Appendix B – NACDD Progress Report Template
1. Vendor Name: National Forum for Heart Disease and Stroke Prevention
2. NACDD Finance Code: 220220
3. NACDD Contract #: 1842021
4. Reporting Period: July 1, 2023 - July 31, 2023
5. Submission date: August 21, 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 July 1 and July 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), four 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 city identification and recruitment activity throughout each initiative phase (Exhibit B).
- Regular updates with funders and project partners to ensure program goals and activities are aligned.
- 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 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.
  - 471 unique messages created for media campaigns.
  - A total of 134,110,513 impressions.
- Reviewed and identified opportunities for journal article submission highlighting project process and impact.
New/Updated Activities in this Period:
- Drafted state link pages to share with Municipal Leagues in 10 states (Exhibit E).
- Presented “Trusted Messenger Strategy: Partnering with Mayors to Raise Vaccine Confidence” at the National Conference on Health Communication, Marketing, and Media with Mayor Norton of Rochester, MN and Richard Quartarone, from CDC (Exhibit F).
- Compiled feedback from Mayors on their experience as participants in the initiative, both anecdotally and from surveys (Exhibit G).
- Submitted outline to African American Mayors Association (AAMA) for webinar highlighting AAMA member mayors' participation in the initiative and successful outcomes. Webinar will be held August 31 for AAMA members (Exhibit H).
- Submitted abstract brief for the American Journal of Health Promotion (AJHP).
- Outlined video products that will show the impact of the project.

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 Samples of state link pages for publication by Municipal Leagues
- Exhibit F Photos from Presentation to National Conference on Health Communication, Marketing, and Media
- Exhibit G Move with the Mayor™ Vaccination Survey & Testimonial Report
- Exhibit H Outline for AAMA Webinar
- Exhibit I Submission Brief for AJHP

6. Any Challenges Encountered/Solutions:
- There are no challenges related to program activities for this reporting period, as media campaigns ended in April. Activities have been focused on distributing information and materials to highlight the impact of the initiative and garner potential support/partnership for future endeavors.

7. Other Comments/Questions for NACDD:
- None currently, 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 incorporating 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 and outreach to local media outlets to promote the PSAs in each market. Mayors may ask military commanders to participate in op-eds and/or local news outreach in appropriate locations.
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.
immunizations in their communities, including in rural areas and to people with chronic conditions.

2. Increase in vaccination confidence in communities by working with mayors from diverse demographics to develop local public health messages across the United States.

3. Increased positive messaging about vaccination and the COVID-19 vaccine in adult populations, with a significant number of unique messages in circulation.

4. Increase in individuals who are connected with local vaccination resources.
Component 1: Partnering with U.S. Mayors and U.S. Military Institutions to support increased vaccine confidence messaging strategies that promote vaccination, including COVID-19, influenza, and routine adult immunizations.

Project Period Objectives (PPO): By July 31, 2022, increase the number of mayors and military installations participating from 0 to 60*.

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

<table>
<thead>
<tr>
<th>Strategy: Communication and Information Technology</th>
<th>Work plan Strategies/Activities</th>
<th>Outputs/ performance measures</th>
<th>Evaluation/ Data Source</th>
<th>Updates as of 7/31/2023</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 on city participation since the previous progress report. As previously reported:  
• 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 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. | |
| 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 | 1.1.2 # Of communities identified | 1.1.2 Reducing disparities in immunization partner roster, | | |
### Activity 1.1.3: Identify locations of military installations.

| 1.1.3 # of military installations identified | 1.1.3 Military installations website | No new update since the last progress report. As previously reported:

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.

- 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 | No new update since the last progress report. As previously reported:
The State Participation Reports developed by National Forum were provided to NACDD for distribution to State Chronic Disease Directors in May. |
| Activity 1.1.5: Identify physicians. | 1.1.5 # of physicians | 1.1.5 AAFP | No new update since the last progress report. As previously reported:
A total of 7 cities produced videos that featured healthcare professionals. 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 | No new update since the last progress report. As previously reported:
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. |
| 1.1.7: Increased number of messages from U.S. mayors and U.S. military installation leadership | 1.1.7 | 1.1.7 | 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,
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 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>
<tr>
<td>YouTube</td>
<td>54</td>
<td>22,415,821</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><strong>Total all Channels</strong></td>
<td><strong>471</strong></td>
<td><strong>134,110,513</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work plan Strategies/Activities</th>
<th>Outputs/ performance measures</th>
<th>Evaluation/ Data Source</th>
<th>Updates as of 7/31/2023</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.</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>
Develop a crosswalk of messaging strategies
Develop a crosswalk of communications channels
Mayors’ local communities and priority populations (African American and Black, Latinx, and rural populations) with links to local health agencies or other local vaccine information sources

<table>
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<th>Work plan Strategies/ Activities</th>
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<th>Evaluation/ Data Source</th>
<th>Updates as of 7/31/2023</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>Developed content remains the same. No update since the previous progress report.</td>
</tr>
<tr>
<td></td>
<td>3.1.2 Core campaign messaging</td>
<td>3.1.2 N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.1.3 60 cities recruited (at least 1/3 (20))</td>
<td>3.1.3 Community coordinator activity</td>
<td>No update since the previous progress report. As previously reported:</td>
</tr>
</tbody>
</table>
representing rural and/or small jurisdictions) racial & ethnic diversity mayors, military installation leaders, physicians filming PSAs in markets that meet CDC criteria | tracker, social media metrics | We exceeded our original goal of 60 - and the updated goal of 84 - cities with media campaigns.  
- 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 were edited/produced into PSAs  
- 88 cities completed media campaigns

| 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 was tracked in the post-participant survey, and will be reported in a future update.  
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.

<p>| 3.1.6 Mayor, military installation commander, &amp; physician op-eds | 3.1.6 Earned media metrics | In July, we reached out to Mayor Kelly of Great Falls, regarding the op-ed that was submitted to the Great Falls Tribune. As of July, it has not been published. Documents highlighting campaign successes were drafted for consideration by Municipal Leagues in the 10 states in which there was the most mayoral participation. Continued follow up with Virginia Living Magazine regarding fall publication of piece highlighting mayoral involvement. |</p>
<table>
<thead>
<tr>
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<th>Evaluation/ Data Source</th>
<th>Updates as of 7/31/2023</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>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 <a href="#">Leavitt Partners Evaluation Dashboard</a>.</td>
</tr>
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9. **Financial Status:**
   Agreement Total: $1,742,266
   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
Move with the Mayor™ Vaccination Initiative

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

123 Cities Committed

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

53 Rural (43%)
Move with the Mayor TM Adult Vaccination Initiative

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

Adult Vaccination Initiative

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

CHECK OUT THE VIDEOS FROM THE MOREHOUSE-TUSKEGEE CLASSIC '22 GAME!

Below is a sample social media post for your adoption when sharing the videos.

Making a Positive Impact with Move with the Mayor

LISTEN TO A TESTIMONIAL FROM A PARTICIPATING MERCHANT

CONTACT US FOR MORE INFO
State Link Pages Repurposed for Publication in Municipal League magazines
Trusted Messenger Strategy: Partnering with Mayors to Raise Vaccine Confidence

Mayor Kim Norton, Rochester, MN
Richard Quartarone, CDC
John Clymer, National Forum for Heart Disease & Stroke Prevention
Photos from the Event
**MWTM™ Vaccine Initiative — Survey & Testimonial Summary**

**Purpose**
The purpose of this evaluation effort was to collect testimonials from mayors and their staff on their experience participating in the MWTM Vax Initiative as well as conduct a quantitative survey to evaluate their experience.

**Methods**
To evaluate the MWTM Vax Initiative from Mayors’ perspectives, National Forum conducted outreach to mayors in May-June 2023. Community Engagement Coordinators (CECs) reached out to their respective cities to collect testimonials. They asked Mayors or their staff to respond to the following questions:

- Did you receive your media report?
- If yes: did you find media report useful and how would you envision utilizing it?
- What value did the MWTM Adult vaccination initiative provide for your community?
- Would you recommend MWTM to colleagues?

Testimonials were recorded in an Excel spreadsheet and can be found here. Additionally, CECs followed up and asked mayors or their staff to complete an 8-question survey evaluating their experience in the initiative. The survey was emailed as a link and completed online via Survey Monkey.

**Response**
28 cities were approached to share testimonials; 17 were successfully contacted and provided detailed information in response to all 4 questions. Collecting testimonials was a time intensive effort and CECs individually chose which mayors to reach out to. Thus, the testimonials are a convenience sample of the cities that completed a video. Surveys were distributed to 81 of 88 mayors in cities who completed a video. Surveys were not sent to 7 mayors because a new mayor had been elected since their video was completed and/or the email address on record no longer worked. A total of 23 cities participated: 11 cities gave testimonials and completed the survey, 6 only gave testimonials and 6 only responded to the survey. Of the 17 cities that gave testimonial, 9 came directly from mayors and 8 were provided by other staff. There were 18 total survey responses from 17 cities (one city had two individuals respond to the survey). The majority of cities responding had a Democratic mayor (Table 1) and were Non-Rural (Table 2).

**Summary of Testimonials**
13 cities (of 17 testimonials; 76%) reported receiving the media report.
7 cities reported it was useful.
2 cities were unsure how to use it.
3 cities thought it was useful but were unsure how to use it.
1 city suggested including relevant comparison groups to help understand the significance of the data reported.

Potential uses for the media report included: using it for future press releases and communications, internal use, showing the evidence success of partnerships and suggested it “will be used to facilitate future partnerships”, grant applications and for maximizing outreach efforts in the future. Additionally, one mayor expressed:

“Absolutely, was very pleased that we sent the results. A lot of things that Mayors do, we never know what kind of response there was for the effort. The data that was showed was more than enough to be helpful”

Overall, mayors gave testimonial indicating that participation in the MWTM Vax initiative was valuable:

“The video was well received and was a value to the community in getting in front of residents”

They felt that there was value in the message coming from the mayor, value in repeated messaging and value in having the option for to talk generally about vaccines (and not specifically about COVID-19 vaccines).

<table>
<thead>
<tr>
<th>Table 3.</th>
<th>Illustrative Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Value in the Message coming from the Mayor</strong></td>
<td>“...being a leader in the community and a respected person, it was very helpful, hearing from the mayor was comforting.”</td>
</tr>
<tr>
<td><strong>Value in Repeated Messaging</strong></td>
<td>“The PSA kept showing up. It normalized and lessened the stigma.”</td>
</tr>
<tr>
<td><strong>Value in General Language, Beyond COVID-19</strong></td>
<td>“we focus on good health a lot, as a reminder to people, at a time when people were having vaccine fatigue, it’s not about COVID, but general health.”</td>
</tr>
</tbody>
</table>

**Summary of Evaluation Survey Responses**

Overall, survey respondents found the resources the National Forum provided as part of the initiative extremely or very helpful. 94% (n=17) of respondents found the PSA script and filming instructions, social media toolkit, and summary of PSA social media results extremely or very helpful. 44% (n=8) of respondents did not recall getting the pledge cards. 89% (n=16) of respondents found regular email updates and ad hoc communication with their CDC extremely or very helpful. 27% (n=5) didn’t recall getting the city profile card and 24% (n=4) didn’t recall the wrap up webinar.
100% of respondents agreed or strongly agreed that participating in the initiative was a worthwhile use of their time. 100% of respondents agreed or strongly agreed that they understood what activities they would be asked to complete as part of the initiative and 94% (n=17) felt that the participating in the initiative did not create a significant work burden for them or their staff. All respondents agreed or strongly agreed that the video was a valuable resource and that participating helped raise awareness of adult/COVID-19 vaccination.

Figure 2 Agreement with Statements on the MWTM Vaccine Initiative
Survey respondents were given two open ended questions—the best part of participating in the initiative and recommendations for improvement. They also had the opportunity to give any additional comments. In response to the best part of participating, many commented on their positive interactions with National Forum staff and the meaningful support they were able to provide. Many also commented on the value of being able to reach their citizens and the reach the campaign was able to generate.

Table 4.

<table>
<thead>
<tr>
<th>Best Part of Participating in MWTM-Vaccine Initiative—Illustrative Quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td>“The staff are caring, engaged, creative and very helpful, inspiring mayors to succeed in MWTM!”</td>
</tr>
<tr>
<td>“We were provided more resources than I originally anticipated, which is awesome! The more information the better for smaller communications departments.”</td>
</tr>
<tr>
<td>“The reach on multiple platforms was unbelievable”</td>
</tr>
<tr>
<td>“It seemed to saturate our community via social media - generated lots of chatter and interest.”</td>
</tr>
</tbody>
</table>

Most respondents did not have any recommendations for improvement, but indicated their desire for the program to “keep doing what you are doing.” Two respondents provided specific feedback related to their individual filming experience. One asked if there was a way to evaluate if there were actual behavior change regarding vaccines following the campaign.
AAMA & MWTM Webinar Outline for August 2023 Briefing

**Overview and Purpose** – To discuss how MWTM has helped provide awareness in their communities and current leadership in healthcare associations and programs. To also highlight the importance of tackling health disparities our communities face head on through the influence of the mayor and where the rubber meets the road. (Areas such as physical activity, flu and vax)

**Goal of Webinar**- To showcase the strength of the partnership and how MWTM can be used as a TA tool for AAMA members. For Mayors to provide insight as to how MWTM impacted their community and their leadership roles in their perspective healthcare associations and memberships.

**Potential Flow of Program**

**Welcome and Introductions**

*Provide an overview of AAMA and National Forum Partnership and its benefits*

- Highlight the quantifiable data such as the overall number of impressions the program made and then breakdown AAMA member impressions.
- Highlight what mayors are doing in their communities and how MWTM has impacted that.
  - Highlight AAMA member mayors that participated in MWTM and their success stories via video reel.
  - Highlight the Football Classic Group PSA
- Introduce webinar participating / speaking mayors.
  - Mayor William D. Rawls, Jr. (Brownsville, TN) – Health Information Tech Board and an active member of the Tennessee Public Health Association.
  - Mayor Deana Holiday Ingraham (Eastpoint, GA) - WellStar ATL Medical Regional Board member
  - Mayor Frank Scott Jr. (Little Rock, AR) - Serves as the Past President
  - Mayor Steven Reed (Montgomery, AL) - Nation League of Cities Public Health Task Force

**End with Q&A Brainstorming session with members** - Discuss the motivations of this program that can address health issues in their cities.
Abstract for Submission—100 word limit

Engaging Local Leaders to Promote Vaccine Uptake: Implementation of a Community-Based Social Media Campaign

The United States was slower than other developed countries to vaccinate its population, due in part to vaccine hesitancy and political polarization of the pandemic. Our initiative to build vaccine confidence utilized a localized approach, engaging mayors as trusted messengers to encourage COVID-19, or adult vaccination uptake and counter the politicization of vaccines. We worked with mayors to develop locally tailored public service announcements and distributed them across social media platforms. Eighty-eight mayors participated. They found value in the factual, easy-to-use campaign materials, appreciated the visibility the PSA provided, and felt the campaign initiated important conversations in their communities.