Executive Summary:

To help overcome vaccine hesitancy and support 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.

Between December 01, 2022 and January 31, 2023, the National Forum facilitated the following activities to support the Move with the Mayor™ COVID-19 Vaccination (MWTM-CV) initiative:

- **Continued activities:**
  - Engagement of senior leadership, a project management consultant (Pensivia), seven Community Engagement Coordinators, a data manager, a production assistant, a communications consultant (Laura Gordon Communications), and a physician/military consultant (The Jones Group) to meet project goals. (Exhibit A)
  - Outreach to mayors and provision of communications materials to mayors’ offices for recruitment and video creation.
  - Provided weekly data extracts/updates to evaluation partner (Leavitt Partners) to support the overall program evaluation plan.
  - Input and feedback to communications partner (Laura Gordon Communications), on video production schedule and updates to relay to media partners to facilitate successful distribution of approved PSAs.
  - Development enhancement and implementation of a tracking system (Salesforce/database) to monitor and track activity related to city identification and recruitment throughout each phase of the initiative. (Exhibit B)
  - Provided regular updates and participated in planning meetings with funders and project partners to ensure alignment of program goals and activities.

- **Updates:**
  - Obtained a video testimonial from Carson City, NV Mayor Lori Bagwell sharing how the Move with the Mayor™ vaccination initiative helped her make a positive impact on people’s lives. (Exhibit C)
  - Continued using multiple data points and prioritized/weighted criteria previously reported, to reach 742 cities identified as prospects, 715 cities assigned to Community Engagement Coordinators, 710 researched to qualify them as candidates, and 567 invited to participate in the initiative. 291 of those cities have engaged in bi-directional communication.
• Of those cities (figures are for project inception to-date):
  o 117 Cities have committed (agreed) to produce a video. Not all of these will be fulfilled.
  o 51 (44%) of the committed cities are rural (within a county designated as rural jurisdiction)
  o Committed city population percentage that is non-white:

<table>
<thead>
<tr>
<th>Non-white Pop % Range</th>
<th># of Cities</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 25%</td>
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<tr>
<td>25 – 49.9%</td>
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<tr>
<td>50 – 74.9%</td>
<td>39</td>
<td>33%</td>
</tr>
<tr>
<td>&gt; 75%</td>
<td>19</td>
<td>16%</td>
</tr>
<tr>
<td>Total</td>
<td>117</td>
<td>100%</td>
</tr>
</tbody>
</table>

• Continued to build relationships and provide support to cities throughout the recruitment, video production, and release process.
• Received videos from 78 mayors/cities, produced PSAs for 68 cities, and 63 cities had at least one element (e.g, radio, ScreenVision, or social media) launched. In this reporting period, one video (Hot Springs, AR) features a mayor who is also a local hospital administrator. The West Sacramento, CA mayor filmed PSAs with two family physicians. (Exhibit D) (See Table Sec 1.1.5 for links to videos).
• Secured the commitment from three mayors (Biloxi, MS, Cocoa Beach, FL, and Kettering, OH) who were open to approaching their communities’ respective military installation leaders to record PSAs. Received continued affirmation of commitment from Great Falls, MT mayor to pursue filming with the local military installation leader.
• As a follow up to the Morehouse Tuskegee Football Classic where four mayors filmed a joint PSA (see previous progress report), the Tuskegee Alumni Director agreed to feature video in its alumni magazine.
• Kept the initiative website up-to-date, showcasing mayors’ videos and providing resources to committed mayors and prospective participants.
Enhanced the data-driven City Profile Cards (Exhibit G) to provide snapshots of committed leaders and cities to the program team partners and funder. Sent profile cards to cities that had submitted videos for awareness and review. Received and incorporated updates from several cities.

**Exhibits**
- Exhibit A  Move with the Mayor™ Vaccination Initiative Team
- Exhibit B  Engagement and Tracking System (Salesforce CRM)
- Exhibit C  Mayor Lori Bagwell (Carson City, NV) Testimonial
- Exhibit D  PSAs Featuring Physician and Health Care Professionals, and Community Leaders
- Exhibit E  Move with the Mayor™ Vaccination Initiative – Maps
- Exhibit F  Move with the Mayor™ Vaccination Initiative Website (screenshots)
- Exhibit G  City Profile Card v3 – Fort Smith, AR
- Exhibit H  Cities with Military Bases – in Open Stages

6. **Any Challenges Encountered/Solutions:**

- **City Identification & Data Availability**
  - **Challenges**
    - Since the beginning of this project, more cities and states have opted not to report vaccination data to CDC or have changed the way they report. Data inconsistencies have become more problematic since the original identification of cities began.
  - **Solutions**

- **COVID Landscape**
  - **Challenges**
    - Communities’ priority on COVID-19 mitigation continues to decrease.
    - The Secretary of Defense rescinded the COVID-19 vaccination mandate for service members.
    - Vaccination rate data is only available at the county level. This metric is used for both targeting cities and will be used in evaluation, but it does not match the geographic scope in which we’re working. It is the best available data.
  - **Solutions**
    - Outreach efforts made by Community Engagement Coordinators to mayors emphasize the importance of being up to date on routine adult immunizations. During this reporting period, emphasizing flu vaccination.
    - Recruitment also emphasized the overall decrease in adult vaccination rates.
    - Dr. Jones advised Community Engagement Coordinators to relay that discontinuation of the military COVID-19 vaccination mandate does not necessarily present a problem. Messaging to prospects emphasized that our approach is based on science and focusing on good outcomes for military personnel and their families. And hope that their role will continue to allow them to influence those they lead to engage in good prevention measures for themselves, their fellow service members, and their families. A key tenet that has allowed the entire U.S. Military to be successful is its emphasis on training for "self-aid" and "buddy-aid." That tenet is of greater importance today and going
into the future.

- Throughout the process, mayors have been encouraged to choose and modify the scripts to resonate with their communities. Community Engagement Coordinators are trained to ask mayors about any hesitations or reason for declining participation.
- No viable and systemic solution has been found for the absence of COVID-19 vaccination rate data more granular than county level. We continue to use county level data.

- Recruitment
  - Challenges
    - As the recruitment period and flu season wind down, and an end date for the public health emergency was announced, recruitment has become more challenging.
  - Solutions
    - The National Forum team continued to update recruitment communications to mayors, including sharing links and names of peer mayors who have joined the initiative.
    - Community Engagement Coordinators shared Mayor Bagwell’s testimonial to help address hesitancies in filming.
    - To make filming videos easier and more efficient for mayors, Community Engagement Coordinators continued to offer technical support and the option to record via Zoom.
    - To keep production moving smoothly, the National Forum instituted a firm timeline for video submissions and communicated these deadlines to Mayors’ offices.

- City Fulfillment of Commitment to make Videos (Conversion Rate)
  - Challenges
    - 84 cities have submitted videos as of 1/31/2023. That equates to a 71% conversion rate out of the 117 mayors who committed to make a video. Despite committing to record PSAs, some mayors have not submitted videos after a reasonable amount of production time, no longer serving in office, competing demands, increased tension in the community around COVID-19, discomfort with being filmed or filming, and/or no longer being interested in participation.
    - Over the course of the project, some mayors have not submitted a video, even after a reasonable period of production time and reminders. Reasons include; mayor is no longer in office, health issues, competing demands of time, increased tension in the community around COVID-19, and discomfort being filmed or appearing on video. A total of seven cities were marked as “ghosted” meaning that they had become non-responsive after their initial commitment.
  - 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 and circulated.
    - Using the Salesforce platform, team members identify cities for which PSAs are outstanding and continue outreach efforts to engage the mayors/offices.
    - In the last reporting period, Community Engagement Coordinators started offering to record with the mayors via Zoom. We have now standardized this as
part of the onboarding process. More Mayors have chosen to record via Zoom in this reporting period.

- The strategy to raise the number of mayors recruited proved to be successful. Although we have maintained a consistent conversion rate throughout the project, there were enough cities recruited for the project to account for the rate of attrition.

- Messaging & Media
  - Challenges
    - Despite simplifying our earned media offering to mayors to focus on drafting and submitting op-eds to their local newspapers, mayors indicated little interest in this offer.
    - Flooding in West Sacramento, CA, resulted in a brief pause in advertising to be sensitive to the community’s needs and be mindful of media spend.
  - Solutions
    - Given the lack of interest from most mayors in earned media (op-ed drafting and submission), we stopped offering this service in mid-December, and provided mayors with an op-ed template that they can quickly tailor, and redirected resources to social media posts/ads.

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 works closely with the NACDD and 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. (With project extension, the PPO and AO have been updated to 84)

Strategy: Communication and Information Technology

<table>
<thead>
<tr>
<th>Work plan Strategies/ Activities</th>
<th>Outputs/ performance measures</th>
<th>Evaluation/ Data Source</th>
<th>Updates as of 01/31/2023</th>
</tr>
</thead>
</table>
| 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.) | As of 01/31/2023, of the 742 cities identified, 715 were assigned to Community Engagement Coordinators, 710 were researched to ensure they were qualified candidates; and of those, 567 were invited to participate in the initiative. 291 of those cities engaged (meaning there was bi-directional communication). Of those cities:
  - 117 Cities committed (agreed) to produce a video
  - 51 (44%) of the committed cities are rural (within a county designated as rural jurisdiction) |
| 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) | |

City population percentage that is non-white:

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</tr>
<tr>
<td>Total</td>
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<td>100%</td>
</tr>
</tbody>
</table>
82 new cities were identified in December and January in one final push for recruitment. These cities were identified using the following factors:

- Population above 6,000.
- Vax rate at 65% or lower

States that did not have any participating cities were given priority for recruitment.

Continued to cross reference military information when reviewing prospective cities.

Additionally, two representatives from the National Forum’s team (Jen Childress, Director of Programs and Karenthia Barber, Community Engagement Coordinator) participated in the mid-January US Conference of Mayors Annual Meeting and were successful in recruiting mayors to the initiative and strengthening the commitment of participating mayors.

| Activity 1.1.3: Identify locations of military installations. | 1.1.3 # of military installations identified | 1.1.3 Military installations website | As of 01/31/2023, 46 cities that have an associated military base have been invited to the Vax program. Mayors from 15 of those cities have committed to produce a PSA – two of them in collaboration with the military base:

- One PSA (Fort Smith – AR) features a military leader (Ebbing Air National Guard)
- Great Falls, MT – has also committed (Malmstrom Air Force)

See (Exhibit H – Cities with Military Bases – in Open Stages)

Three additional mayors committed to participating in the initiative and expressed interest in filming with their respective military installation leaders. |
| 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 | The National Forum worked with Laura Gordon and John Patton to identify the states in which mayors have completed the project to date. Five states representing the greatest number of mayors participating were selected. NACDD is connecting with the respective State Chronic Disease Directors in those states to raise awareness of the project, and shared links to the videos. |
| Activity 1.1.5: Identify physicians. | 1.1.5 # of physicians | 1.1.5 AAFP | The following videos feature healthcare professionals and/or community leaders: (Exhibit D)  
- Hot Springs, AR - the Mayor also serves as a Hospital Administrator (Videos 1 & 2)  
- West Sacramento, CA PSAs feature two different family physicians – English versions (1 & 2) and Spanish version. |
| 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 | The custom tracking database and dashboard system initially developed in March of 2022 using Salesforce CRM (customer relationship management) has continued to evolve. Its primary purpose is to facilitate engagement with mayors and to track information for the evaluation of this project. In this reporting period (Dec2022 – Jan2023) the following were added or enhanced:  
- Mayor term information expanded |
- Enhanced methods for tracking change of mayors
- Dashboard enhancements to manage funnel
- Quality Control enhancements integrated into workflow tools – further improving data consistency for operations and evaluation.
- Ongoing weekly data extracts provided to Leavitt for use in dashboards and evaluation.

---

**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.**

**Outcome Measure 1**

Great Falls, MT joined the MWTM initiative 11/22/2022 and committed to record a video with military leadership by the end of January 2023. In communications in late January, raised potential setback due to dropping of the COVID-19 vaccination mandate. But, remained committed to pursuing the opportunity.

Three new cities near military based committed to participate in the initiative and expressed interest in and openness to approaching military installation leaders to film joint PSAs:

- Biloxi, MS
- Cocoa Beach, FL
- Kettering, OH

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.

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<table>
<thead>
<tr>
<th>Work plan Strategies/Activities</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Activity 2.0: Develop a comprehensive communications approach working with U.S. mayors</td>
<td>2.0 Approach developed</td>
<td>Communications plan</td>
<td>Developed content remains the same as in previous progress report.</td>
</tr>
</tbody>
</table>
and leadership at military installations to promote adult immunization messages for priority populations.

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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</tr>
</thead>
<tbody>
<tr>
<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>We continued with core messaging, focusing on themes such as the fact that many people may not realize there are routine adult vaccinations they may need; that getting vaccinated helps protect you against getting sick; and that getting vaccinated helps protect your family members and keeps your community safer &amp; stronger. We also explored use of the &quot;tripledemic&quot; messaging as cases of flu and RSV began to rise, but a topline social media analysis showed that when posts with this term generated public responses, they were often negative/cynical. As a result, we decided against using the tripledemic as a news/messaging hook.</td>
</tr>
<tr>
<td></td>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
<td></td>
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</table>

Our team of media partners (CBS & Zest for social media, iHeart radio for streaming radio ads, and ScreenVision for movie-theater ads) continued to target their ad placements by zip code in all markets, including zip codes in military markets where military-installation families reside. Social media ads also are targeted to Hispanic, Spanish-speaking, and Black populations in markets where these populations are especially prevalent.

CBS, iHeart Radio and ScreenVision completed their work on Dec. 31, 2022. Zest Social Media Solutions will continue with social media ads through the end of the contract.

To meet the goal of having each social media ad run for 6-8 weeks, and maximizing exposure to communities, the National Forum developed timelines for video submission, editing and approval so that ads can all start by 3/1/23.
3.1.3 60 cities recruited (at least 1/3 (20) representing rural and/or small jurisdictions) racial & ethnic diversity mayors, military installation leaders, physicians filming PSAs in markets that meet CDC criteria

<table>
<thead>
<tr>
<th>3.1.3 Community coordinator activity tracker, social media metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have exceeded our goal and have 117 committed cities as of 01/31/2023. These include: 51 rural cities (44%) City population percentage that is non-white:</td>
</tr>
<tr>
<td>Non-white Pop % Range</td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>&lt; 25%</td>
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<tr>
<td>&gt; 75%</td>
</tr>
<tr>
<td>Total</td>
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</tbody>
</table>

2 cities filmed with health care professionals

3.1.4 At least 35% of cities using Communications Toolkit for mayors, leaders of military installations, & physicians

<table>
<thead>
<tr>
<th>3.1.4 Community coordinator activity tracker, social media metrics, post participant survey (would be created as part of activity 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No new update since last progress report. As previously reported:</td>
</tr>
<tr>
<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>
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3.1.5 Social media calendar and content

<table>
<thead>
<tr>
<th>3.1.5 Social media metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>The National Forum provides regular data feeds (operational and evaluation) to Leavitt Partners – which includes data from the media partners on social media plans, status and metrics. Leavitt Partners incorporate these into an overall project dashboard.</td>
</tr>
</tbody>
</table>
The National Forum team has also agreed to leverage the reporting infrastructure (originally implemented for the city profile cards) to provide each city/mayor with a Media Campaign results report – based on a report layout provided by Leavitt Partners. These will be distributed at the end of the program.

| 3.1.6 Mayor, military installation commander, & physician op-eds | 3.1.6 Earned media metrics | No response received from mayors on earned media and op-ed offerings. |

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Activity 4.0 (NACDD): Develop and implement an evaluation plan to track and assess the impact of the communications campaign/messages.</td>
<td></td>
<td></td>
<td>The National Forum continues to participate 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: __$1,742,266.00_____________
   Amount Paid to Date: __$926,885.11_____________
   Balance: __$815,380.89_______________________
Move with the Mayor™ Vaccination Initiative
National Forum for Heart Disease & Stroke Prevention Team

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.

John Clymer
Executive Director

Julie Harvill
Director of Operations

Jen Childress
Director of Programs

John Bartkus
Pensivia Consulting

Chelanna O’Brian
Community Engagement Coordinator Lead

Karethnia Barber
Community Engagement Coordinator

Jasmine Manglinong
Community Engagement Coordinator

Michelle Snyder
Community Engagement Coordinator
Exhibit B – MWTM-Vax Engagement and Tracking system (Salesforce CRM)

The custom tracking database and dashboard system initially developed in March of 2022 using Salesforce CRM (customer relationship management) has continued to evolve. Its primary purpose is to facilitate engagement with mayors and to track information for the evaluation of this project. In this reporting period (Dec2022 – Jan2023) the following capabilities were added or enhanced:

Key Program / Business Functions

<table>
<thead>
<tr>
<th>Account Management (Cities, Counties, Partners)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• City Details and Status, CEC Assignment</td>
</tr>
<tr>
<td>• City Demographics (Census data)</td>
</tr>
<tr>
<td>• City Interesting Facts</td>
</tr>
<tr>
<td>• Military base (branches, authority, Census data, relationship to Cities)</td>
</tr>
<tr>
<td>• City social media platforms</td>
</tr>
<tr>
<td>• Fact Sheet Info enhanced for City Profile Cards</td>
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</tbody>
</table>

Centralized – Source of Truth

<table>
<thead>
<tr>
<th>Contact Management (Mayors, City leaders, ...)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Contact Details and Status</td>
</tr>
<tr>
<td>• Contact Demographics (publicly available)</td>
</tr>
<tr>
<td>• Military experience</td>
</tr>
<tr>
<td>• Method of tracking the change of Mayors</td>
</tr>
<tr>
<td>• Mayor social media platforms</td>
</tr>
<tr>
<td>• Term and Birth Information validation</td>
</tr>
<tr>
<td>• Quality Control reporting/enhancements</td>
</tr>
</tbody>
</table>

Opportunity Management (Recruiting/Videos)

• Status and Next Steps in process – which feed Program Dashboard
• Real-time guidance at each stage of workflow
• Profile Card Review tracking w/ Cities
• Real-time Quality Control to ensure capturing the right data at the right time – feeds QC Reporting
Exhibit B – MWTM-Vax Engagement and Tracking system (Salesforce CRM)

### Key Program / Business Functions

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

**Centralized – Source of Truth**

### Dashboards / Reporting

- Regular and ad-hoc reporting for program
- Quality Control Reporting & processes to improve data consistency for operations and evaluation
- Analytics tools connected to Salesforce to better support regular and ad-hoc reporting needs

### Key Components

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

### Weekly Evaluation Extracts

- Of all Committed Cities → Leavitt Dashboard
- Agreed data changes as needed for evaluation
Carson City, NV – The National Forum for Heart Disease and Stroke Prevention obtained a video testimonial from Mayor Lori Bagwell sharing how the Move with the Mayor™ vaccination initiative helped her make a positive impact on people’s lives.

“I was super hesitant to do a video on taking your vaccines, things of that nature. But I went ahead and did it, and yesterday, I was going through a drive-thru at Starbucks that doesn’t even know I’m the mayor. And the young man that handed me my drink said, ‘You’re our mayor, and I went and got my flu shot because you told me to.’ And I have to admit, it showed you how a simple statement or a simple thing that you can have impact.”
Move with the Mayor™ Adult Vaccination Initiative
PSAs Featuring Physicians, Health Care Professionals, and Other Community Leaders

West Sacramento, CA – featuring Mayor Martha Guerrero and Family Doctors, Suzanne Eidson-Ton, MD (English versions (1 & 2)) and Betza Kunkel, MD (Spanish version).

Vaccines help keep us healthy

Hay otras vacunas que los adultos necesitamos
Hot Springs, AR – In addition to serving as Mayor, Pat McCabe, also serves as a Hospital Administrator (Videos 1 & 2).
Move with the Mayor™ Vaccination Initiative

Exhibit D – Map of Cities Invited

568 Cities Invited

319 Rural (56%)
Exhibit D – Map of Cities Committed

Move with the Mayor™ Vaccination Initiative

117 Cities Committed

- 51 Rural (44%)
- 61 Democrat (52%)
- 06 Independent (5%)
- 16 Non-partisan (14%)
- 16 Republican (14%)
- 18 Unknown (15%)
Move with the Mayor TM Adult Vaccination Initiative

Website

https://www.nationalforum.org/mwtm-adultvax

Vaccination is key to bringing the pandemic to an end. Many people have questions about getting vaccinated. As trusted community leaders, mayors can share the facts about the safety and effectiveness of the vaccines, to help people take a fact-based approach to protecting themselves and their families. Mayors across the country are taking part in the Move with the Mayor™ Vaccination Initiative to raise receptivity to vaccination in all communities, including those disproportionately burdened by COVID-19.

PARTICIPATING MAYORS

Andre Dickens
Atlanta, GA
FSA 1 FSA 2

Sharon Weston Broome
Baton Rouge, LA
FSA 1 FSA 2

Andrew Ginther
Columbus, OH
FSA 1 FSA 2

E. Kent Smoli
Dodge City, KS
FSA 1

Flora H. Braly
Andrews, TX
FSA 1 ENGLISH
FSA 1 SPANISH

Bill Rawls Jr.
Brownsville, TN
FSA 1 SPANISH

Frank Reaves Jr.
Culpeper, VA
FSA 1 FSA 2

Rochelle Robinson
Douglasville, GA
FSA 1

Mike Coffman
Aurora, CO
FSA 1 ENGLISH
FSA 1 SPANISH

Lori Bagwell
Denver City, NV
FSA 1 TESTIMONIAL

Jeffrey J. Mims, Jr.
Cayce, SC
FSA 1

Joseph V. Schember
Ft. Bragg, GA
FSA 1

B. H. "Skip" Henderson III
Columbia, GA

Michael Handcock
Pine Bluff, AR

Jack Tilbs Jr.
Eufala, AL

PARTICIPATING MAYORS

Ed Johnson
Fort Smith, AR
FSA 1 FSA 2

Angelnye Butler
Fort Smith, AR
FSA 2 WITH COLONEL CENTER

Errick D. Simmons
Greenville, MS
FSA 1 FSA 2

Timothy McDonough
Hope, NJ
FSA 1 FSA 2

Christina Muryn
Ft. Worth, TX
FSA 1 FSA 2

George McGill
Fort Smith, AR
FSA 1 FSA 2 WITH COLONEL CENTER

Billy Hewes
Gulfport, MS
FSA 1 FSA 2

Steve Williams
Huntsville, AL
FSA 1 FSA 2

Andrew Betterton
Florence, AL
FSA 1 FSA 2

Lily Mei
Freemont, CA
FSA 1 FSA 2 MANDARIN FSA 1 FSA 2

Mayor Rodney Craig
Hanover Park, IL
FSA 1 FSA 2

Chokwe Lumumba
Jackson, MS
FSA 1 FSA 2

Acquanetta Warren
Fontana, CA
FSA 1

Chodri Khokhar
Grande Prairie, IL
FSA 2

Luke Bronin
Hartford, CT
FSA 1

Ken Miyagishima
Las Cruces, NM
FSA 1 FSA 2
PARTICIPATING MAYORS

Ken Thurston  
Louisville, KY
PSA 1  PSA 2

Will Hill  
Montgomery, AL
PSA 1  PSA 2

Steven Reed  
Morgantown, NC
PSA 1  PSA 2

Trey Dykes  
Newport, TN
PSA 1  PSA 2

James T. Willis  
Laurinburg, NC
PSA 1  PSA 2

Nikkyan Knapper  
McAlester, OK
PSA 1  PSA 2

Ronnie Thompson  
Morgantown, NC
PSA 1  PSA 2

Glenn A. Johnson  
Pulman, WA
PSA 1  PSA 2

Jason Hayes  
Lexington, NC
PSA 1  PSA 2

John Browne  
McAlester, OK
PSA 1  PSA 2

Celina Benitez  
Mount Rainier, MD
PSA 1  PSA 2

Levar Stoney  
Richmond, VA
PSA 1  PSA 2

Frank Scott Jr.  
Little Rock, AR
PSA 1  PSA 2

Rick Nelson  
Modesto, CA
PSA 1  PSA 2

LaToya Cantrell  
New Orleans, LA
PSA 1  PSA 2

Evelyn Wynn-Dixon  
Rivertowne, SC
PSA 1  PSA 2

Kim Norton  
Rochester, MN
PSA 1  PSA 2

James Perkins  
Selma, AL
PSA 1  PSA 2

Anthony S. Ford  
Stockbridge, GA
PSA 1  PSA 2

Lawrence Haygood  
Tuskegee, AL
PSA 1  PSA 2

Bryan K. Barnett  
Rochester Hills, MI
PSA 1  PSA 2

Greg Turnbow  
Spokane, WA
PSA 1  PSA 2

Catherine Cercene  
Struthers, OH
PSA 1  PSA 2

Scott James  
Statesboro, GA
PSA 1  PSA 2

Karen Alexander  
Salt Lake City, UT
PSA 1  PSA 2  SORASHI

Jerome Rice  
Spartanburg, SC
PSA 1  PSA 2

Doyle Lowe  
Stevens Point, WI
PSA 1  PSA 2

Quentin Hart  
Yanceyville, NC
PSA 1  PSA 2

Van R. Johnson II  
Savannah, GA
PSA 1  PSA 2

Jonathan M. McCallister  
Statesboro, GA
PSA 1  PSA 2

Victoria Woodards  
Tacoma, WA
PSA 1  PSA 2

Gary Caldwell  
Waynesville, NC
PSA 1  PSA 2

Anthony S. Ford  
Stockbridge, GA
PSA 1  PSA 2

Lawrence Haygood  
Tuskegee, AL
PSA 1  PSA 2

Shari Cantor  
West Hartford, CT
PSA 1  PSA 2

Jamael Tito Brown  
Youngstown, OH
PSA 1  PSA 2

Catherine Cercene  
Struthers, OH
PSA 1  PSA 2

Scott James  
Valdosta, GA
PSA 1  PSA 2

Martha Guerrero  
West Sacramento, CA
PSA 1  PSA 2

Doyle Lowe  
Waterloo, IA
PSA 1  PSA 2

Quentin Hart, Jr.  
Wichita Falls, TX
PSA 1  PSA 2

Victoria Woodards  
Tacoma, WA
PSA 1  PSA 2

Gary Caldwell  
Waynesville, NC
PSA 1  PSA 2

Michael Helfrich  
York, PA
PSA 1  PSA 2
Morehouse-Tuskegee Classic PSAs
CHECK OUT THE VIDEOS FROM THE MOREHOUSE-TUSKEGEE CLASSIC '23 GAME!

Below is a sample social media post for your use/adaptation when sharing the videos:

Making a Positive Impact with Move with the Mayor
LISTEN TO A TESTIMONIAL FROM A PARTICIPATING MAYOR!

RESOURCES

Move with the Mayor Vaccination Initiative Toolkit – English
Move with the Mayor Vaccination Initiative Toolkit – Spanish
Move with the Mayor Vaccination Social Media
CDC COVID-19 Vaccine Messaging Toolkit

Resources Foundation – Language That Works Infographics
Bloomberg UICM COVID-19 Vaccine Toolkit

We Can Do This Campaign

CONTACT US FOR MORE INFO

The National Pork is the national partner of COVID-19 and to 2023 supported under the Mayor’s Program which is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Service (HHS) under CDC 03, as part of the overall activities funded under Contract No. 2020-CC-830104-0001Y1, CDC, 2020. The contents are those of the author(s) and do not necessarily represent the official views of, or endorsement by, CDC, HHS, or the U.S. Government.
City Profile Cards – including demographics, social media presence, mayor information, and interesting facts about each city - are available for all cities that committed to doing a vaccination video.

In this reporting period (Dec2022 – Jan2023) the data driven profile cards evolved – specifically from feedback provided by cities/mayors. The process helped qualify and cleanse information about the mayors (terms, political affiliation) and city facts. Data citations were also added for the census information.

Completed profile cards are shared with the MWTM-Vax project team partners and funders on the National Forum’s website – using a non-published page since the profile cards are not intended for wider distribution.

https://www.nationalforum.org/mwtm-city-profile-cards/

Example: Fort Smith, AR city profile card
Exhibit G – City Profile Cards v3 – featuring Fort Smith, AR

Fort Smith, AR
Mayor George McGill (D)

City Information

<table>
<thead>
<tr>
<th>City - State</th>
<th>Fort Smith - AR</th>
<th>Race / Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>87,743</td>
<td>Hispanic or Latino: 19.5%</td>
</tr>
<tr>
<td>Source: 2019 Census ACS</td>
<td></td>
<td>Black or African American: 9.4%</td>
</tr>
<tr>
<td></td>
<td>Syr DP05</td>
<td>American Indian AK Native: 1.0%</td>
</tr>
<tr>
<td>Age Distribution</td>
<td></td>
<td>Asian: 6.2%</td>
</tr>
<tr>
<td>&lt;18: 24.2%</td>
<td></td>
<td>Native Hawaiian Pacific Island: 0.0%</td>
</tr>
<tr>
<td>&gt;=18: 75.8%</td>
<td></td>
<td>Other - 2 Or More Race: 4.3%</td>
</tr>
<tr>
<td>&gt;=65: 14.7%</td>
<td></td>
<td>Other - 1 Race: 0.2%</td>
</tr>
<tr>
<td>Median Age: 36.5</td>
<td></td>
<td>White: 59.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-White: 40.6%</td>
</tr>
</tbody>
</table>

Military Installation (if any)
Ebbing Air National Guard

Interesting Fact for City
Old Fort Days Rodeo - Fort Smith’s annual Old Fort Days Rodeo and Barrel-Racing Futurity offers nearly ten days of Wild West activities. It has been held every May since the mid-1930s.

Mayor or City Leader Information

<table>
<thead>
<tr>
<th>Role</th>
<th>Mayor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>George McGill</td>
</tr>
<tr>
<td>Political Affiliation</td>
<td>Democrat</td>
</tr>
<tr>
<td>Term Information</td>
<td>Term ends: 8/15/2026</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>Black or African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
</tr>
<tr>
<td>Military Experience</td>
<td>None Identified</td>
</tr>
</tbody>
</table>

County and State Information

<table>
<thead>
<tr>
<th>County</th>
<th>Sebastian County</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Population</td>
<td>127,591</td>
</tr>
<tr>
<td>Covid Vax Rate</td>
<td>55.9%</td>
</tr>
</tbody>
</table>

| Non-White Pop    | 30.4%             |
| Rural Jurisdiction | No               |

State Chronic Disease Director: Bala Simon, Arkansas Department of Health

Updated: 02/08/2023
**Fort Smith, AR**

**Mayor George McGill (D)**

### Mayor Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Status</th>
<th>Followers</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Inactive</td>
<td>52</td>
<td><a href="https://twitter.com/MayorMcgill">https://twitter.com/MayorMcgill</a></td>
</tr>
<tr>
<td>Facebook</td>
<td>Active</td>
<td>5,7K</td>
<td><a href="https://www.facebook.com/MayorMcGill/">https://www.facebook.com/MayorMcGill/</a></td>
</tr>
<tr>
<td>Instagram</td>
<td>Inactive</td>
<td>1K</td>
<td><a href="https://www.instagram.com/mayormcgill/?hl=en">https://www.instagram.com/mayormcgill/?hl=en</a></td>
</tr>
<tr>
<td>YouTube</td>
<td>None Found</td>
<td></td>
<td></td>
</tr>
<tr>
<td>as of</td>
<td>09/21/2022</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### City Social Media

<table>
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<th>Platform</th>
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<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Active</td>
<td>6K</td>
<td><a href="https://twitter.com/ftsmithark?lang=en">https://twitter.com/ftsmithark?lang=en</a></td>
</tr>
<tr>
<td>Facebook</td>
<td>Active</td>
<td>26K</td>
<td><a href="https://www.facebook.com/FTSmithAR/">https://www.facebook.com/FTSmithAR/</a></td>
</tr>
<tr>
<td>Instagram</td>
<td>Active</td>
<td>3.3K</td>
<td><a href="https://www.instagram.com/fortsmithar/?hl=en">https://www.instagram.com/fortsmithar/?hl=en</a></td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>as of</td>
<td>09/21/2022</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### MWTM-Vax Campaign Video Information

- **# of Videos:**
- **Language(s):** English
- **Roles Featured:** Mayor; Military Leader(s); Healthcare Professional(s)
- **Outreach timeframe:**
  - CBS Channel 5 Interview ran: Sept. 28
  - Social media: Sept. 28-Oct. 26/Oct. 31-Nov. 29
  - Streaming radio: Sept. 27-Nov. 15

**Updated: 02/08/2023**
Engagement

- Identified additional military installations NF bridges mayor’s office and military base
- Focused The Jones Group to facilitate on introductions and engagement with military leadership
- Mayors of 15 of these cities have committed to do a PSA. Seven of these City campaigns have already run.

- One PSA (Fort Smith – AR) features a military leader (Ebbing Air National Guard)
- Great Falls, MT – has also committed (Malmstrom Air Force)
- Leverage Fort Smith and Ebbing Air National Guard PSA in recruitment efforts