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: August 1, 2023 - August 31, 2023
5. Submission date: September 27, 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 August 1 and August 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 ongoing relationship management activity throughout the program. (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. (Exhibit C)
  - 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 and some used assets from the program, even if they did not create a video PSA. (Exhibit D)
  - 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.
  - 134,110,513 impressions.
- **Reviewed and identified opportunities** to highlight the project and impact.
New/Updated Activities in this Period:
- CEC’s contacted mayors that would be featured in Municipal League publications to confirm approval of materials before publication. (Exhibit E)
- Co-hosted a webinar with the African American Mayors Association on August 31. The title of the webinar was “AAMA Mayors Leading in Public Health Through Move with the Mayor™.” Mayor Reed (Montgomery, AL) and Mayor Holiday Ingraham (East Point, GA) participated in a panel discussion along with Dr. Warren Jones, of the Jones Group of Mississippi. The panel was moderated by National Forum’s Jen Childress. (Exhibit F)
- The American Journal of Health Promotion accepted the abstract submitted in July and invited the National Forum to submit a full article featuring the initiative.

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 Partnership Webinar with AAMA – promotional materials and screenshots

6. Any Challenges Encountered/Solutions:
- There were 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 communication 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 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
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).

**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 08/31/2023</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 | |

<p>| 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, | |</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 August 2023 since the deadline for PSAs was March 31, 2023.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>471 unique messages created for media campaigns. 134,110,513 impressions.</td>
</tr>
<tr>
<td><strong>Activity 1.1.3: Identify locations of military installations.</strong></td>
<td><strong>1.1.3 # of military installations identified</strong></td>
<td>No new update since the last progress report. As previously reported: Over this project, we recruited 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></td>
<td><strong>1.1.3 Military installations website</strong></td>
<td>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.</td>
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</tbody>
</table>
| 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:
7 cities produced videos featuring 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 main purpose is to facilitate engagement with mayors and track information for this project's evaluation. |
| 1.1.7: Increased number of messages from U.S. mayors and U.S. military installation leadership | | | 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

<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>

**Work plan Strategies/Activities**

**Outputs/performance measures**

**Evaluation/Data Source**

**Updates as of 08/31/2023**

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.

2.0 Approach developed

Communications plan

Developed content remains the same. No update since the previous progress report.
### 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>
<thead>
<tr>
<th><strong>Work plan Strategies/Activities</strong></th>
<th><strong>Outputs/Performance Measures</strong></th>
<th><strong>Evaluation/Data Source</strong></th>
<th><strong>Updates as of 08/31/2023</strong></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 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.

### 3.1.6 Mayor, military installation commander, & physician op-eds

3.1.6 Earned media metrics

Documents highlighting campaign successes were drafted for consideration by Municipal Leagues in the 10 states in which there was the most mayoral participation. In August, documents were sent to NACDD to review, and then sent to the mayors to approve for publication.

Continued follow up with Virginia Living Magazine regarding fall publication of piece highlighting mayoral involvement. There was a change in the editorial leadership and content is now being reassessed.
<table>
<thead>
<tr>
<th>Activity 4.0 (NACDD): Develop and implement an evaluation plan to track and assess the impact of the communications campaign/messages.</th>
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</tr>
</thead>
<tbody>
<tr>
<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>
<td></td>
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</tbody>
</table>

9. **Financial Status:**
   - Agreement Total: $1,742,266
   - Amount Paid to Date: $1,670,520.82
   - Balance: $71,745.18
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

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

Key Components

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

Weekly Evaluation Extracts
- Of all Committed Cities → Leavitt Dashboard
- Agreed data changes as needed for evaluation

Multi-Factor Authentication (MFA) access to Salesforce data implemented to improve security.
Exhibit C - Cities Invited – as of May 2023

546 Cities Invited

310 Rural (57%)
Exhibit C - Cities Committed – as of May 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™ Vaccination Initiative
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

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>PSA 1</th>
<th>PSA 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken Thurston</td>
<td>Louisville, KY</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Will Hill</td>
<td>Montgomery, AL</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Steven Reed</td>
<td>Morganton, NC</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Trey Dykes</td>
<td>Newport, TN</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>James T. Willis</td>
<td>LaGrange, NC</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Nikkyan Knapper</td>
<td>McAlester, OK</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Ronnie Thompson</td>
<td>Morganton, NC</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Glenn A. Johnson</td>
<td>Pullman, WA</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Jason Hayes</td>
<td>Lexington, NC</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>John Browne</td>
<td>McAlester, OK</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Celina Benitez</td>
<td>Mount Rainier, MD</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Levar Stoney</td>
<td>Richmond, VA</td>
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<td>PSA 2</td>
</tr>
<tr>
<td>Frank Scott Jr.</td>
<td>Little Rock, AR</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Rick Nelson</td>
<td>Mogadore, KY</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>LaToya Cantrell</td>
<td>New Orleans, LA</td>
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<td>PSA 2</td>
</tr>
<tr>
<td>Evelyn Wynn-Dixon</td>
<td>Riverview, GA</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>PSA 1</th>
<th>PSA 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kim Norton</td>
<td>Rochester, MN</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>James Perkins</td>
<td>Selma, AL</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Anthony S. Ford</td>
<td>Stockbridge, GA</td>
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<td>PSA 2</td>
</tr>
<tr>
<td>Lawrence Haygood</td>
<td>Tuskegee, AL</td>
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<tr>
<td>Bryan K. Barnett</td>
<td>Rochester Hills, MI</td>
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</tr>
<tr>
<td>Greg Turnbow</td>
<td>Spartanburg, SC</td>
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<tr>
<td>Catherine Cercone</td>
<td>Struthers, OH</td>
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<tr>
<td>Scott James</td>
<td>Valdosta, GA</td>
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<tr>
<td>Karen Alexander</td>
<td>Salisbury, NC</td>
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</tr>
<tr>
<td>Jerome Rice</td>
<td>Spartanburg, SC</td>
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</tr>
<tr>
<td>Doyle Lowe</td>
<td>Soddy-Daisy, TN</td>
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</tr>
<tr>
<td>Quentin Hart</td>
<td>Vanceboro, VA</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
<tr>
<td>Van R. Johnson II</td>
<td>Statesboro, GA</td>
<td>PSA 1</td>
<td>PSA 2</td>
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<tr>
<td>Jonathan M. McCollar</td>
<td>Statesboro, GA</td>
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<td>PSA 2</td>
</tr>
<tr>
<td>Victoria Woodards</td>
<td>Tacoma, WA</td>
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<td>PSA 2</td>
</tr>
<tr>
<td>Gary Caldwell</td>
<td>Waynesville, NC</td>
<td>PSA 1</td>
<td>PSA 2</td>
</tr>
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</table>

<table>
<thead>
<tr>
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<td>Anthony S. Ford</td>
<td>Stockbridge, GA</td>
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<td>Lawrence Haygood</td>
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<td>Shari Cantor</td>
<td>West Hartford, CT</td>
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<td>Jamael Tito Brown</td>
<td>Youngstown, OH</td>
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<td>Catherine Cercone</td>
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<td>Scott James</td>
<td>Valdosta, GA</td>
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<td>Martha Guerrero</td>
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<td>Doyle Lowe</td>
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<td>Quentin Hart, Jr.</td>
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<td>John David Smith, Jr.</td>
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<td>Gary Caldwell</td>
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<td>Michael Helfrich</td>
<td>York, PA</td>
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Morehouse-Tuskegee Classic PSAs

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

Below is a sample social media post you can adapt when sharing the videos:

Making a Positive Impact with Move with the Mayor

LISTEN TO A TESTIMONIAL FROM A PARTICIPATING MAYOR

CONTACT US FOR MORE INFO
State Link Pages Repurposed for Publication in Municipal League magazines
Promotional Materials for AAMA Webinar on August 31, 2023
Move with the Mayor™ Vaccination Initiative

Screenshot from Panel Discussion at AAMA Webinar on August 31, 2023

https://www.youtube.com/watch?v=KBtgcxuB6c0