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: April 1, 2023 - April 30, 2023
5. Submission date: July 26, 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 April 1 and April 30, 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), five 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 video production, and release process.
- 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:
- Cumulative Milestones - Number of cities reached:
  - 739 cities were identified as prospects
- 713 cities assigned to Community Engagement Coordinators
- 713 researched to qualify them as candidates
- 546 cities were invited to participate in the initiative.
- 302 of those cities engaged in bi-directional communication.

- Of those Cities -
  - 123 Cities committed (agreed) to produce a video. Not all of these cities turned in a video before the deadline.
  - 53 (43%) of these committed cities are rural (within a county designated as rural jurisdiction).
  - 90 mayors/cities submitted videos and 89 have been edited/produced into PSAs
  - 88 cities had at least one media campaign element launched

- A substantial Quality Control (QC) process/review was implemented to maximize program data consistency across Accounts, Opportunities, Contacts and Activities.

- State Participation Reports were distributed to AAFP Chapter Executives in 32 states. These reports show the cities and mayors participating in the project, with links to their PSAs. (Exhibit E)

- There were no new cities in April as recruitment processes ended March 31, 2023.

- Media campaigns for two cities (Chattanooga, TN and New Orleans, LA) started April 02, 2023. These were previously delayed but submitted in time to be considered for this project.

- The final media campaigns ended by April 23, 2023.

- Media Metrics were pulled from various partners and additional work was done on data standards/cleansing to improve analytics. Total media impressions were calculated:
  - There were 471 unique messages created for media campaigns.
  - There were a total of 134,110,513 impressions.

- Media Campaign Reports were distributed to the initial batch of cities – in tandem with phone calls to ensure receipt, understanding, and value. (Exhibit G)

- A survey of participating cities/mayors was developed to gather feedback on their experience with the initiative and will be distributed in May 2023. (Exhibit _)

- Reviewed and provided feedback on the evaluation report developed by Leavitt Partners.

Exhibits

- Exhibit A  Move with the Mayor™ Vaccination Initiative Team
- Exhibit B  Engagement and Tracking System (Salesforce CRM)
- Exhibit C  Move with the Mayor™ Vaccination Initiative – Maps
- Exhibit D  Move with the Mayor™ Vaccination Initiative Website
- Exhibit E  State City-Link Reports
- Exhibit F  City Profile Card v3 – Fort Smith, AR
- Exhibit G  City Media Campaign Reports – featuring Fort Smith, AR
6. **Any Challenges Encountered/Solutions:**
   - **City Engagement**
     - Challenges – Distribution of City Profile Cards/information and the initial batch of City Media Reports required extensive follow-up by Community Engagement Coordinators with cities which generated concern around ensuring cities effectively consuming and benefiting from the campaign media reports that summarized city results.
     - Solutions – The communication plan evolved to include an increase in phone calls from Community Engagement Coordinators to mayors’ offices, including querying city contacts regarding usage of the media reports, and suggestions on how they could be leveraged.

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
  o Core campaign messaging
  o PSAs in 60 markets that meet CDC criteria
  o Communications Toolkit for mayors and leaders of military installations
  o 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)

<table>
<thead>
<tr>
<th>Strategy: Communication and Information Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work plan Strategies/Activities</td>
</tr>
<tr>
<td>--------------------------------</td>
</tr>
<tr>
<td>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.</td>
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<tr>
<td>Activity 1.1.1: Prioritize rural and small communities and markets with racial and ethnic diversity.</td>
</tr>
<tr>
<td>Activity 1.1.2: Review current federally funded communities for</td>
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<tr>
<td></td>
</tr>
</tbody>
</table>
| Activity 1.1.3: Identify locations of military installations. | 1.1.3 # of military installations identified | 1.1.3 Military installations website | As of 04/30/2023, 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 – three of them in collaboration with the military base. One city completed a PSA by the end of the project in collaboration with their local military installation.  
- Fort Smith, AR / Ebbing Air National Guard Base filmed a joint PSA with the Mayor and leadership from the Base.  
- Great Falls, MT / Malmstrom AFB committed to the project but did not end up completing a PSA  
- Cocoa Beach, FL / Patrick AFB committed to the project but did not end up completing a PSA |
| 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 | State Participation Reports were sent to 32 AAFP State Chapter Executives. These reports show every city and mayor that participated in the project, with links to their PSAs for quick access to state-level leaders. |
| Activity 1.1.5: Identify physicians. | 1.1.5 # of physicians | 1.1.5 AAFP | There were no new videos featuring community leaders or healthcare professionals that were approved in April. |
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 (April 2023), the following were added or enhanced:

- A substantial Quality Control (QC) process/review was implemented in Salesforce to maximize program data consistency across Accounts, Opportunities, Contacts and Activities
- Enhancements to support city media reports and State City-Link reports

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

<table>
<thead>
<tr>
<th></th>
<th>Messages</th>
<th>Total Impressions</th>
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<tr>
<td>Twitter</td>
<td>45</td>
<td>735,921</td>
</tr>
<tr>
<td>Facebook</td>
<td>168</td>
<td>77,122,246</td>
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<tr>
<td>Instagram</td>
<td>126</td>
<td>8,271,901</td>
</tr>
<tr>
<td>YouTube</td>
<td>54</td>
<td>22,514,821</td>
</tr>
<tr>
<td>Earned Media</td>
<td>6</td>
<td>1,076,581</td>
</tr>
<tr>
<td>Movie Theatres</td>
<td>28</td>
<td>9,161,275</td>
</tr>
<tr>
<td>Streaming Radio</td>
<td>44</td>
<td>15,326,768</td>
</tr>
<tr>
<td></td>
<td><strong>471</strong></td>
<td><strong>134,209,513</strong></td>
</tr>
<tr>
<td>Work plan Strategies/Activities</td>
<td>Outputs/performance measures</td>
<td>Evaluation/Data Source</td>
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<tr>
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</tr>
<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>
</tr>
<tr>
<td>Develop a crosswalk of messaging strategies</td>
<td></td>
<td></td>
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<tr>
<td>Develop a crosswalk of communications channels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mayors’ local communities and priority populations (African American and Black, Latinx, and rural populations) with links to local health agencies or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work plan Strategies/Activities</td>
<td>Outputs/ performance measures</td>
<td>Evaluation/ Data Source</td>
</tr>
<tr>
<td>--------------------------------</td>
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</tr>
<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>
</tr>
<tr>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>123 Cities committed (agreed) to produce a video. Not all of these cities turned in a video before the deadline.</td>
<td></td>
<td></td>
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<tr>
<td>53 (43%) of these committed cities are rural (within a county designated as rural jurisdiction).</td>
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<td></td>
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<tr>
<td>90 mayors/cities submitted videos and 89 have been edited/produced into PSAs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>88 cities had at least one media campaign element launched</td>
<td></td>
<td></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 incorporate these into an overall project dashboard.

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 distributed to cities/mayors in April 2023. |
3.1.6 Mayor, military installation commander, & physician op-eds

3.1.6 Earned media metrics

Mayor Kelly agreed to using an op-ed template and he made submission to The Great Falls Tribune for publication. We are awaiting publication.

<table>
<thead>
<tr>
<th>Work Plan Strategies/Activities</th>
<th>Outputs/ performance measures</th>
<th>Evaluation/ Data Source</th>
<th>Updates as of 04/30/2023</th>
</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 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.</td>
</tr>
</tbody>
</table>

9. **Financial Status:**

Agreement Total: $1,742,266  
Amount Paid to Date: $1,320,894.98  
Balance: $421,371.02
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 (Apr 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

**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 Enhancements
- Quality Control enhancements & individual CEC dashboards to support Information Completeness campaign

**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
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)
- Contacts
- Activities
- Census Data
- Opportunities
- CECs

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
Move with the Mayor™ Vaccination Initiative

Exhibit C - Cities Invited – as of Apr 2023

546 Cities Invited

310 Rural (57%)
Exhibit C - Cities Committed – as of Apr 2023

123 Cities Committed

- 53 Rural (43%)
- 57 Democrat (46%)
- 07 Independent (6%)
- 23 Non-partisan (19%)
- 17 Republican (14%)
- 19 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 TM 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-TUSKEGEE CLASSIC ’22 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
- CDC/OCTD-Vaccine Managing Toolkit
- Bloomberg/USCM COVID-19 Vaccine Toolkit
- Kaiser Permanente – Language That Works Infographic
- The National Medical Association – We Can Do This Campaign

CONTACT US FOR MORE INFO

The National Medical Association (NMA) is the nation’s oldest and largest urban-based professional minority medical association. NMA is a not-for-profit corporation, exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. The comments are those of the author(s) and are not necessarily reflect the official views of any endorsement by CDC/PHLS or the US Government.
State Participation Reports were distributed to AAFP Chapter Executives in 32 states. These reports show the cities and mayors participating in the project, with links to their PSAs.

In this reporting period (Apr 2023), the data-driven reports were created and distributed – as well as provided to NACDD to forward to the state chronic disease directors.
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 (Apr 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: Fort Smith - AR</th>
<th>Race / Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source: 2019 Census ACS 5yr DP05</td>
<td>Hispanic or Latino: 19.5%</td>
</tr>
<tr>
<td></td>
<td>Black or African American: 9.4%</td>
</tr>
<tr>
<td></td>
<td>American Indian AK Native: 1.0%</td>
</tr>
<tr>
<td></td>
<td>Asian: 6.2%</td>
</tr>
<tr>
<td>Age Distribution</td>
<td>Native Hawaiian Pacific Island: 0.0%</td>
</tr>
<tr>
<td>&lt;18: 24.2%</td>
<td>Other - 2 or More Race: 4.3%</td>
</tr>
<tr>
<td>&gt;=18: 75.8%</td>
<td>Other - 1 Race: 0.2%</td>
</tr>
<tr>
<td>&gt;=65: 14.7%</td>
<td>White: 59.4%</td>
</tr>
<tr>
<td>Median Age: 36.5</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

| 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

| County: Sebastian County |
| County Population: 127,591 |
| Covid Vax Rate: 55.9% |
| Non-White Pop: 30.4% |
| Rural Jurisdiction: No |
| State Chronic Disease Director: Bala Simon, Arkansas Department of Health |

Updated: 05/22/2023
## Exhibit F – City Profile Cards – Featuring Fort Smith, AR

### 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>
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<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>
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<tr>
<td>as of:</td>
<td>09/21/2022</td>
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### City Social Media

<table>
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<th>Status</th>
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</thead>
<tbody>
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<tr>
<td>Facebook:</td>
<td>Active</td>
<td>28K</td>
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</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>
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<tr>
<td>YouTube:</td>
<td></td>
<td></td>
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<tr>
<td>as of:</td>
<td>09/21/2022</td>
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### 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

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**NATIONAL FORUM FOR HEALTHY TURING & STRONG RESILIENCY**

**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 and was distributed in Apr 2023.

In this reporting period (Apr 2023) the data-driven media campaign reports continued to be updated and distributed based on updates to media tracking from program partners.

This is an example of the Fort Smith, AR media campaigns (Regular & Military) that ended on Jan 29, 2023.

### Adult Vaccination Initiative

**Fort Smith, AR - Media Campaign Report**

Thank you for participating in the Move with the Mayor™ Vaccination Initiative. Your leadership and participation encouraged the people of Fort Smith to pursue adult vaccinations to keep themselves - and the community - safer and healthier. This report summarizes the media data collected at the conclusion of the your Public Service Announcement (PSA) campaign and illustrates the impression your participation has made on the community. Congratulations!

#### Campaign Summary

**Adult Vaccination Message (English - Mayor)**

- Impressions: 3,825,852
- Video Engagement Rate: 66.74%
- Post Frequency: 13.89
- Click-Through Rate: 0.32
- Started: 09/26/2022
- Ended: 01/29/2023

**Facebook**
- Impressions: 2,379,756
- Reach: 111,137
- Graph Engagement Rate: 11.69
- Click-Through Rate: 0.32

**Streaming Radio**
- Impressions: 521,228

**Movie Theaters**
- Impressions: 570,005
- Plays: 34,650

**Earned Media**
- Impressions: 354,863
- Number of Articles: 1
- Number of Op-Eds: 0

#### Campaign Summary

**Adult Vaccination Message (English - Military)**

- Impressions: 1,503,162
- Video Engagement Rate: 68.71%
- Post Frequency: 21.41
- Click-Through Rate: 0.30
- Started: 09/26/2022
- Ended: 01/29/2023

**Facebook**
- Impressions: 1,503,162
- Reach: 198,224
- Graphic Engagement Rate: 11.59
- Click-Through Rate: 0.30

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**Key:** Impressions: Total number of times content is displayed. Reach: Total number of people to see content. Post frequency: Total number of times each unique piece of content was posted. Engagement rate: Total goals divided by Impressions. Click-through rate: Percentage of people who access a link on a post. Updated: Total number of times posts were published to an individual’s page or account.

**Fort Smith - AR**

Updated: 04/25/2023