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: May 1, 2023 - May 31, 2023
5. Submission date: August 10, 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 May 1 and May 31, 2023, the National Forum facilitated the following activities to support the Move with the Mayor™ COVID-19 Vaccination (MWTM-CV) initiative:
Continued activities:
- Engagement of senior leadership, a project management consultant (Pensivia), five Community Engagement Coordinators (CECs), a data manager, a production assistant, and a physician/military consultant (The Jones Group) to meet project goals. (Exhibit A)
- Continued to build relationships and provide support to cities.
- 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.
- Ongoing Updates and distribution of the State City-Link Reports, City Profile Cards and City Media Campaign Reports (Exhibits E,F,G).
- 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.
  - 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 90 have been edited/produced into PSAs
  - 88 cities completed media campaigns
• **All media campaigns were completed** 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:
  o There were 471 unique messages created for media campaigns.
  o There were a total of 134,110,513 impressions.

**New/Updated Activities in this Period:**
• **State Participation Reports** were provided to NACDD for distribution to State Chronic Disease Directors. (Exhibit E)
• **CECs called participating cities with mayors** (still serving in office) to discuss the mayors' feedback about the project – and to encourage responding to the survey of participating cities/mayors designed to gather feedback on their experience with the initiative. These calls resulted in several testimonials from mayors. (Exhibit H)
• **Media Campaign Report** distribution was completed in May 2023 – in tandem with phone calls to ensure receipt, understanding, and value. (Exhibit G)
• **Reviewed and identified opportunities** for journal article submission highlighting project process and impact.
• A substantial **Quality Control (QC) process/review** was completed by CECs throughout May 2023 to maximize program data consistency across Accounts, Opportunities, Contacts and Activities.
  o PowerBI Connections for extracting data for reporting / evaluation.
• **Reviewed and provided feedback** on the updated 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 – featuring California
- Exhibit F  City Profile Card v3 – Fort Smith, AR
- Exhibit G  City Media Campaign Reports – featuring Fort Smith, AR
- Exhibit H  Participating Mayor Survey

6. **Any Challenges Encountered/Solutions:**
• **City Engagement**
  o Challenges – Distribution 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
    - 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 05/31/2023</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.) | No update since the previous progress report. As previously reported:  
  • 739 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)  
  • 123 Cities committed (agreed) to produce a video  
  • 53 (43%) of these committed cities are rural (within a county designated as rural jurisdiction)  
  • 90 mayors/cities submitted videos and 90 were edited/produced into PSAs  
  • 88 cities completed media campaigns |
<p>| <strong>Activity 1.1.1:</strong> 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 &amp; ethnic diversity | 1.1.1 US Census website | |
| <strong>Activity 1.1.2:</strong> Review current federally funded communities for | 1.1.2 # Of communities identified | 1.1.2 Reducing disparities in immunization partner roster, | |</p>
<table>
<thead>
<tr>
<th>Prospective cities to add to recruitment list.</th>
<th>RFP recipients (heart disease &amp; stroke; C-19 immunization)</th>
<th>No new cities were identified for addition to the recruitment list in May 2023 since the deadline for PSAs was March 31, 2023.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity 1.1.3: Identify locations of military installations.</td>
<td>1.1.3 # of military installations identified</td>
<td>Over the course of this project, we recruited a total of 45 cities with an associated military base to record a joint PSA with the mayor and base leadership. Out of 45, 15 cities agreed to create a PSA, but only 3 of the military bases expressed interest in participating. Due to non-project related security issues, two of the bases withdrew from the project. One city completed a collaborative PSA with a military base.</td>
</tr>
<tr>
<td>Activity 1.1.4: Review current federally funded communities for alignment, recruitment and engagement with state Chronic Disease Directors.</td>
<td>1.1.4 # of state chronic disease directors identified &amp; engaged</td>
<td>The State Participation Reports developed by National Forum were provided to NACDD for distribution to State Chronic Disease Directors.</td>
</tr>
<tr>
<td>Activity 1.1.5: Identify physicians.</td>
<td>1.1.5 # of physicians</td>
<td>1.1.5 AAFP</td>
</tr>
</tbody>
</table>
A total of 7 cities produced videos that featured a healthcare professional. There were 17 videos total which included English and Spanish versions.

| 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 (May 2023), the following were added or enhanced:
- Changes in Quality Control (QC) formulas to allow better pass-through to PowerBI analytics.
- Data cleanup / housekeeping
- PowerBI Connections for extracting data for reporting / evaluation.

| 1.1.7: Increased number of messages from U.S. mayors and U.S. military installation leadership promoting COVID-19, influenza, and other routine adult immunizations in their communities, including in rural | No new update since the last progress report. As previously reported: |

There were **471 messages produced** across all media channels. This includes: social media posts and ads, earned media articles/op-eds, radio ads, and movie theater ads.

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Message Count</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>45</td>
<td>735,921</td>
</tr>
<tr>
<td>Facebook</td>
<td>168</td>
<td>77,122,246</td>
</tr>
<tr>
<td>Instagram</td>
<td>126</td>
<td>8,271,901</td>
</tr>
</tbody>
</table>
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 05/31/2023</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 Develop a crosswalk of communications channels</td>
<td>2.0 Approach developed</td>
<td>Communications plan</td>
<td>Developed content remains the same. No update since the previous progress report.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YouTube</th>
<th>54</th>
<th>22,415,821</th>
</tr>
</thead>
<tbody>
<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><strong>Total all Channels</strong></td>
<td>471</td>
<td><strong>134,110,513</strong></td>
</tr>
<tr>
<td>Work plan Strategies/ Activities</td>
<td>Outputs/ performance measures</td>
<td>Evaluation/ Data Source</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>-------------------------</td>
</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></td>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
</tr>
<tr>
<td></td>
<td>3.1.3 60 cities recruited (at least 1/3 (20) representing rural and/or small jurisdictions) racial &amp;</td>
<td>3.1.3 Community coordinator activity tracker, social media metrics</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 update since the previous 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 | No update since the previous progress report. As previously reported:

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 starting in April and continuing through May 2023.

<table>
<thead>
<tr>
<th>Work Plan Strategies/Activities</th>
<th>Outputs/performance measures</th>
<th>Evaluation/Data Source</th>
<th>Updates as of 05/31/2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1.6 Mayor, military installation commander, &amp; physician op-eds</td>
<td>3.1.6 Earned media metrics</td>
<td>No update since the previous progress report. As previously reported: Mayor Kelly agreed to using an op-ed template and he made submission to The Great Falls Tribune for publication. We are awaiting publication.</td>
<td></td>
</tr>
</tbody>
</table>
Activity 4.0 (NACDD): Develop and implement an evaluation plan to track and assess the impact of the communications campaign/messages.

No update since the previous progress report. As previously reported:

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 (May 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 Enhancements
- 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)
- 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
Exhibit C - Cities Invited – as of May 2023

546 Cities Invited

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

Move with the Mayor™ Vaccination Initiative

- Cities Committed – as of May 2023

123 Cities Committed

- 57 Democrat (46%)
- 53 Rural (43%)
- 57 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™ Vaccination Initiative to raise receptivity to vaccination in all communities, including those disproportionately burdened by COVID-19.

PARTICIPATING MAYORS

Andre Dickens
Atlanta, GA
PSA1 PSA2

Sharon Weston Broome
Baton Rouge, LA
PSA1 PSA2

Andrew Ginther
Columbus, OH
PSA1 PSA2

E. Kent Smoli
Dodge City, KS
PSA1

Flora H. Bray
Andrews, TX
PSA1 ENGLISH PSA1 PSA2 SPANISH PSA2 SPANISH

Bill Reaves Jr.
Brownsville, TN
PSA1 PSA2

Frank Reaves Jr.
Culpeper, VA
PSA1 PSA2

Rochelle Robinson
Douglassville, GA
PSA1

Mike Coffman
Aurora, CO
PSA1 ENGLISH PSA1 PSA2 SPANISH PSA2 SPANISH

Lori Bagwell
Cameron City, NC
PSA1 TESTIMONIAL

Jeffrey J. Mims, Jr.
Cayce, SC
PSA1

Joseph V. Schember
Elm, PA
PSA1 PSA2

B. H. "Skip" Henderson III
Columbia, GA
PSA1

Michael Handcock
Pineville, CO
PSA1

Jack Tibbs Jr.
Eufaula, AL
PSA1

PARTICIPATING MAYORS

Ed Johnson
Fayetteville, GA
PSA1 PSA2

Angelene Butler
Fort Worth, TX
PSA1

Errick D. Simmons
Greenville, SC
PSA1 PSA2

Timothy McDonough
Hope, NJ
PSA1

Christina Muryn
Phila, PA
PSA1 PSA2

George McGill
Fort Smith, AR
PSA1 PSA2 PSA1 WITH COLONIAL CENTRE

Billy Hewes
Gulfport, MS
PSA1 PSA2

Steve Williams
Huntington, WV
PSA1 PSA2

Andrew Betterton
Florence, AL
PSA1

Lily Mei
Freemont, CA
PSA1 PSA2 PSA1 PSA2 PSA2 PSA2 PSA2

Mayor Rodney Craig
Hammond Park, IL
PSA1 PSA2

Chokwe Lumumba
Jackson, MS
PSA1 PSA2

Acquanetta Warren
Fresno, CA
PSA1

Chodri Khokhar
Glenville Heights, IL
PSA1

Luke Bronin
Hartford, CT
PSA1

Ken Miyagishima
Las Cruces, NM
PSA1 PSA2
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: COVID-19 Vaccine Messaging Toolkit
- Bloomberg/USCM COVID-19 Vaccine Toolkit
- RBC COVID-19 Vaccine Toolkit
- RBC COVID-19 Vaccine Toolkit
- RBC COVID-19 Vaccine Toolkit
- RBC COVID-19 Vaccine Toolkit
- RBC COVID-19 Vaccine Toolkit
- We Can Do This Campaign
- We Can Do This Campaign

CONTACT US FOR MORE INFO

The National Parks is a national partner of Move with the Mayor and is supported under the Mayor's Project which is supported by the Centers for Disease Control and Prevention (CDC), the U.S. Department of Health and Human Services (HHS) and CDC/PHS, or, as part of the national activities, as a grant/award from HHS for CDC/PHS. The content and the model of this project are those of the author(s) and do not necessarily represent the official views of the endorsement by CDC/PHS or its 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. The data-driven reports were also provided to NACDD to forward to the state chronic disease directors.

<table>
<thead>
<tr>
<th>Mayor</th>
<th>City, State</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor Lily Mei</td>
<td>Fremont, CA</td>
<td>COVID-19 Vaccination PSA (Mandarin audio)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COVID-19 Vaccination PSA (Mandarin)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult Vaccination PSA 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult Vaccination PSA 1</td>
</tr>
<tr>
<td>Mayor Deborah Robertson</td>
<td>Rialto, CA</td>
<td>Adult Vaccination PSA 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult Vaccination PSA 1</td>
</tr>
<tr>
<td>Mayor Karmolette O'Gilvie</td>
<td>Twentynine Palms, CA</td>
<td>COVID-19 Vaccination PSA 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult Vaccination PSA 2</td>
</tr>
<tr>
<td>Term ended 12/13/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mayor Martha Guerrero</td>
<td>West Sacramento, CA</td>
<td>Adult Vaccination PSA 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult Vaccination PSA 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult Vaccination PSA (Spanish)</td>
</tr>
</tbody>
</table>

The Move with the Mayor Adult Vaccination Initiative encourages mayors in California, including Lily Mei, Deborah Robertson, and Karmolette O'Gilvie, to promote adult vaccinations. The initiative includes PSAs available in various languages and formats.
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 (May 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
# City Information

<table>
<thead>
<tr>
<th>City - State</th>
<th>Fort Smith - AR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>87,743</td>
</tr>
<tr>
<td>Source</td>
<td>2019 Census ACS 5yr DP05</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Distribution</th>
<th></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>
</tr>
<tr>
<td>Median Age</td>
<td>36.5</td>
</tr>
</tbody>
</table>

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

Ebbling 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>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: 05/22/2023
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>
<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>
<th>Platform</th>
<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/fortsmithark?lang=en">https://twitter.com/fortsmithark?lang=en</a></td>
</tr>
<tr>
<td>Facebook:</td>
<td>Active</td>
<td>28K</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/fortsmithark/?hl=en">https://www.instagram.com/fortsmithark/?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:** 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

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 (May 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

<table>
<thead>
<tr>
<th>Adult Vaccination Message (English - Mayor)</th>
<th>3,825,852 Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,379,756 Impressions, 111,137 Reach, Video Engagement Rate: 66.74, Post Frequency: 13.89</td>
</tr>
<tr>
<td>Streaming Radio</td>
<td>521,228 Impressions, Graphic Engagement Rate: 11.60, Click-Through Rate: 0.32</td>
</tr>
<tr>
<td>Movie Theaters</td>
<td>570,006 Impressions, Plays: 34,550</td>
</tr>
<tr>
<td>Earned Media</td>
<td>354,863 Impressions, Number of Articles: 1, Number of Op-Eds: 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adult Vaccination Message (English - Military)</th>
<th>1,503,162 Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,503,162 Impressions, Reach: 108,224, Video Engagement Rate: 68.71, Post Frequency: 21.41</td>
</tr>
</tbody>
</table>

**Keys:** 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 posts divided by Impressions. Click-Through Rate: Percentage of people who access a link on a post. Shares: Total number of times posts were published for an individual's page or account.

Logos: NATIONAL FORUM - FOR HISTORIC DISTRICT & URBAN REVITALIZATION

Fort Smith - AR

Updated: 04/25/2023
MWTM Adult Vaccination Initiative
Thank you for agreeing to provide your feedback regarding your participation in the Move with the Mayor™ (MWTM) Adult Vaccination Initiative. Your responses will be used by the National Forum for Heart Disease and Stroke Prevention (National Forum) to improve the initiative going forward.

1. Which city do you represent?

[Enter city]

[Enter city and state]

2. Name of Person Completing Survey

[Enter name]

3. Job Title

[Enter job title]

4. How helpful were the following resources related to your MWTM Adult Vaccination public service announcement (PSA)?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Extremely helpful</th>
<th>Very helpful</th>
<th>Slightly helpful</th>
<th>Not at all helpful</th>
<th>Don't recall getting this resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSA social and framing instructions</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production support (e.g., video editing &amp; translation)</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Build with social media, press release &amp; other communications</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personalized summary of your PSA’s social media results</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media cards for sharing on social media</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please include any additional comments you’d like to share to explain your responses.

[Enter comments]
Exhibit H - Participating Mayor Survey
5. How helpful were the following aspects of the MWTM Adult Vaccination initiative?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Extremely helpful</th>
<th>Very helpful</th>
<th>Slightly helpful</th>
<th>Not at all helpful</th>
<th>I don't recall getting this resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular email updates with resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ad hoc communication (phone calls, emails, responses to questions, etc.) with your community engagement coordinator</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Profile Card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrap up webinar to share successes (held March 31st)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please include any additional comments you’d like to share to explain your responses.

6. What was the best part of participating in the MWTM Adult Vaccination Initiative?

7. What recommendations do you have for improving the MWTM Adult Vaccination Initiative?
8. How much do you agree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in the MWPTM Adult Vaccination Initiative was a worthwhile use of my time.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I understood what activities I would be asked to complete as part of the MWPTM Adult Vaccination Initiative.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Participating in the MWPTM Adult Vaccination Initiative created a significant work burden for myself or other staff.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The video PSAs promoting adult vaccinations and/or COVID-19 are a valuable resource for my community.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Participation helped raise awareness of the importance of adult vaccination and/or COVID-19 in my community.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I would recommend participating in the MWPTM Adult Vaccination Initiative to other mayors/cities.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>If I had the opportunity, I would participate in another MWPTM Initiative.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Thank you for your feedback!

The National Forum greatly appreciates hearing from you and we look forward to using your feedback to improve Move with the Mayor™.

If you're finished please click "DONE" to submit your responses. Select "PREV" if want to go back and change any answers.