Appendix B – National Forum NACDD Progress Report

1. Vendor Name: National Forum for Heart Disease and Stroke Prevention
2. NACDD Finance Code: 279-1400-4
3. NACDD Contract #: 220220
4. Reporting Period: February 01, 2023 – February 28, 2023
5. Submission date: July 11, 2023

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 February 1-28, 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), six 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.
  - Weekly data extracts/uploads provided 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)
  - Regular updates and participation in planning meetings with funders and project partners to ensure alignment of program goals and activities.
  - Relationship building and support provided to cities throughout the recruitment, video production, and release process.
  - Distribution of and updates made to City Profile Cards (Exhibit F).
• Updates:
  o Dr. Jones participated (virtually) in the February 27th Greenbelt, MD City Council meeting during which Mayor Emmett Jordan issued a proclamation recognizing February as Heart Month. Dr. Jones shared information on the importance of promoting cardiovascular health (including routine adult immunization), and the increased risk for cardiovascular disease among African Americans and actions community members and elected officials could take to reduce those risks. Dr. Jones recognized Mayor Jordan for his involvement in the Move with the Mayor™ Vaccination Initiative. Mayor Jordan’s vaccination PSA was shown during the meeting.
  o Provided data to NACDD in developing a poster presented February 2nd highlighting program impact.
  o Total number of cities reached (figures are for project inception to date):
    ▪ 740 cities identified as prospects, 713 cities assigned to Community Engagement Coordinators, 711 researched for qualification, and 564 invited to participate in the initiative. 304 of those cities have engaged in bi-directional communication.

• Of those cities (figures are for project inception to date):
  o 120 Cities have committed (agreed) to produce a video. Not all of these will be fulfilled.
  o 52 (43%) of the committed cities are rural (within a county designated as rural jurisdiction)
• Received videos from 85 mayors/cities, finished production of PSAs for 80 cities, and launched at least one element (e.g., social media, radio, or ScreenVision).
• In this reporting period, one video (Riverdale, GA) features a mayor who is also a Doctorate of public health (See Table Sec 1.1.5 or Exhibit C for links to videos).
• Began discussing tasks required to support Leavitt Partners’ evaluation and project finalization.

Exhibits
• Exhibit A Move with the Mayor™ Vaccination Initiative Team
• Exhibit B Engagement and Tracking System
• Exhibit C PSAs Featuring HCPs or Other Community Leaders
• Exhibit D Move with the Mayor™ Vaccination Initiative – Maps
• Exhibit E Move with the Mayor™ Vaccination Initiative Website
• Exhibit F City Profile Card v3
• Exhibit G Cities with Military Bases – in Open Stages

6. Any Challenges Encountered/Solutions:
• Recruitment
  o Challenges
    ▪ During this period, we increased efforts to foster partnerships between Base Commanders and local mayors to convey messages. However, these efforts resulted in fewer positive responses than anticipated, primarily due to the recent change in the Department of Defense (DoD) policy, which no longer mandates COVID vaccine administration. This change in requirements happened to coincide with heightened operational readiness demands.
    ▪ Due to possible spy balloon activities and increased security measures, Malmstrom and Patrick Air Force Bases could not record in February as originally planned.
    ▪ 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.
  o Solutions
    ▪ As reported in the previous period, Community Engagement Coordinators relayed messaging provided by Dr. Jones 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 focuses 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.

- To keep production moving smoothly, the National Forum instituted a firm timeline for video submissions and communicated these deadlines to Mayors’ offices.
  - We extended the time to submit a video for cities attempting to coordinate recording a video with a military base.
- 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 (Carson City, NV) 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.

- **Messaging & Media**
  - **Challenges**
    - Despite our simplified focus on drafting and submitting op-eds to local newspapers, mayors indicated little interest in this offer in February.
    - Allocating media budgets became challenging, as we needed to ensure funds would be available to support cities that submitted videos close to the deadline. Although mayors had committed to submitting their videos, a guarantee of exact submission dates could not be predicted due to the variability of mayors’ schedules and competing demands.
  - **Solutions**
    - We continue to offer a tailored op-ed to cities but put most effort toward securing outstanding mayor videos.
    - Created a prediction list that was updated weekly based on known factors for each city and mayor to ensure that media partners could re-evaluate budget allocation and placement as campaigns ended and new videos were approved. The key to this process is having a good relationship with city staff and mayors, to ensure timely communication about the status or assistance needed.
    - To facilitate timely filming of the PSAs and meet time constraints, Community Engagement Coordinators more frequently provided Zoom recordings as an option to cities.
    - Media partners carefully evaluated the size of each city to determine the proportionate distribution of funds.
• **City Identification & Data Availability**
  o 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. As a result, data inconsistencies have become more problematic since the original identification of cities began.

  o Solutions
  ▪ No viable and systemic solution has been found for the absence of COVID-19 vaccination rate data more granular than the county level. Therefore, we continue to use county-level data.
    • Although not all the data we would like is available, we have chosen consistent data sets to ensure that all measured results are evaluated with the same data points, primarily county-level data. If a dataset does not contain data for all counties, then it would be excluded.

• **COVID Landscape**
  o Challenges
  ▪ Communities’ priority on COVID-19 mitigation continues to decrease.

  o Solutions
  ▪ Outreach efforts made by Community Engagement Coordinators to mayors emphasize the importance of being current on routine adult immunizations.
  ▪ Mayors have been encouraged to choose and modify the scripts to resonate with their communities throughout the process. In addition, Community Engagement Coordinators are trained to ask mayors about any hesitations or reasons for declining participation.

• **City Fulfillment of Commitment to Make Videos (Conversion Rate)**
  o Challenges
  ▪ 85 cities have submitted videos as of 2/28/2023. That equates to a 70% conversion rate out of the 120 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.

  ▪ Throughout the project, some mayors have not submitted a video, even after a reasonable period of production time and reminders. Reasons
include; the 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. Seven cities were marked as “ghosted,” meaning they had become non-responsive after their initial commitment.

- **Solutions**
  - To account for natural attrition, the National Forum team is targeting submission of at least 90 videos to ensure meeting the goal of 86 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.
  - Community Engagement Coordinators continue to record with the mayors via Zoom. We have now standardized this as part of the onboarding process.
  - The strategy to raise the number of mayors recruited proved to be successful, and there was an increase in mayors joining the program at the end of the recruiting period.

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):**

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**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 U.S. Mayors and U.S. 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 (A.O.): By July 31, 2022, increase the number of mayors and military installations participating from 0 to 60*. (With project extension, the PPO and A.O. have been updated to 84)

<table>
<thead>
<tr>
<th>Strategy: Communication and Information Technology</th>
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<tbody>
<tr>
<td><strong>Work plan Strategies/ Activities</strong></td>
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</tbody>
</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 02/28/2023, of the 740 cities identified, 713 were assigned to Community Engagement Coordinators, 711 were researched to ensure they were qualified candidates, and 564 were invited to participate in the initiative. 304 of those cities engaged (meaning there was bi-directional communication). Of those cities:
- 120 Cities have committed (agreed) to produce a video. Not all of these will be fulfilled.
- 52 (43%) 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 | No new cities were identified for addition to the recruitment list in February. Our recruiting efforts primarily targeted securing commitments from cities |
| Activity 1.1.2: Review current federally funded communities for | 1.1.2 # Of communities identified | 1.1.2 Reducing disparities in | |

<table>
<thead>
<tr>
<th>prospective cities to add to recruitment list.</th>
<th>immunization partner roster, RFP recipients (heart disease &amp; stroke; C-19 immunization)</th>
<th>that were already engaged but had not yet made a formal commitment.</th>
</tr>
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<tbody>
<tr>
<td><strong>Activity 1.1.3: Identify locations of military installations.</strong></td>
<td>1.1.3 # of military installations identified</td>
<td><strong>1.1.3 Military installations website</strong> During this period, we increased efforts to foster partnerships between Base Commanders and local mayors to convey messages. However, these efforts resulted in fewer positive responses than anticipated, primarily due to the recent change in the Department of Defense (DoD) policy, which no longer mandates COVID vaccine administration. This change in requirements happened to coincide with heightened operational readiness demands.</td>
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<td><strong>Activity 1.1.4: Review current federally funded communities for alignment, recruitment and engagement with state Chronic Disease Directors.</strong></td>
<td>1.1.4 # of state chronic disease directors identified &amp; engaged</td>
<td><strong>1.1.4 NACDD</strong> No update for this reporting period.</td>
</tr>
</tbody>
</table>
| **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 C)  
  - Riverdale, GA. The Mayor holds a doctorate in Public Health. Videos 1 and 2. |
| Activity 1.1.6: Create a crosswalk of cities/mayors, military installations, chronic disease directors 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 (February 2023), the following were added or enhanced:
- Ongoing weekly data extracts provided to Leavitt for use in dashboards and evaluation

<p>| 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 | | | 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. |</p>
<table>
<thead>
<tr>
<th>Work plan Strategies/Activities</th>
<th>Outputs/Performance measures</th>
<th>Evaluation/Data Source</th>
<th>Updates as of 02/28/2023</th>
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<tbody>
<tr>
<td>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.</td>
<td>2.0 Approach developed</td>
<td>Communications plan</td>
<td>Developed content remains the same as in previous progress report.</td>
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<tr>
<td>Develop a crosswalk of messaging strategies</td>
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<tr>
<td>Develop a crosswalk of communications channels</td>
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<tr>
<td>Mayors’ local communities and priority populations (African American and Black, Latinx, and rural populations) with links to local health agencies</td>
<td></td>
<td></td>
<td>The remaining media partner Zest continued to target social-media ad placements by zip code in all markets. Social media ads also are targeted to Hispanic and Black populations in markets where these populations are especially prevalent.</td>
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</table>
or other local vaccine information sources

<table>
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<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.</td>
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<tr>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
<td>We have exceeded our goal and</td>
<td></td>
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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></td>
<td>• 120 Cities have committed (agreed) to produce a video. Not all of these will be fulfilled.</td>
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<td></td>
<td></td>
<td></td>
<td>• 52 (43%) of the committed cities are rural (within a county designated as rural jurisdiction)</td>
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<tr>
<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>No new update since the last progress report. As previously reported: 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 usage information 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>
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<td>3.1.5 Social media calendar and content</td>
<td>3.1.5 Social media metrics</td>
<td>The National Forum provides regular data feeds (operational and evaluation) to Leavitt Partners, including data from the media partners on social media plans, status, and metrics. Leavitt Partners incorporate these into an overall project dashboard. The National Forum team has also agreed to leverage the reporting infrastructure (implemented initially 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 created in Mar 2023 and distributed starting Apr 2023 – through the end of the program.</td>
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3.1.6 Mayor, military installation commander, & physician op-eds

3.1.6 Earned media metrics

We continued to offer a tailored op-ed to each mayor who committed to a video but did not have any mayor interest in February.

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<thead>
<tr>
<th>Work Plan Strategies/ Activities</th>
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<th>Evaluation/ Data Source</th>
<th>Updates as of 02/28/2023</th>
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<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 participating in regular meetings where evaluation and reporting are discussed with NACDD, Leavitt Partners, and the Communications Team. The National Forum provides input and weekly reports with data from its internal dashboard to populate the <a href="#">Leavitt Partners Evaluation Dashboard</a>.</td>
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9. **Financial Status:**

Agreement Total: 1,742,266
Amount Paid to Date: $1,175,127.09
Balance: $567,138.91
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.
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 (Feb 2023) the following capabilities were added or enhanced:

**Key Program / Business Functions**

**Account Management** (Cities, Counties, Partners)
- City Details and Status, CEC Assignment
- City Demographics (Census data)
- City Interesting Facts
- Military base (branches, authority, Census data, relationship to Cities)
- City social media platforms
- Enhancements supporting City Profile Cards

**Contact Management** (Mayors, City leaders, ...)
- Contact Details and Status
- Contact Demographics (publicly available)
- Military experience
- Method of tracking the change of Mayors
- Mayor social media platforms
- Term information enhancements
- Quality Control reporting/enhancements

**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 expanded
- 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)

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

Key Components

Oppportunities
CECs
Accounts
(Cities)
Contacts
Activities
Census Data

Multi-Factor Authentication (MFA) access to Salesforce data implemented Feb 2023 to improve security.

Weekly Evaluation Extracts
- Of all Committed Cities → Leavitt Dashboard
- Agreed data changes as needed for evaluation
Move with the Mayor™ Adult Vaccination Initiative
PSAs Featuring Physicians, Health Care Professionals, and Other Community Leaders

Riverdale, GA. The Mayor holds a doctorate in Public Health. Videos 1 and 2.
Exhibit D

Move with the Mayor™ Vaccination Initiative

564 Cities Invited

318 Rural (56%)
Exhibit D

Move with the Mayor™ Vaccination Initiative

120 Cities Committed

52 Rural (43%)

59 Democrat (49%)

07 Independent (6%)

20 Non-partisan (17%)

16 Republican (13%)

18 Unknown (15%)
Move with the Mayor TM 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 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.
Morehouse-Tuskegee Classic PSAs

CHECK OUT THE VIDEOS FROM THE MOREHOUSE-TUSKEEGE CLASSIC ‘22 GAME!

Below is a sample social media post for your use/adaptation when sharing the video(s).

Making a Positive Impact with Move with the Mayor

LISTEN TO A TESTIMONIAL FROM A PARTICIPATING MAYOR

Letea Fortson-Lewis, Commissioner, Department of Public Health & Social Development, shares her testimonial on the Move with the Mayor Vaccination Initiative.

RESOURCES

Move with the Mayor Vaccination Initiative Toolkit – English
Move with the Mayor Vaccination Initiative Toolkit – Spanish
CDC COVID-19 Vaccine Messaging Toolkits
Bloomberg/LICM COVID-19 Vaccine Toolkits
Bloomberg/LICM COVID-19 Vaccine Toolkits
Boulevard Foundation – Language That Works Infographics
Boulevard Foundation – COVID-19 Vaccine Education Initiative
Boulevard Foundation – COVID-19 Vaccine Education Initiative
Boulevard Foundation – COVID-19 Vaccine Education Initiative
Cities Are Open Campaign Toolkit
We Can Do This Campaign Toolkit

CONTACT US FOR MORE INFO

The National Partnership is a national partner of MyData and is supported under the Mayor’s Project, which is supported by the Centers for Disease Control and Prevention (CDC) of the United States Department of Health and Human Services (HHS) under CDC’s Partnerships for Preparedness and Response (PPR) Program, under Cooperative Agreement 5U58PS003348-07. The contents are those of the author(s) and do not necessarily reflect the official views of, or an endorsement by, CDC/PPR or the U.S. Government.
Exhibit G – City Profile Cards v3 – featuring Fort Smith, AR

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

[Image of Fort Smith, AR]

### City Information

<table>
<thead>
<tr>
<th>City - State</th>
<th>Fort Smith - AR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>87,743</td>
</tr>
</tbody>
</table>

Source: 2019 Census ACS 5yr DP05

### Age Distribution

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;18</td>
<td>24.2%</td>
</tr>
<tr>
<td>&gt;=18</td>
<td>75.8%</td>
</tr>
<tr>
<td>&gt;=65</td>
<td>14.7%</td>
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</tbody>
</table>

Median Age: 36.5

### Race / Ethnicity

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino</td>
<td>19.5%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9.4%</td>
</tr>
<tr>
<td>American Indian AK Native</td>
<td>1.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>6.2%</td>
</tr>
<tr>
<td>Native Hawaiian Pacific Island</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other - 2 Or More Race</td>
<td>4.3%</td>
</tr>
<tr>
<td>Other - 1 Race</td>
<td>0.2%</td>
</tr>
<tr>
<td>White</td>
<td>59.4%</td>
</tr>
<tr>
<td>Non-White</td>
<td>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>

<table>
<thead>
<tr>
<th>Non-White Pop</th>
<th>30.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Jurisdiction</td>
<td>No</td>
</tr>
</tbody>
</table>

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

Updated: 02/08/2023
Exhibit G – City Profile Cards v3 – featuring Fort Smith, AR

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>
<thead>
<tr>
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<th>Status</th>
<th>Followers</th>
<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

- Mayors of 17 of these cities have committed to do a PSA. Twelve of these City campaigns are currently running or have already run.
- Leverage Fort Smith and Ebbing Air National Guard PSA in recruitment efforts.
- Factors impacting military engagement:
  - COVID-19 vaccination mandate for service members rescinded
  - Spy balloon affecting Malmstrom & Cocoa Beach AFBs’ participation
- Strategies:
  - Messaging to prospects emphasized that our approach is based on science and focusing on good outcomes for military personnel and their families.
  - Timeline extension
  - Mayor-only PSA