Find Appendix B – NACDD Progress Report Template
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: March 1 – March 31, 2023
5. Submission date: July 12, 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\textsuperscript{TM} 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 March 1 and March 30, 2023, the National Forum facilitated the following activities to support the Move with the Mayor\textsuperscript{TM} 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)
  - Continued to build relationships and provide support to cities throughout the recruitment, video production, and release process.
  - Outreach to mayors and provision of communications materials to mayors’ offices for recruitment and video creation.
  - Weekly data extracts/updates 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.
  - Enhancements to the 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.
  - Ongoing Updates and distribution of the *City Profile Cards* (Exhibit F).
• New/Updated Activities in this Period:
  o Cumulative Milestones - Number of cities reached:
    ▪ 740 cities identified as prospects
    ▪ 713 cities assigned to Community Engagement Coordinators
    ▪ 711 researched to qualify them as candidates
    ▪ 546 invited to participate in the initiative.
    ▪ 304 of those cities have engaged in bi-directional communication.
  o Of those Cities -
    ▪ 123 Cities committed (agreed) to produce a video.  
      *Not all of these cities turned in a video before the deadline.*
    ▪ Received videos from 91 mayors/cities
    ▪ Finished production of PSAs for 88 cities
    ▪ 81 cities had at least one element (e.g., social media) launched.
    ▪ 53 of the 123 committed cities (43%) are rural (within a county designated as rural jurisdiction)
  o **March Wrap-Up Webinar** with Mayors/Cities was hosted on March 31, 2023.
    The purpose of the webinar was to review the overall results of the campaign and to hear from two participating mayors about their experiences and successes.
    Speakers: Mayor Lawrence F. Haygood, Tuskegee, Alabama
               Mayor Lori Bagwell, Carson City, Nevada
               Warren A. Jones, MD, FAAFP, Chair Emeritus of Family Medicine, University of Mississippi Medical Center
  o An internal **Information Completeness** (quality control) process was developed to enhance the quality of data being used for reporting to cities and feeding into evaluation.
  o **Media campaign reports** showing key metrics for each city to understand the reach of their PSAs were developed. The first production run of media campaign reports was completed at the end of March 2023. See Exhibit G for example.
  o **State Participation Reports** were designed (concept) to show all of the Mayors in each state that participated, including links to their videos. A draft was shared at the March 27, 2023 partner meeting and it was agreed to send to State Chronic Disease Directors. Final production and distribution of these reports will occur in April 2023.
  o CECs met with Leavitt Partners (evaluator) in small groups to answer questions about the project as part of the evaluation process.
• **Exhibits**
  
  o Exhibit A  Move with the Mayor™ Vaccination Initiative Team  
  o Exhibit B  Engagement and Tracking System (Salesforce CRM)  
  o Exhibit C  Move with the Mayor™ Vaccination Initiative – Maps  
  o Exhibit D  Move with the Mayor™ Vaccination Initiative Website  
  o Exhibit E  Cities with Military Bases – in Open Stages  
  o Exhibit F  City Profile Card v3 – Fort Smith, AR  
  o Exhibit G  City Media Campaign Reports – featuring Tempe, AZ  
  o Exhibit H  State Participation Report Concept + Letter  
  o Exhibit I  Screenshot and Link to Recording of Wrap-Up Webinar  

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

   • **Messaging & Media**
     
     o **Challenges**
       
       ▪ Despite our simplified focus on drafting and submitting op-eds to their local newspapers, mayors indicated little interest in this offer in March.
     
     o **Solutions**
       
       ▪ We provided tailored op-eds to the mayors of Great Falls, MT, and Valdosta, GA, at their request. Each submitted his op-ed to the local newspapers. (The Great Falls Tribune and the Valdosta Daily Times.) They have not yet been published.
       
       ▪ Our media team had an idea to pitch stories to state magazines, using the information created to send out to American Academy of Family Physician (AAFP) Chapters and State Chronic Disease Directors.
         
         ▪ We plan to identify the states with the most cities participating and focus on those magazines.

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 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, 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)

### 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 03/31/2023</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 03/31/2023, of the 740 cities identified, 713 were assigned to Community Engagement Coordinators, 713 were researched to ensure they were qualified candidates; and of those, 546 were invited to participate in the initiative. 302 of those cities engaged (meaning there was bi-directional communication). Of those cities:
- 123 Cities committed (agreed) to produce a video
- 53 (43%) of the 123 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, | |

No new cities were identified for addition to the recruitment list in March 2023 as the project was approaching the final deadline for launching media campaigns. CECs focused on supporting mayors that previously committed to submit videos.
| Activity 1.1.3: Identify locations of military installations. | 1.1.3 # of military installations identified | 1.1.3 [Military installations website](#) | As of 03/31/2023, 45 cities that have an associated military base have been invited to the Vax program. Mayors from 15 of those cities committed to producing 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)
  - Great Falls, MT was not able to film the PSA with Malmstrom Air Force Base by the requested deadline due to increased security measures at the military base. Mayor Kelly filmed an individual PSA.
- Cocoa Beach, FL / Patrick AFB –
  - City Withdrawn

| 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 presented template documents that display all cities that participated in each state, a total of 32 states, and the links to see the videos. These were developed to send to the American Association of Family Physicians (AAFP) Chapter Executives. John Patton (NACDD) requested that NACDD’s logo be added so the documents could be sent to the State Chronic |
Activity 1.1.5: Identify physicians.

<table>
<thead>
<tr>
<th>1.1.5 # of physicians</th>
<th>1.1.5 AAFP</th>
</tr>
</thead>
</table>

There were no new videos featuring community leaders or healthcare professionals that were approved in March. Most videos were finalized in February and media campaigns will run until the end of April.

Activity 1.1.6: Create a crosswalk of cities/mayors, military installations, chronic disease director contacts, and physicians.

<table>
<thead>
<tr>
<th>1.1.6 database with cities/mayors, military installations, &amp; chronic disease directors</th>
<th>1.1.6 collective info from 1.0-1.1.5</th>
</tr>
</thead>
</table>

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 (March 2023), the following were added or enhanced:

- Quality Control improvements – improving activity attribution to opportunities with cities and mayors. (QC elements & dashboards)
- Enhancements to support city media reports

Activity 1.1.7: Increased number of messages

<table>
<thead>
<tr>
<th>1.1.7: Increased number of messages</th>
</tr>
</thead>
</table>

The total number of social media posts and ads, earned media articles/op-eds, radio ads, and...
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

<table>
<thead>
<tr>
<th>Work plan Strategies/Activities</th>
<th>Outputs/ performance measures</th>
<th>Evaluation/ Data Source</th>
<th>Updates as of 03/31/2023</th>
</tr>
</thead>
<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. Develop a crosswalk of messaging strategies</td>
<td>2.0 Approach developed</td>
<td>Communications plan</td>
<td>Developed content remains the same as in previous progress report. Our 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. We paused release (and launch of social media ads) of the New Orleans mayor while we researched the risk of backlash from a recent mayor-recall effort. The recall effort failed and we were able to get the media campaign for New Orleans started before the end of the program.</td>
</tr>
</tbody>
</table>

movie theater ads will be reported at the end of the campaign.
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

<table>
<thead>
<tr>
<th>Work plan Strategies/Activities</th>
<th>Outputs/ performance measures</th>
<th>Evaluation/ Data Source</th>
<th>Updates as of 03/31/2023</th>
</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.</td>
</tr>
<tr>
<td></td>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
<td></td>
</tr>
</tbody>
</table>
| | 3.1.3 60 cities recruited (at least 1/3 (20) representing rural and/or small | 3.1.3 Community coordinator activity tracker, social media metrics | We have exceeded our goal and:  
  ● 123 Cities have committed (agreed) to produce a video. Not all of these cities turned in a video before the deadline. |
<table>
<thead>
<tr>
<th>Jurisdictions</th>
<th>Racial &amp; Ethnic Diversity</th>
<th>Mayors, Military Installation Leaders, Physicians Filming PSAs in Markets that Meet CDC Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Received videos from 91 mayors/cities, finished production of PSAs for 88 cities, and 81 cities had at least one element (e.g., social media) launched by March 31, 2023.</td>
<td>53 (43%) of the committed cities are rural (within a county designated as rural jurisdiction)</td>
</tr>
</tbody>
</table>

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

3.1.4 Community coordinator activity tracker, social media metrics, post-participant survey (would be created as part of activity 4)

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.

3.1.5 Social media calendar and content

3.1.5 Social media metrics

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
The National Forum team 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 concept provided by Leavitt Partners. These were developed and produced in March 2023 and will be distributed to cities/mayors starting in April 2023. Reports will be progressively developed and distributed as more cities complete their media campaigns.

<table>
<thead>
<tr>
<th>3.1.6 Mayor, military installation commander, &amp; physician op-eds</th>
<th>3.1.6 Earned media metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>We provided tailored op-eds to the mayors of Great Falls, MT, and Valdosta, GA, at their request. Each submitted his op-ed to the local newspapers. (The Great Falls Tribune and the Valdosta Daily Times.) They have not yet been published.</td>
<td></td>
</tr>
</tbody>
</table>

**Work Plan Strategies/Activities**

**Outputs/ performance measures**

**Evaluation/ Data Source**

**Updates as of 03/31/2023**

Activity 4.0 (NACDD): Develop and implement an evaluation plan to track and assess the impact of the communications campaign/messages.

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 Leavitt Partners Evaluation Dashboard.
9. Financial Status:

Agreement Total:
Amount Paid to Date:
Balance:
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 (Mar 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); Interesting Facts
- Military base (branches, authority, Census data, relationship to Cities)
- City social media platforms
- Data supporting City Profile Cards
- Quality Control enhancements

**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 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; Media Campaign Report tracking w/ Cities
- Quality Control enhancements & individual CEC dashboards to support Information Completeness campaign
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)
- Email templates to facilitate personalized (data-driven) communication to Mayors

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

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

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

Weekly Evaluation Extracts
- Of all Committed Cities → Leavitt Dashboard
- Agreed data changes as needed for evaluation
Exhibit C - Cities Invited – as of Mar 2023

546 Cities Invited

310 Rural (57%)

Move with the Mayor™ Vaccination Initiative
Exhibit C - Cities Committed – as of Mar 2023

Move with the Mayor™ Vaccination Initiative

Cities Committed – as of Mar 2023

123 Cities Committed

- 53 Rural (43%)
- 57 Democrat (46%)
- 07 Independent (6%)
- 23 Non-partisan (19%)
- 17 Republican (14%)
- 19 Unknown (15%)

NATIONAL FORUM
FOR HEART DISEASE & STROKE PREVENTION
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™ Adult Vaccination Initiative to raise receptivity to vaccination in all communities, including those disproportionately burdened by COVID-19.
Exhibit D

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!

REACH OUT TO A LOCAL MAYOR TODAY!

RESOURCES

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

de Beaumont Foundation – Language That Works Infographics
Bloomberg/UNICEF COVID-19 Vaccine Toolkits

We Can Do This Campaign

CONTACT US FOR MORE INFO &

The National Trust is an equal partner (NATIONAL) in 2050 supported under the Mayor's Public Health Initiative funded by the Centers for Disease Control and Prevention (CDC) for the U.S. Department of Health and Human Services, and the CDC/VACS under CDC/PHS as part of the vaccine program of a series of COVID-19 with HHS funded by CDC/PHS. The brands and the entire is under the brand COVID-19 National Trust does not necessarily represent the official stance of, nor is endorsement by, CDC/PHS, or the U.S. Government.
Move with the Mayor™ Vaccination Initiative

13 Cities with Military Bases – in Open/Completed Stages

<table>
<thead>
<tr>
<th>CITY Recruitment for Vax Video</th>
<th>MILITARY BASE Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage</td>
<td>Substage</td>
</tr>
<tr>
<td>Distributing</td>
<td>Produced</td>
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<td></td>
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<tr>
<td>Completed</td>
<td>Campaign Finished</td>
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Engagement

- Mayors of 15 cities with military bases committed to do a (city) PSA.
- Ten of these City campaigns have run, three are approved and ready to run, two withdrew.
- Fort Smith and Ebbing Air National Guard PSA
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 (March 2023) the data-driven profile cards continued to be updated and distributed based on feedback provided by cities/mayors. The process continues to qualify and cleanse information about the mayors (terms, political affiliation) and city facts.

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 F – City Profile Cards – 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>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>87,743</td>
</tr>
<tr>
<td>Source</td>
<td>2019 Census ACS 5yr DP05</td>
</tr>
</tbody>
</table>

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>≥18</td>
<td>75.8%</td>
</tr>
<tr>
<td>≥65</td>
<td>14.7%</td>
</tr>
<tr>
<td>Median Age</td>
<td>36.5</td>
</tr>
</tbody>
</table>

Race / Ethnicity

<table>
<thead>
<tr>
<th>Race / Ethnicity</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

Role: Mayor
Name: George McGill
Political Affiliation: Democrat
Term Information: Term ends: 8/15/2026
Race / Ethnicity: Black or African American
Gender: Male
Military Experience: None Identified

County and State Information

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

State Chronic Disease Director: Bala Simon, Arkansas Department of Health
Exhibit F – City Profile Cards – 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>
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<tr>
<td>Instagram:</td>
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<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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<tr>
<th>Platform</th>
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<th>Followers</th>
<th>Link</th>
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</thead>
<tbody>
<tr>
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<tr>
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<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: 3
- Language(s): English
- Roles Featured: Mayor; Military Leader(s); Healthcare Professional(s)
- Outreach timeframe: CBS Channel 5 Interview: Sep 28, 2022
  ScreenVision: Sep 28 - Dec 25, 2022 & Jan 02 - Jan 29, 2023
  Streaming radio: Sep 27 - Nov 15, 2022

National Forum
For Great Thinking & Strong Interaction

Fort Smith - AR
Updated: 05/22/2023
City Media Campaign Reports – As each city campaign finishes, the media tracking data is compiled into a single media campaign report showing key metrics for each city to understand the reach of their PSA. The first production run was completed at the end of March 2023.

This is an example of the Tempe, AZ media campaign that ended on March 15, 2023.
Move with the Mayor™ Vaccination Initiative

Letters to American Academy of Family Physician Chapters

MWTM Adult Vaccination

Vaccination is key to bringing the pandemic to an end and protecting our communities against other diseases and infections.

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 focusing on their community’s health by focusing on the Move with the Mayor™ Vaccination Initiative to raise receptivity to vaccination in all communities, including those disproportionately burdened by COVID-19.

The National Forum for Heart Disease and Stroke Prevention has partnered with the Centers for Disease Control and Prevention to reach out to communities across our nation improve the rates of adult vaccinations.
MOVE WITH THE MAYOR™
ADULT VACCINATION INITIATIVE
WRAP UP WEBINAR

March 31, 2023

https://youtu.be/L9dCdwsIEx0