protegernos de enfermedades graves. Por ello, el alcalde [NOMBRE] hace un llamado a los residentes de [CIUDAD] para que se pongan al día con sus vacunas rutinarias para adultos -para el COVID-19, pero también para enfermedades como el herpes zóster, la neumonía, el tétanos y la tos ferina- con el propósito de mantener la fortaleza de nuestra comunidad.

"La pandemia puso patas arriba muchas de nuestras rutinas habituales. Pero hemos conseguido avances sanitarios fundamentales y estamos en el camino correcto", dijo el alcalde [NOMBRE]. "Muchos de nosotros hemos tomado la decisión de protegernos a nosotros mismos y a nuestra comunidad mediante la vacunación contra la COVID-19, pero es fácil olvidarse de las demás vacunas rutinarias que pueden mantenernos sanos".

Ese fue el mensaje que el alcalde [NOMBRE] transmitió en un anuncio de interés público que acaba de grabar como parte de la iniciativa de vacunación Move with the Mayor™, un esfuerzo nacional para concienciar y animar a la gente de todo Estados Unidos a que se asegure de estar al día con sus vacunas para adultos.

"Ponernos nuestras vacunas para adultos es como llevar el cinturón de seguridad: forman parte de nuestra rutina y llevarlo puede marcar la diferencia entre una lesión que pone en peligro la vida u otra menor", dijo el alcalde [NOMBRE]. "Estoy muy orgulloso de la resistencia que ha mostrado nuestra comunidad en los últimos dos años, y este es el momento perfecto para reforzar nuestras defensas".

Por qué es necesario vacunarnos como adultos
Cada año, miles de adultos en Estados Unidos enferman y son hospitalizados por enfermedades como la neumonía, el sarampión, la tos ferina y, en los adultos mayores, la meningitis.

Los adultos necesitan vacunas por diversos motivos. En algunos casos, la protección de las vacunas infantiles disminuye con el tiempo, por lo que se necesitan dosis adicionales de algunas vacunas. En otros casos, como el de la gripe, el virus puede cambiar con frecuencia, por lo que es necesario vacunarse cada año. Otras vacunas son necesarias porque son completamente nuevas, como las de COVID-19.

Las vacunas para adultos son especialmente importantes para las personas con enfermedades como el asma, las cardiopatías y la diabetes, ya que corren un mayor riesgo de desarrollar complicaciones graves, y las vacunas ayudan a reducir ese riesgo.

Un médico o farmacéutico puede ayudar a las personas a determinar qué vacunas necesitan. Los Centros para el Control y la Prevención de Enfermedades de EE.UU. también ofrecen un cuestionario de vacunas para adultos para ayudar a las personas a identificar lo que pueden necesitar en función de su edad, condiciones de salud y otros factores.

Las vacunas para adultos están disponibles en los consultorios médicos y, en muchos casos, en las farmacias locales. Muchas están cubiertas por planes de salud privados, así como por Medicare y Medicaid.

"Vacunarse también puede ayudar a mantener a salvo a quienes nos rodean, como los bebés recién nacidos que aún no pueden vacunarse o a los seres queridos con sistemas inmunitarios debilitados", dijo el alcalde [NOMBRE].

"Pero en eso consiste formar parte de una comunidad", añadió el alcalde [NOMBRE]. "Depende de todos nosotros el protegernos unos a otros".

La iniciativa de vacunación Muévete con el alcalde™ es una campaña nacional de concienciación sobre la necesidad de ponerse al día con las vacunas rutinarias para adultos, incluida la vacuna COVID-19. La plataforma Muévete con el alcalde™ fue creada por el Foro Nacional para la Prevención de Enfermedades Cardiovasculares y Accidentes Cerebrovasculares, una organización sin ánimo de lucro.

Este proyecto del alcalde cuenta con el apoyo de los Centros para el Control y la Prevención de Enfermedades del Departamento de Salud y Servicios Humanos (HHS) de EE.UU. como parte de un premio de asistencia financiera por un total de $5,000,000, financiado en un 100% por los CDC/HHS. Los contenidos son los del autor o autores y no representan necesariamente las opiniones oficiales de los CDC/HHS o del Gobierno de los Estados Unidos, ni su respaldo.
PLANTILLA DE ARTÍCULO DE OPINIÓN PARA ALCALDES

Campaña de vacunación Muévete con el alcalde

Hemos llegado muy lejos juntos como comunidad en los últimos dos años. La pandemia del COVID-19 trajo consigo dificultades que no esperábamos: abrumó nuestros hospitales, perjudicó a nuestros negocios locales y, de forma desgarradora, se llevó muchas vidas. Pero [NOMBRE DE LA CIUDAD] se mantuvo fuerte y hay muchos signos positivos de que nos estamos recuperando. Estamos volviendo al trabajo y a la escuela. Estamos volviendo a comer fuera y a reunirnos con nuestros amigos. Cada vez estamos más sanos.

Ahora tenemos la oportunidad de hacernos cargo de nuestra salud de otras maneras.

Todos sabemos que hay que vacunarse anualmente contra la gripe y vacunarse contra el COVID-19 se está convirtiendo en una rutina. Pero hay otras vacunas rutinarias que necesitamos como adultos y que pueden ayudar a protegernos contra enfermedades graves como el herpes zóster, la neumonía y la tos ferina. No oímos hablar tanto de estas vacunas y, si eres como yo, puede que ni siquiera sepas que las necesitas como adulto.

¿Qué son estas otras vacunas y por qué las necesitamos ahora? En algunos casos, la protección de las vacunas que recibimos de niños desaparece con el tiempo, por lo que necesitamos dosis adicionales de algunas de estas para seguir protegidos. Este es el caso de enfermedades que consideramos "infantiles" y que pueden ser aún más graves en los adultos, como el sarampión y la tos ferina. En otros casos, como el de la gripe, el virus puede cambiar con el tiempo, por lo que es necesario vacunarse contra la gripe cada año. Y, por supuesto, algunas de las vacunas disponibles ahora para protegernos de enfermedades graves no existían antes, como las del COVID-19 y el herpes zóster.

Todas estas vacunas tienen una cosa importante en común: ayudan a protegernos aumentando nuestra capacidad para combatir las enfermedades. Son especialmente importantes para las personas con problemas médicos como el asma, enfermedades cardíacas y la diabetes, porque corren un mayor riesgo de desarrollar complicaciones graves. Las vacunas ayudan a reducir ese riesgo.

¿Por qué hablar de esto ahora? Porque no quiero que ni nosotros ni [NOMBRE DE LA CIUDAD] perdamos el progreso que hemos hecho al salir de estos dos últimos años difíciles. Por eso, me he unido a los alcaldes de todo el país en la iniciativa de vacunación Muévete con el alcaldeTM, con el objetivo de ayudar a nuestra comunidad a mantenerse fuerte y saludable.

Asegurarse de que todos hemos recibido nuestras vacunas rutinarias no es una cuestión política: se trata simplemente de fortalecernos a nosotros mismos, a nuestros seres queridos y a nuestras comunidades. Por eso, alcaldes de todo este gran país forman parte de la iniciativa: republicanos, demócratas e independientes, de ciudades grandes y pequeñas, rurales y urbanas.

Es fácil averiguar qué vacunas puedes necesitar: puedes preguntarte a tu médico, enfermero o farmacéutico. En muchos casos, pueden proporcionártelas inmediatamente. Muchas están cubiertas por los planes de salud privados, así como por Medicare y Medicaid. [PARA LAS COMUNIDADES MILITARES: También están cubiertas por TRICARE para los miembros del ejército y sus familias]. Gracias a esta campaña, estoy al día con mis vacunas para adultos y espero que te unas a mí en este esfuerzo.

Recibir nuestras vacunas para adultos es como un cinturón de seguridad para nuestro sistema inmunitario: son rutinarias, nos ayudan a protegernos y siempre están ahí cuando las necesitamos.

Cuando estamos protegidos, nuestra comunidad es más fuerte.
A custom engagement, tracking and dashboard system was developed using the Salesforce CRM (customer relationship management) platform in March 2022. The system facilitates engagement and tracks activity and status information for the monitoring and evaluation of the program. It is continuously adapted for the evolving program needs. Weekly extracts sent to Leavitt Partners are used in the program evaluation dashboard. The database includes cities/mayors, military installations, census data, chronic disease directors, and publicly available demographic information of the mayors (age, race, political affiliation).
Appendix C – MWTM-Vax Engagement and Tracking system (Salesforce CRM)

### Key Program / Business Functions

**Activity Tracking** (emails, calls)
- Date, time, contact, CEC/lead

**Dashboard / Reporting**
- Regular and ad-hoc reporting for program

### Key Components

- Accounts (Cities)
- Contacts
- Activities
- Opportunities
- CECs

### Weekly Evaluation Extracts

- Of all Committed Cities \( \rightarrow \) Leavitt Dashboard
MWTM™ City Fact Sheet (City Profiles)
City, State

This information is essential to establish rapport with the mayor’s office and to help you understand the mayor’s objective and agenda. This must be completed before making a first call.

Data Sources for Research
1. Official website for mayor’s office
2. Mayor’s campaign website
3. Ballotpedia
4. Google for news items about the mayor and community
5. LP County Data (link)
6. CovidActNow website for current covid data

Process
1. Look for disqualification information (please do this first)
2. If not disqualified, look for social media and Mayor’s Vaxx info in purple
3. If social media and vax info looks ok, look for the info in blue
4. Remaining information can be filled in IF the city commits to the project (anything that is not highlighted)

Summary

<table>
<thead>
<tr>
<th>Research CEC</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Date Completed</td>
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<tr>
<td>Mayor’s Name and Photo</td>
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</tr>
<tr>
<td>Active Social Media (within the last year)</td>
<td></td>
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<tr>
<td>Recommendation + Priority</td>
<td></td>
</tr>
<tr>
<td>Fun Fact</td>
<td></td>
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</table>

Basic Information

<table>
<thead>
<tr>
<th>City, County, State</th>
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<tbody>
<tr>
<td>City Population</td>
<td></td>
</tr>
<tr>
<td>Nearby Military Installation (y/n)</td>
<td></td>
</tr>
<tr>
<td>Map (show where city is located in the state)</td>
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</table>

City Information

<table>
<thead>
<tr>
<th>City Vaccination Rate</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>City Age Demographics</td>
<td></td>
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<tr>
<td>City Race/Ethnicity Demographics</td>
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County Information (from LP tool)

<table>
<thead>
<tr>
<th>County</th>
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<table>
<thead>
<tr>
<th>County Population</th>
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<tbody>
<tr>
<td>COVID Vaccination Rate</td>
<td></td>
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<tr>
<td>2018 Flu Vaccination Rate</td>
<td></td>
</tr>
<tr>
<td>Receptivity Score</td>
<td></td>
</tr>
</tbody>
</table>

### Elimination Information

| Mayor’s Vacc Status/Information |  |
| Scandals/Public Relations Issues |  |

*If yes, include links to supporting information and decide if this Mayor should be eliminated.*

### Mayor Information/Demographic

| Name |  |
| Gender |  |
| Race/Ethnicity |  |
| Languages |  |

### Term Information

| Governing, Campaigning or Exiting |  |
| Party Affiliation |  |
| Mayoral Affiliations/Organizations |  |
| Relationships with Other Mayors |  |

### Mayor's Priorities

### City Government Information

| Mayoral Structure of Power |  |
| Strong/Weak, refer to City Charter if unknown |  |
| Mayor’s Contact Info |  |
| Mayor’s Chief of Staff / City Manager |  |
| City Communications/PR Contact |  |
| Other Contacts |  |

### City Health Initiatives

| Does the City have any existing Health Initiatives? |  |
| Contact |  |

### Local Health Environment

| City COVID-19 vaccine sentiment |  |
| State COVID-19 vaccine sentiment |  |
| Existing local health initiatives? |  |

### Opinion Leader Campaign Involvement
<table>
<thead>
<tr>
<th>City/county health department</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Local pharmacy and/or physician</td>
<td></td>
</tr>
<tr>
<td>Local military installation</td>
<td></td>
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<tr>
<td>State chronic disease director</td>
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</table>

### Mayor’s Social Media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Active?</th>
<th>Link</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
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<tr>
<td>Facebook</td>
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<td>Instagram</td>
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<td>You Tube</td>
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</table>

### City Social Media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Active?</th>
<th>Link</th>
<th>Followers</th>
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<tr>
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<td>Facebook</td>
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<tr>
<td>Instagram</td>
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<tr>
<td>You Tube</td>
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</table>

### Recommendation

<table>
<thead>
<tr>
<th>Proceed?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes/No/Wait - This will be entered into the recruitment dashboard</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Priority</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Challenges</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Type of Messaging</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>What type of messaging works in this community? This is just a preliminary idea.</td>
<td></td>
</tr>
</tbody>
</table>

### Campaign Media Plan (filled in after commitment)

<table>
<thead>
<tr>
<th>Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority market? (Y/N)</td>
<td></td>
</tr>
<tr>
<td>Earned (newspaper, TV)</td>
<td></td>
</tr>
<tr>
<td>Streaming radio</td>
<td></td>
</tr>
<tr>
<td>Streaming TV</td>
<td></td>
</tr>
<tr>
<td>Movie theaters/Redbox</td>
<td></td>
</tr>
<tr>
<td>Social media/Boosted social</td>
<td></td>
</tr>
<tr>
<td>Outreach timeframe</td>
<td></td>
</tr>
</tbody>
</table>

### Resources/Notes/Other


Move with the Mayor™ Adult Vaccination Initiative
PSAs Featuring Physicians, Health Care Professionals, and Other Community Leaders

Tuskegee, AL – featuring Mayor Lawrence Tony Haygood, and Dr. Shyannon Haygood
Lauderhill, FL – Mayor Ken Thurston and Fire Chief Robert Torres
Move with the Mayor™ Adult Vaccination Initiative Website
https://www.nationalforum.org/mwtm-adultvax/

Adult Vaccination Initiative

Vaccination is key to bringing the pandemic to an end. Many people have questions when getting vaccinated. As a trusted community leader, you can take this time to learn about the safety and effectiveness of the vaccines, to help people take a fact-based approach to protecting themselves and their families. More than seven counties are taking part in the Move with the Mayor™ Vaccination Initiative to raise vaccine rates. Vaccination in all communities, including those disproportionally burdened by COVID-19.

PARTICIPATING MAYORS

RESOURCES

The National Forum is a national partner of NCIDD and is MEF supported under the HVAC Project, which is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) under CDC-R01 as part of a financial assistance award totaling $100,000.00, which HHS funds through CDC. This content is from the authors and do not necessarily represent the official views of nor endorse (CDC), or the U.S. Government.
Promoting Active Living to Improve Community Health and Strengthen Resiliency

Adopted at the 90th Annual Meeting in 2022

WHEREAS, mental health experts note that one-third of Americans are suffering from clinical depression or anxiety; and

WHEREAS, during the COVID-19 pandemic, many Americans experienced a decline in physical activity and an increase in mental health conditions such as stress, clinical depression, and anxiety disorders; and

WHEREAS, the United States Surgeon General’s Advisory, Protecting Youth Mental Health, warns, “neglecting mental health can lead to severe health conditions such as heart disease and high blood pressure,” already the leading causes of death; and

WHEREAS, exercise is considered vital for maintaining mental fitness and reducing stress and anxiety while also strengthening protections against COVID-19 and flu; and

WHEREAS, physical activity is associated with substantially lower risks of depression and anxiety; a person who exercises just half the recommended weekly amount lowers their risk for depression by 18 percent; and

WHEREAS, 80% of cardiovascular disease is preventable with a healthy lifestyle including physical activity; and

WHEREAS, local governments and mayors can play vital roles in promoting physical activity in their communities; and

WHEREAS, the Surgeon General’s Call to Action to Promote Walking and Walkable Communities reported, “The benefits of improved walkability and more people walking regularly can include making communities safer, supporting social cohesion, reducing air pollution, and benefiting local economies;” and

WHEREAS, Move with the Mayor(TM) is a national, CDC-supported, easy-to-use, free initiative that mayors across the country use to encourage active, healthy living through programs, policies, and infrastructure; and promote adult vaccinations;

NOW THEREFORE, BE IT RESOLVED that The United States Conference of Mayors urges mayors to engage members of their community to be more physically active to improve mental health and strengthen individual and community resilience, using programs such as Move with the Mayor(TM).
# Shreveport, LA

**Mayor Adrian Perkins (D)**

## City Data

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>192,035</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td>63.2% Nonwhite, 56.9% Black, 36.8% White, 2.6% Hispanic</td>
</tr>
<tr>
<td><strong>Age distribution</strong></td>
<td>&lt;18: 24.4%, &gt;18: 75.6%, &gt;65: 15.5%</td>
</tr>
<tr>
<td><strong>Urban or rural?</strong></td>
<td>Urban</td>
</tr>
<tr>
<td><strong>City “fun fact”</strong></td>
<td>Shreveport is considered “the first Nashville” and where country music started. Elvis started his career in Shreveport.</td>
</tr>
</tbody>
</table>

## Mayor Information

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>Adrian Perkins</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>Male</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td>African American</td>
</tr>
<tr>
<td><strong>Term</strong></td>
<td>Elected in 2018, up for re-election November 2022</td>
</tr>
<tr>
<td><strong>Political party affiliation</strong></td>
<td>Democrat</td>
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<tr>
<td><strong>Languages spoken</strong></td>
<td>English</td>
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</tbody>
</table>

## County Information (from LP tool)

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>County</strong></td>
<td>Caddo Parish</td>
</tr>
<tr>
<td><strong>County population</strong></td>
<td>245,831</td>
</tr>
<tr>
<td><strong>COVID-19 vaccination rate</strong></td>
<td>55.7%</td>
</tr>
<tr>
<td><strong>2018 flu vaccination rate</strong></td>
<td>44.99%</td>
</tr>
</tbody>
</table>
# Vaccine Initiative City Profile

## Local Health Environment

<table>
<thead>
<tr>
<th>Local Health Environment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City COVID-19 vaccine sentiment</td>
<td></td>
</tr>
<tr>
<td>State COVID-19 vaccine sentiment</td>
<td></td>
</tr>
<tr>
<td>Existing local health initiatives?</td>
<td></td>
</tr>
</tbody>
</table>

## Opinion Leader Campaign Involvement

<table>
<thead>
<tr>
<th>Opinion Leader Campaign Involvement</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City/county health department</td>
<td></td>
</tr>
<tr>
<td>Local pharmacy and/or physician</td>
<td></td>
</tr>
<tr>
<td>Local military installation</td>
<td></td>
</tr>
<tr>
<td>State chronic disease director</td>
<td></td>
</tr>
</tbody>
</table>

## Mayor’s Social Media

<table>
<thead>
<tr>
<th>Mayor’s Social Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter (active y/n + link + followers)</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td><a href="https://twitter.com/ShreveportMayor">Shreveport Mayor Adrian Perkins (@ShreveportMayor) / Twitter</a></td>
</tr>
<tr>
<td>Facebook (active y/n + link + followers)</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>[Shreveport Mayor Adrian Perkins</td>
</tr>
<tr>
<td>Instagram (active y/n + link + followers)</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td><a href="https://instagram.com/mayoradrianperkins">Mayor Adrian Perkins (@mayoradrianperkins) • Instagram photos and videos</a></td>
</tr>
<tr>
<td>You Tube (active y/n + link + followers)</td>
<td>None found</td>
</tr>
</tbody>
</table>

## City Social Media

<table>
<thead>
<tr>
<th>City Social Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter (active y/n + link + followers)</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td><a href="https://twitter.com/loveshreveport1">Shreveport, Louisiana (@loveshreveport1) / Twitter</a></td>
</tr>
<tr>
<td>Facebook (active y/n + link + followers)</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>[City of Shreveport Government</td>
</tr>
</tbody>
</table>
### Campaign Media Plan

<table>
<thead>
<tr>
<th>Priority market? (Y/N)</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned (newspaper, TV)</td>
<td>X</td>
</tr>
<tr>
<td>Streaming radio</td>
<td>X</td>
</tr>
<tr>
<td>Streaming TV</td>
<td></td>
</tr>
<tr>
<td>Movie theaters</td>
<td></td>
</tr>
<tr>
<td>Social media/Boosted social</td>
<td>X</td>
</tr>
<tr>
<td>Outreach timeframe</td>
<td>TBD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instagram (active y/n + link + followers)</th>
<th>None found</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Tube (active y/n + link + followers)</td>
<td>yes</td>
</tr>
<tr>
<td></td>
<td><a href="#">The City of Shreveport, LA - YouTube</a></td>
</tr>
<tr>
<td></td>
<td>785 subscribers</td>
</tr>
</tbody>
</table>