

ACPM's COVID-19 Vaccine Public Relations Effort



What Do We Want to Accomplish

- Boost confidence in vaccines and trust in science to influence action across populations
- Replace misinformation and confusion with vaccine facts leveraging the expert voice of the preventive medicine profession
- Create surround sound of vaccine-positive visibility nationally, regionally and in local markets

Strategic Approach

We Need a Campaign That...

- ✓ **Provides a clear and concise call-to-action** that resonates with and motivates target audiences
- ✓ Delivers compelling campaign content and visuals that **underscores importance of vaccines and offers an opportunity to act**
- ✓ **Leverages preventive medicine expertise** in prevention, research and vaccinations
- ✓ **Mobilizes the preventive medicine professional** as credible voice at the local, regional and national level
- ✓ **Fills a critical gap in broader vaccine dialogue** while building multiple touch points and moments in time for education
- ✓ **Remains responsive and able to pivot** as COVID-19 and the pathway to vaccination evolves



Why it Works:

- Communicates the profession's **confidence proposition clearly**
- Allows opportunity to **educate about the profession** as experts and trusted voice on vaccines
- Delivers both **assurance in vaccines and acts as an invitation to help instill confidence in those less assured** (source of evidence-based information; comes from position of empathy and understanding)
- Communicates on multiple levels. It's a...
 - **Defining quality** (what you are)
 - **Value** (what you believe in)
 - **Response** to anxiety and fear (contrasting viewpoint)
 - **Call to Action** (we all can be vaccine confident)
 - **Unifying and resonating rally cry**

Vaccine Confident Campaign Messages

- American College of Preventive Medicine launched the Vaccine Confident campaign to **create a dialogue with preventive medicine experts about why they are confident in the science behind vaccines and their effectiveness**, ultimately bolstering consumer assurance in making the decision for themselves and loved ones to get vaccinated.
- Preventive medicine professionals are specially trained at the intersection of public health and clinical outcomes and want to **add voice to help others** understand that vaccines are safe, effective and critical to health – especially now.
- Developed from sound science and backed by evidence-based research, **vaccines are considered one of the most successful advancements** for improving health on a global scale and a key way out of the biggest health crisis of the century.
- As a result of COVID-19 concerns, **routine vaccinations are at record lows**, leaving millions of Americans at risk of long-term health impacts from diseases previously eradicated.
- Not taking advantage of proven vaccines **turns back the clock on prevention** to the 20th century.
- Visit **VaccineConfident.org** to find out why you can be confident.

How Can You Help?

Share why you are **vaccine confident** at



WORK



HOME



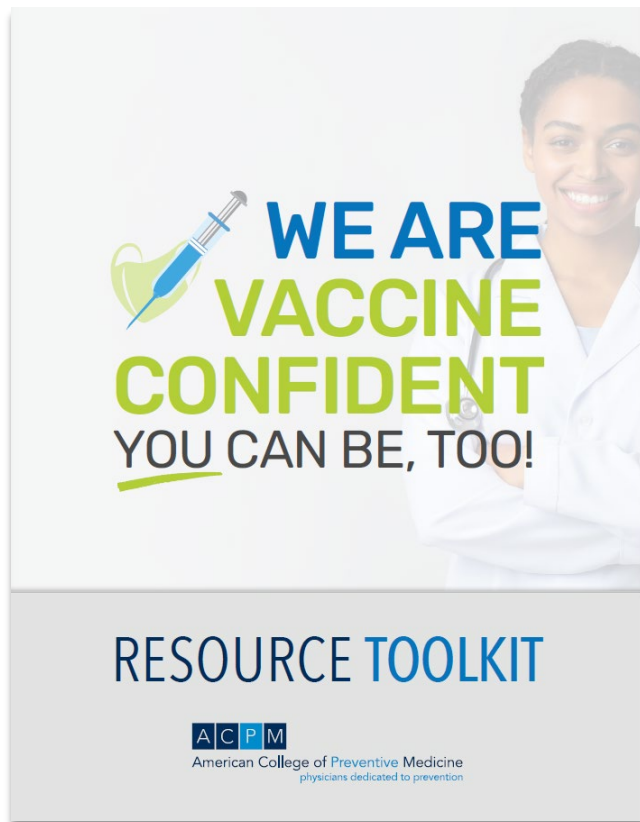
SOCIAL



COMMUNITY

Ways to Share

Vaccine Confident **Interactive Member Toolkit**



**WE ARE
VACCINE
CONFIDENT
YOU CAN BE, TOO!**

RESOURCE TOOLKIT

ACPM
American College of Preventive Medicine
physicians dedicated to prevention

ACPM Vaccine Confident Toolkit

Join us in promoting Vaccine Confidence

Dear Member,

As COVID-19 vaccines continue to roll out in communities across the country, more than a third of Americans remain hesitant to get the vaccine, including the very health care workers that Americans look to for reassurance.

As preventive medicine professionals, you are at the critical intersection of public health and clinical outcomes, and we need your voice to help others understand that vaccines are safe, effective, and essential to health – especially now.

You are vital to the vaccine conversation because you are already leading the way through your actions. According to a new ACPM member survey, more than 98% had or were planning to get vaccinated against COVID-19, while nearly all members said they plan to recommend the vaccine to their family and friends.

When it comes to improving health on a global scale, vaccines are one of the most successful advancements in modern history and the key way out of the largest health crisis of the century. That is why we are asking you to join us in a nationwide effort to aid in the chorus of trusted voices proclaiming confidence in vaccines so others can be assured and follow suit.

We are vaccine confident. You can be, too!

ACPM is launching the Vaccine Confident campaign to create a dialogue with preventive medicine experts about why you are confident in the science behind vaccines and their effectiveness, ultimately to instill consumer assurance in making the decision to get vaccinated.

By leveraging its membership of more than 2,000 preventive medicine experts across the country in a variety of health care settings, we are opening a conversation and serving as a beacon for others to learn why they too can be vaccine confident.

As an ACPM member, you have a unique opportunity to join us in this effort. You can help by delivering the message that you are vaccine confident to your patients, colleagues, and broader academic, public health or hospital community.

How You Can Get Involved

We are providing you with tools and materials to spread the word that you are vaccine confident:

- **Vaccine Confident Report:** leverage the visual report in conversations with patients and colleagues about the importance of getting vaccinated
- **Be a Vaccine Confident Ambassador Check List:** learn about the different ways you can become an advocate
- **Social Media Content:** share and engage with vaccine confident messaging on your social media channels, and take part in the conversation using the #VaccineConfident hashtag
- **Graphics:** leverage social media graphics to bring posts to life and capture audience attention
- **Vaccine Confident Presentation:** inform your colleagues about the campaign and encourage others to get involved

Visit VaccineConfident.org to learn more or contact Jordan Sehestedt with questions at jsehestedt@acpm.org

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VACCINE CONFIDENT
RESOURCE TOOLKIT

OVERVIEW

BACKGROUND

LOGO

RESOURCES

SOCIAL CONTENT

Vaccine Confident Toolkit: Campaign Background

Fact Sheet

Bring awareness to the campaign by distributing the fact sheet to patients, colleagues, and broader hospital/health care community.

WE ARE VACCINE CONFIDENT YOU CAN BE, TOO!

FACT SHEET
Vaccines: Prevention's Best Shot
New data from the American College of Preventive Medicine underscores overwhelming confidence in the safety and effectiveness of the COVID-19 vaccines among disease prevention specialists.

As COVID-19 vaccines roll out in communities across the country, hesitancy to get the vaccine remains high among vulnerable populations as well as the very health care workers that Americans look to for reassurance.

- One-third** of Americans remain unwilling to get vaccinated. (Gallup)
- Three in ten** health care workers express hesitancy about getting the vaccine. (KFF)
- 30% of African Americans** are hesitant to get the vaccine. White people are being vaccinated at **twice the rate**. (NFID)

Why Vaccines Matter: Vaccines are a critical component in maintaining one's overall health and wellbeing, and prevent disease, disability and even death. The COVID-19 vaccines are part of that equation.

About Vaccines
Developed from sound science and backed by evidence-based research, vaccines are considered one of the most successful advancements for improving health on a global scale and the key way out of the biggest health crisis of the century. In addition to preventing millions of deaths annually across the globe, in the long run, vaccines reduce health care costs and improve economic stability through disease prevention.

The Next Public Health Crisis: An Unprotected Population
As a result of COVID-19 concerns, routine vaccinations are at record lows, leaving millions of Americans at risk of long-term health impacts from diseases previously contained and/or eradicated. Not taking advantage of proven vaccines turns back the clock on prevention to the 20th century. If the trend of missed vaccinations continues, the U.S. could experience outbreaks of vaccine-preventable diseases after, or even on top of, the COVID-19 pandemic.

January - April 2020 compared to similar timeframe in 2019:

- ▼2.5M** decline in orders of regular childhood vaccine doses – not counting influenza vaccines
- ▼250K** decline in vaccine doses containing measles protection (Source: CDC)
- ▼95%** decrease in two flu vaccines
- ▼84%** decrease in total scripts of the shingles vaccine (Source: Farnsworth)

2020 Prescription Declines:

About the Vaccine Confident Campaign
The Vaccine Confident campaign spotlights the critical role vaccines play in overall health and offers a dialogue with trusted health care voices to help consumers build confidence. By leveraging its membership of more than 2,000 preventive medicine experts across the country in a variety of health care settings, ACPM is opening a conversation and serving as a beacon for others to learn why they too can be confident in vaccines.

Join the conversation on social using #VaccineConfident

For more information and to learn more about benefits of vaccines, visit vaccineconfident.org

American College of Preventive Medicine
Physicians dedicated to prevention

Talking Points

Leverage talking points for media interviews, speaking engagements and refer to as background for written communications opportunities

WE ARE VACCINE CONFIDENT YOU CAN BE, TOO!

RECOMMENDED Talking Points

The following provides ACPM members with sample talking points on the Vaccine Confident campaign, COVID-19 vaccine science and overall benefits of vaccines for public health as a preventive measure.

These talking points are meant to be leveraged for media interviews, speaking engagements and referred to as background for written communications opportunities.

- I stand with my colleagues of more than 2,000 preventive medicine physicians working in health systems across the country dedicated to improving the lives of individuals, families and communities in affirming my confidence in the safety and effectiveness of the FDA-approved COVID-19 vaccines.
- There is a scientific process and the rigorous peer review put in place for the coronavirus vaccines, the same as all vaccines – I trust the process and the science behind it.
- I fully support the overwhelming scientific evidence that demonstrates vaccines are among the most effective and safest interventions to prevent illness and protect the health of the public.
- As a trusted medical voice, I have a responsibility to proudly and loudly proclaim my confidence in the FDA-authorized COVID-19 vaccines, and assure others in the decision to be vaccinated.
- Vaccination is considered one of the most successful public health advancements for improving health and an important tool in the public health toolbox.
- As a result of the COVID-19 pandemic, we have seen a dramatic decline in routine vaccinations, leaving millions of people at risk of long-term health impacts.
- As the nation looks to turn a corner on COVID-19 with vaccination ramping up, we could be facing additional outbreaks of previously contained and/or eradicated diseases if routine vaccination schedules are not kept up to date.
- Not taking advantage of proven vaccines turns back the clock on prevention to the 20th century.
- By taking a holistic approach to health, including preventive measures, such as remaining in care and staying up to date with clinical preventive services and vaccination schedules, we can lower odds of illness, disability and death.

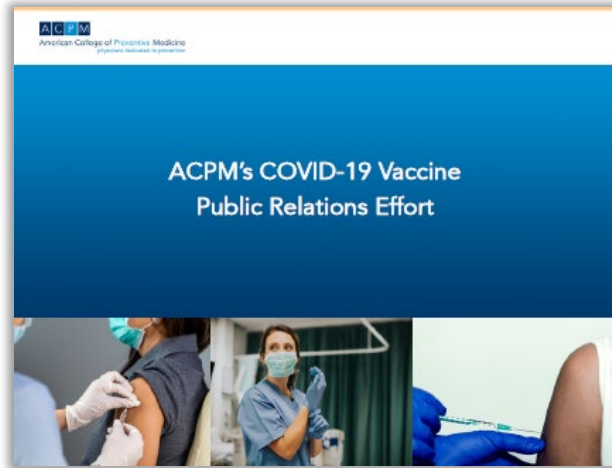
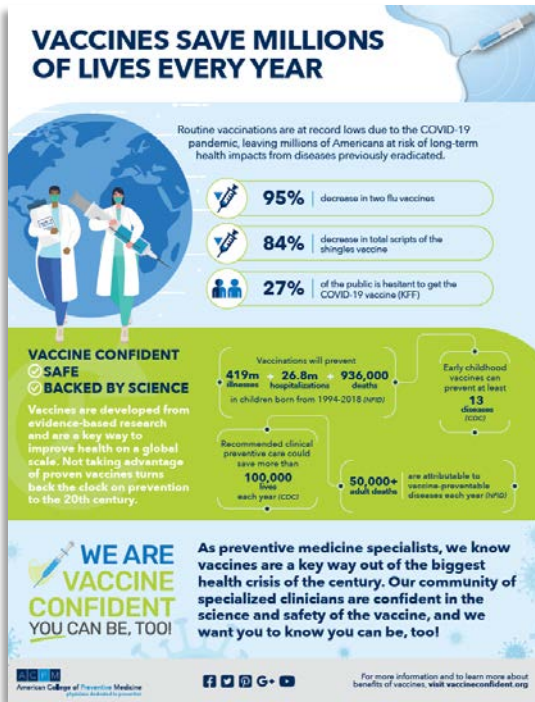
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Vaccine Confident Toolkit: Campaign Resources

Infographic

Download infographic to use as educational visual on social platforms or in conversations with patients and colleagues.



Presentation Slides

Include in your speaking engagements to discuss importance of being vaccine confident.

Ambassador Checklist

Use this checklist to promote COVID-19 vaccine confidence and raise awareness of the overall importance of vaccines as part of a holistic health strategy among your peers, family/friends and community.



As a preventive medicine specialist, you have the power through your actions and words to influence those around you. Join us in an effort to promote why you are vaccine confident and add your voice to help others understand that vaccines are safe, effective and critical to health – especially now.

Use this checklist to promote COVID-19 vaccine confidence and raise awareness of the overall importance of vaccines as part of holistic health strategy among your peers, family/friends and community at large.

How to be a Vaccine Confident Ambassador

Become a Vaccine Confident Ambassador by incorporating campaign key messages in the following areas of your work and life.

- | AT WORK | ON SOCIAL MEDIA |
|--|---|
| <ul style="list-style-type: none"> Give a Vaccine Confident presentation to your colleagues/staff.
ACPM Resource: Vaccine Confident Presentation Have a discussion with staff members to identify ways to integrate Vaccine Confident messages and materials into external communications to reach broader audiences.
ACPM Resources: Vaccine Confident Newsletter, Vaccine Confident Social Media Content, Vaccine Confident Graphics Post Vaccine Confident materials in staff break rooms.
ACPM Resources: Fact Sheet, Infographic | <ul style="list-style-type: none"> Post the Vaccine Confident template social media copy to your personal Facebook and/or Twitter accounts using #vaccineconfident.
ACPM Resources: Vaccine Confident Social Content, Vaccine Confident Graphics, Vaccine Confident Social Frame Show your confidence in the vaccines by changing your social media profile picture to include the campaign frame and encourage your peers to do the same.
ACPM Resource: Vaccine Confident Social Frame Share your experience getting vaccinated with a photo on social media using #vaccineconfident to encourage others. Continue the conversation about vaccine confidence on social and interact with peers and others to create a dialogue. Share testimonials from friends, colleagues and patients on vaccine experiences using #vaccineconfident. |



Vaccine Confident Toolkit: Social Media Content

LinkedIn Article

Tailor the template article to lend your voice and create a dialogue about your confidence in vaccines and foster that same assurance with your professional and social communities.



WE ARE VACCINE CONFIDENT YOU CAN BE, TOO!

MEMBER TOOLKIT
Template LinkedIn Article

As part of the American College of Preventive Medicine's Vaccine Confident campaign, we encourage you to use your credibility as a leading voice in preventive medicine to help spread the message of vaccine confidence. By leveraging your LinkedIn platform, you have the power to create a dialogue about your confidence in vaccines and foster that same assurance with your professional and social communities.

Below is a template LinkedIn article. Please tailor the content below to depict your personal experience and voice.

Template LinkedIn Article:

News/This month, as we mark a year of living in a COVID-19-altered world, we reflect on hardships, tough decisions and changes we've made to keep ourselves and our families safe. To say we've been through a lot would be an understatement, but if these last 12 months have taught us anything it's that we must prioritize our health.

As we look ahead to what lies ahead, we must continue to prioritize our wellbeing. However, that is no easy feat with the amount of misperception, inaccurate and conflicting health information coming through every screen, publication and discussion about how to properly protect ourselves from COVID-19. It's having an impact not only related to COVID-19 protocol, but in our preventive care practices overall.

Did you know since March 2020, due to COVID-19 concerns, many chose to forego their regular appointments with their primary care physicians? A downstream impact of this absence is millions of Americans, many children and elderly, interrupted their vaccination schedule leaving them at risk of long-term health impacts. This is an alarming trend that can turn back the clock on preventive care that keeps us safe from illnesses ranging from the flu and measles to atypical and HIV.

In my role at **[insert institution name]**, I've seen this happening first-hand **[insert personal experience around vaccine decision]**.

We know that if each of us received recommended clinical preventive care such as routine vaccinations, hundreds of thousands of lives would be saved every year. In fact, those very vaccines will prevent 419 million illnesses, 26.8 million hospitalizations and 936,000 deaths in today's youth. Vaccines are safe, effective and critical to health especially now.

With the distribution of the COVID-19 vaccine, we now have an important tool on our side to help guide us through the biggest health crisis of the century. As we look to prioritize our health and wellness during this time, receiving the vaccine is a key part of the equation. Knowing the vaccine is developed from sound science and backed by evidence-based research, I can stand with a strong majority of preventive medicine professionals when I say that we are vaccine confident, and because of that, you can be too. **[insert anecdote about why you are vaccine confident related to disease, personal experience, social determinants of health, etc.]**

As epidemiologists, public health practitioners, clinicians, we each have a critical role to set an example in our community and to carry out the message that vaccines save millions of lives each year and the COVID-19 vaccines are no different. I am proud to be one of more than 2,000 #VaccineConfident preventive medicine champions joining in on @The American College of Preventive Medicine's Vaccine Confident campaign.

ACPM
American College of Preventive Medicine

f t i G+

For more information and to learn more about benefits of vaccines, visit vaccineconfident.org

Facebook/Instagram/Twitter Copy

Use the suggested content to join the conversation and share why you are vaccine confident with your community and followers.

Social Media

Use the suggested content to join the conversation and share why you are vaccine confident with your community and followers.

As part of the American College of Preventive Medicine's Vaccine Confident campaign, we encourage members to join the conversation and share why you are vaccine confident with your community and followers. By leveraging your Facebook, Instagram and Twitter channels, you have the power to spark a dialogue on the safety of the COVID-19 vaccines and the larger role vaccination plays in preventing illness, disability and death for individuals and communities.

The following are recommended postings. Please feel free to tailor the content below to suit your personal voice and audience and leverage campaign graphics to amplify your posts.

Facebook & Instagram:

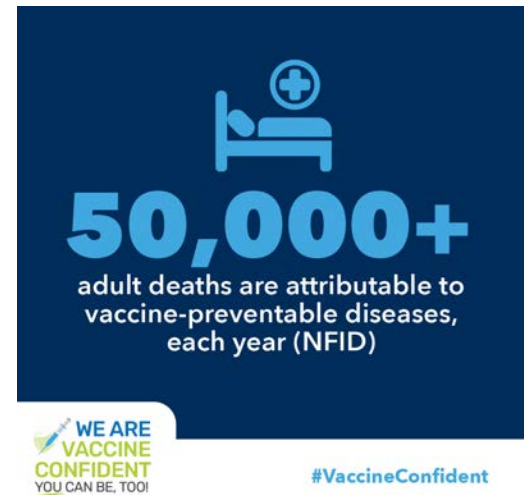
- #DYK vaccines save millions of lives every year? That's why I joined ACPM's #VaccineConfident campaign, because I want my patients, loved ones, and community to understand that #vaccines are safe and critical to health – especially during the COVID-19 pandemic. Visit VaccineConfident.org to find out why you can be vaccine confident, too!
- I am one of more than 2,000 #VaccineConfident preventive medicine experts. I **[am planning on receiving/received]** the #COVID19 #vaccine because they are critical for individual health and the health of the communities where we live in, work, play and pray.
- #Vaccines are developed on sound science and help save millions of lives each year – the COVID-19 vaccines are no different. I received my #COVID19 vaccine because it is critical to my overall health and helps protect my family, friends and patients. Learn more at VaccineConfident.org
- COVID-19 concerns have put routine vaccinations at record lows – leaving millions of Americans at risk. I am #VaccineConfident because I don't want to turn back the clock on our overall health. Learn how you can be vaccine confident too: VaccineConfident.org #Vaccine
- Every year, more than 50,000 adult deaths are attributed to vaccine-preventable diseases. I'm proud to be #VaccineConfident and want to help individuals, families, communities be confident in their vaccinations too. #VaccineConfident.org is opening the door to conversations with more than 2,000 preventive medicine specialists. Ask us why we are confident today! #Vaccine

Twitter:

- Vaccines save millions of lives every year. That's why I joined @ACPM_HQ #VaccineConfident campaign, because I want the community to know that #vaccines are more important than ever during the COVID-19 pandemic. Learn more at VaccineConfident.org
- I am one of more than 2,000 preventive medicine experts **[planning on receiving/that have received]** the #COVID19 #vaccine. I am #VaccineConfident, you can be, too! VaccineConfident.org
- Not taking advantage of proven #vaccines turn back the clock on prevention to the 20th century. I am #VaccineConfident in the science that can improve public health and end this pandemic. Learn how you can be too: VaccineConfident.org
- Why am I #VaccineConfident? Because more than 50,000 adult deaths are attributable to vaccine-preventable diseases every year. Learn why vaccines are critical to health – especially now: VaccineConfident.org #Vaccine
- Vaccines are key to wellness and preventive care, saving millions of lives every year. The COVID-19 #Vaccines are no different. I am #VaccineConfident, you can be too: VaccineConfident.org

Vaccine Confident Toolkit: Social Media Graphics

Facebook Profile Picture Frame




Vaccine Confident Toolkit: Animated Social Media Graphics

Don't turn back
the clock on
preventive care:
**Be Vaccine
Confident**



**WE ARE
VACCINE
CONFIDENT**
YOU CAN BE, TOO!

#VaccineConfident



**I AM VACCINE
CONFIDENT**
ASK ME WHY!

**WE ARE
VACCINE
CONFIDENT**
YOU CAN BE, TOO!

#VaccineConfident

**I AM VACCINE
CONFIDENT**

**YOU CAN
BE, TOO**

#VaccineConfident

**WE ARE
VACCINE
CONFIDENT**
YOU CAN BE, TOO!

Putting the Toolkit to Work Communications Training



Communications Training Overview



Storytelling



Media Opportunities



Social Media Best Practices



Sharing the Message

Storytelling





“Stories are the most powerful form of human communication.”

— Peg C. Neuhauser, author, *Corporate Legends and Lore*

What's in a Good Story?

Entertaining:

Engaged and interested in what's coming next

Educational:

Spark curiosity and provide something new

Universal:

Relatable and tap into emotions and experiences

Organized:

Follow cohesive flow to convey core message

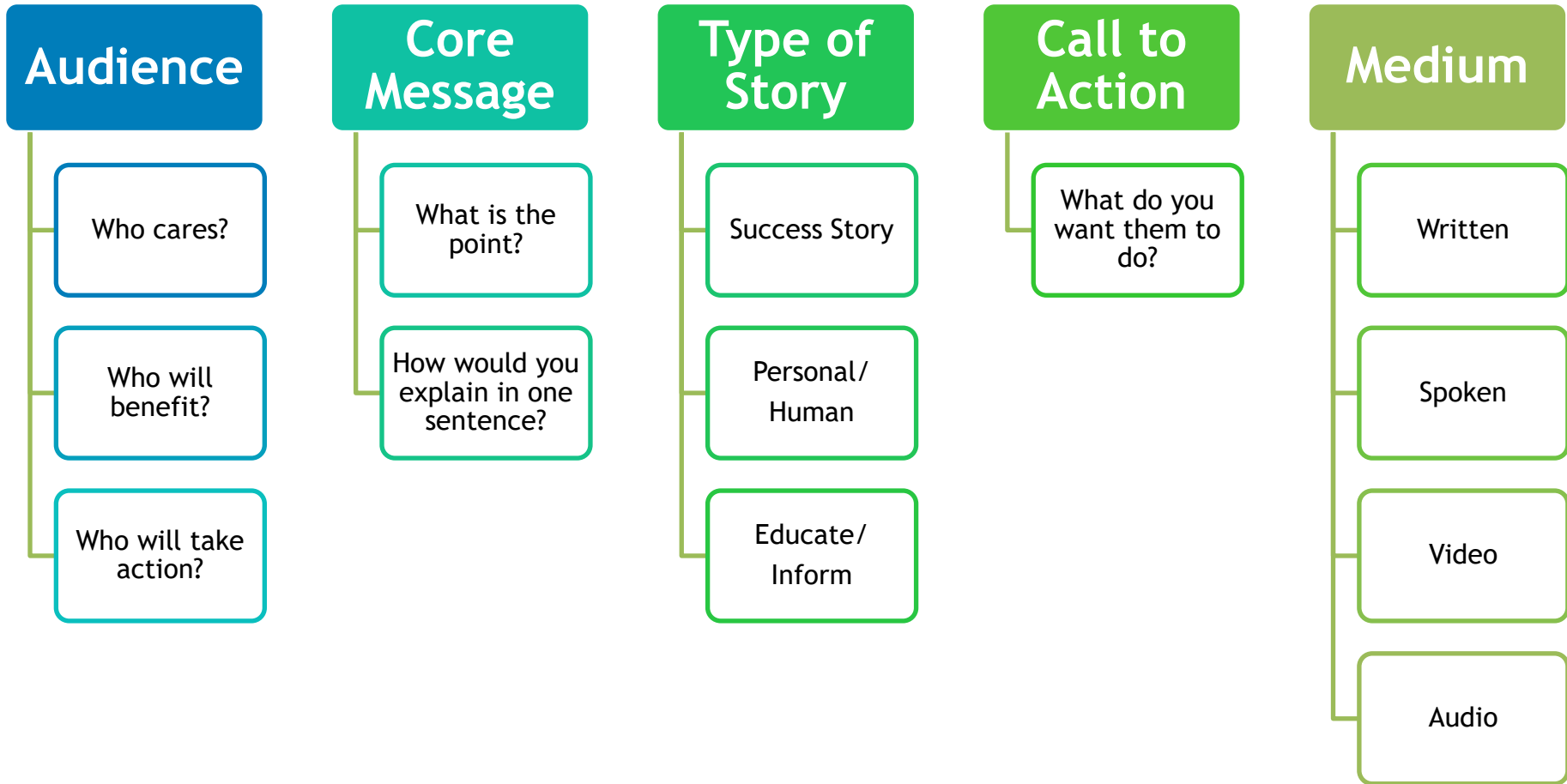
Memorable:

Through inspiration, humor, or shock - stories stick in the reader's mind

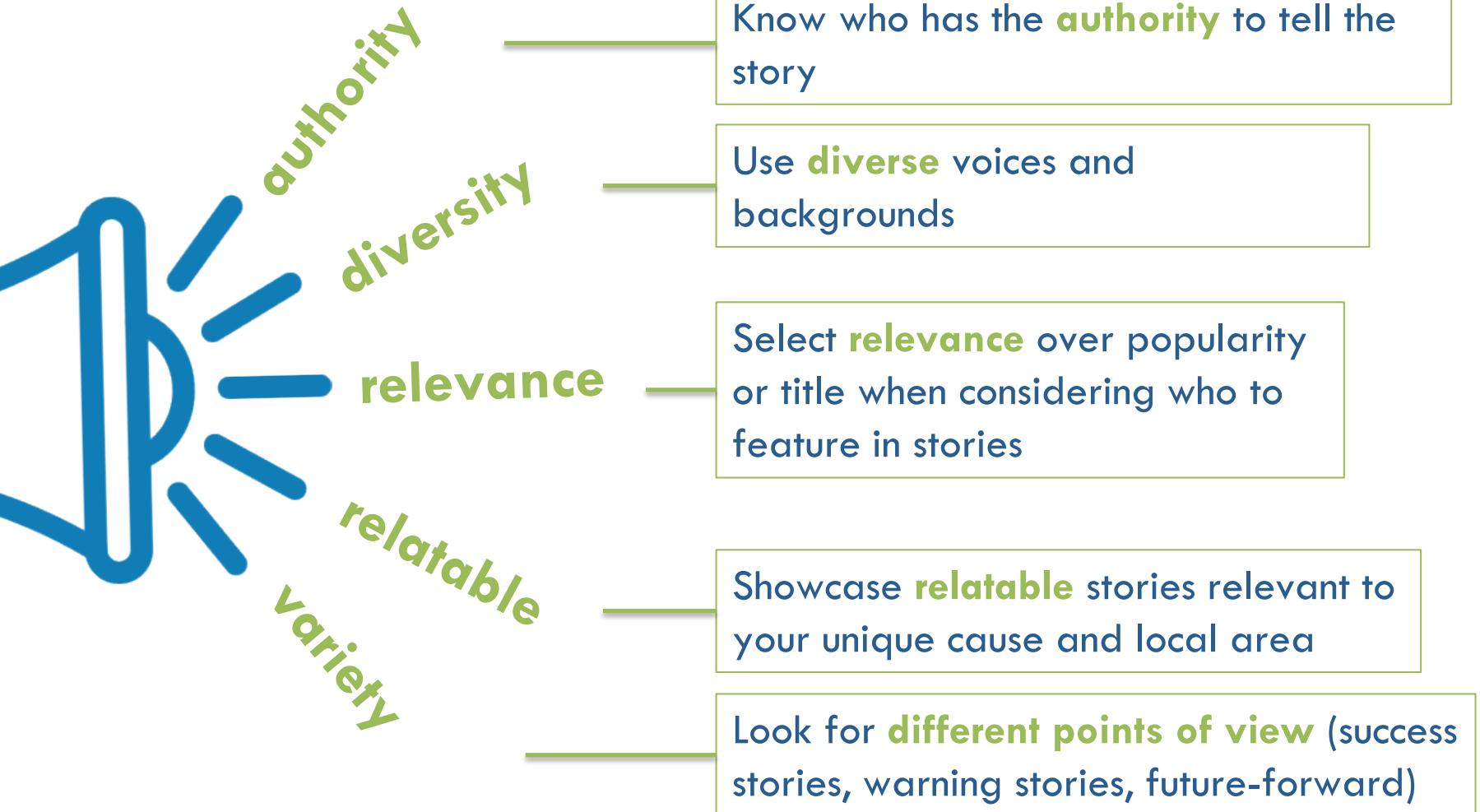
Purpose:

Evokes a reason or action from the audience

Storytelling Essentials



Using the Right Voices



Telling Your Story in 60 Seconds *(more or less)*

THE HOOK *(10-15 seconds)*

- Who you are
- Value of what you do
- The impact you make



THE BODY *(30-60 seconds)*

- Prevention differentiators
- Effectiveness of prevention
- Impact stories



THE CLOSE *(15-30 seconds)*

- What can you do

Making the Most of Media Opportunities



Take Advantage of the Moment



Proactive and Reactive Media Opportunities



Being Prepared



Interview Best Practices & Techniques



Amplify Your Coverage



Examples

Proactive Media Opportunities

What is it?

You create
the news

How do you do it?

Contact reporters
directly: short email
pitch (use your
elevator story!)

Send contributed
article: byline/opinion
piece (see toolkit for
LinkedIn template)

What kinds of outlets?

TV broadcast
stations

Radio shows

Newspapers

Local blogs

Reactive Media Opportunities

What is it?

Media contacts you
for commentary

You are reacting to
existing news

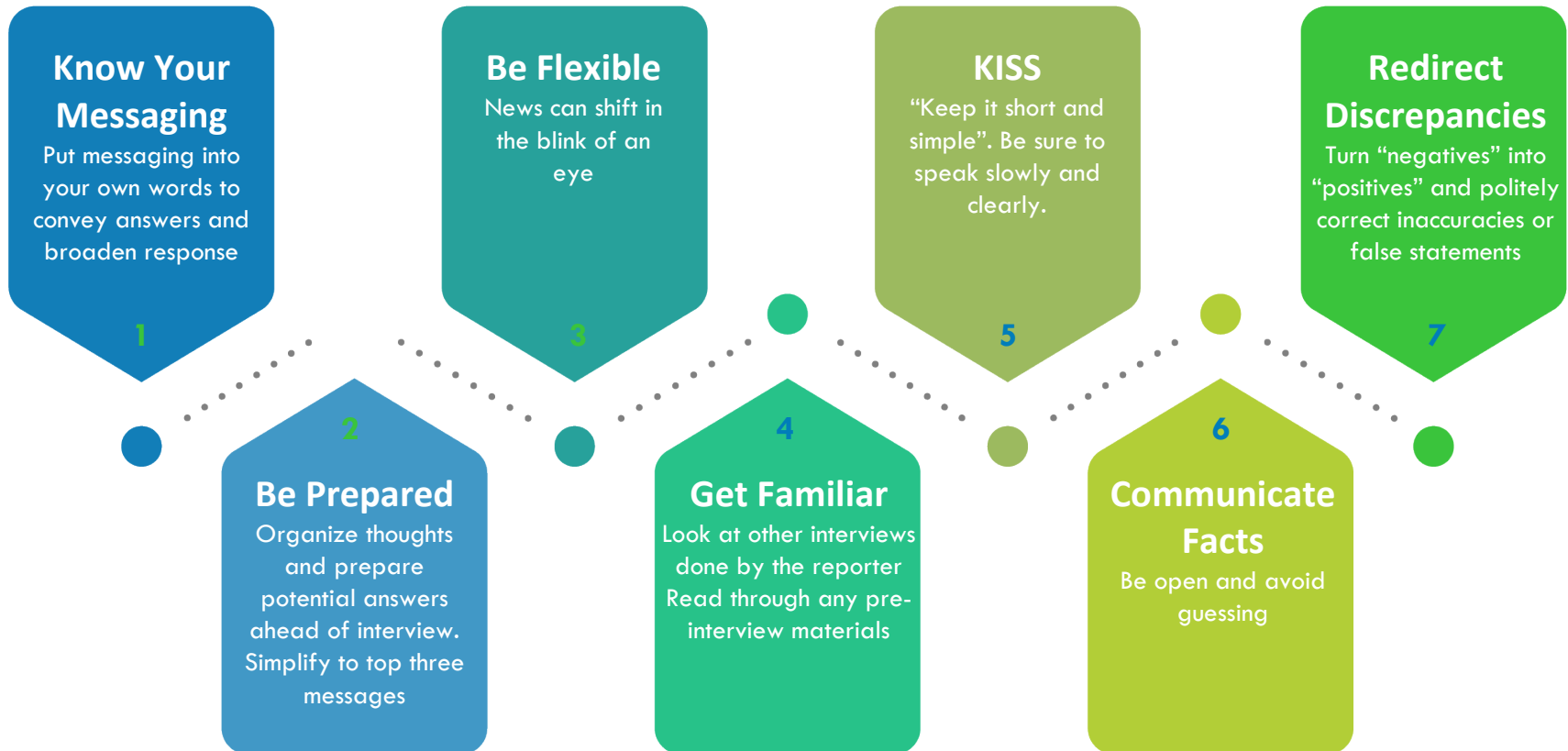
What to consider?

Can you get **questions in
advance**

Can you offer an **alternative
perspective**

Do your **research on
outlet/reporter** to get a sense of
understanding of issue/if there is
a slant

Before You Get Started: How to Prepare for Interviews



Consider the Platform



BY PHONE

Short-Hand

- Have notes on hand
- Organize in quick, easy to read bullets

Location, location, location

- Find a quiet place
- Take it away from computer or other distractions



ON CAMERA

Dress for Success

- Wear something comfortable; consider wearing your white coat
- Stay away from white, black, stripes and patterned clothing
- Remove jewelry that could make noise or interfere with mics
- Be mindful of headphones

Location, location, location

- Check background and lighting (consider the time of day for lighting)

During the Interview



Keep It Newsworthy and Relevant

- Plug key statistics and important facts
- Consider real-life examples to make story relevant



Be Concise

- A 10-minute interview may end up as a blurb or short sound bite
- Express your thoughts in a few hard-hitting sentences
- Don't overload the reporter with numbers
- Limit jargon (does it pass the grandmother test?)



Pay Attention to How You Say It

- Emotion, or lack of it, will come across on camera

Staying On-Message



Flagging

This technique draws attention to what you are about to say.

- *“What I hear most from my patients is...”*
- *“If people remember nothing else, people should...”*
- *“I think it all boils down to...”*
- *“What’s most important is...”*



Bridging

Helps move from one issue to another, and bridge the focus back to your key messages

- *“I don’t know the specifics, but I do know that...”*
- *“I don’t know the answer to that question. But what I do know is...”*
- *“Historically, that was the case. But today, here’s what we’re doing...”*
- *“No, but let me explain...”*



Blocking

If a reporter persists with questions you can’t answer, defer him or her to the ACPM Vaccine Confident website for more information.

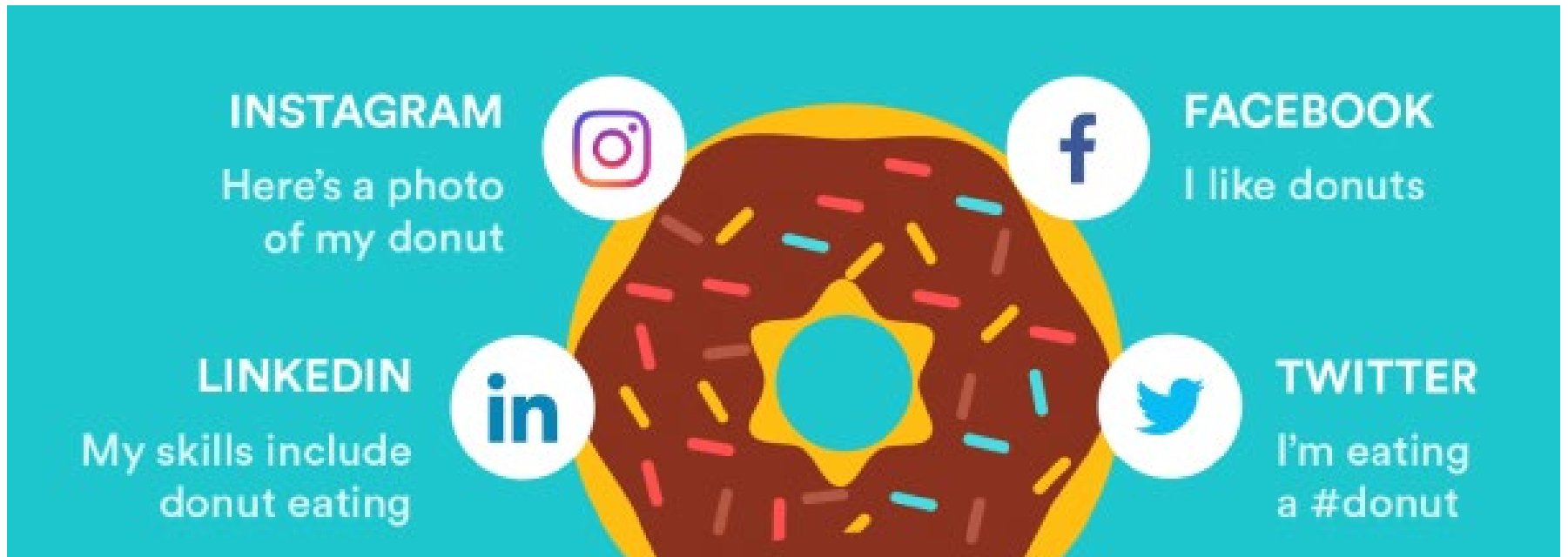
Social Media Primer



Social Media Explained (*with donuts*)



Focus on the Core Four



Social Media is Key to Support

2.2
billion
active users
per month



4.2
billion
"likes"
per day



800
million
tweets sent
each day

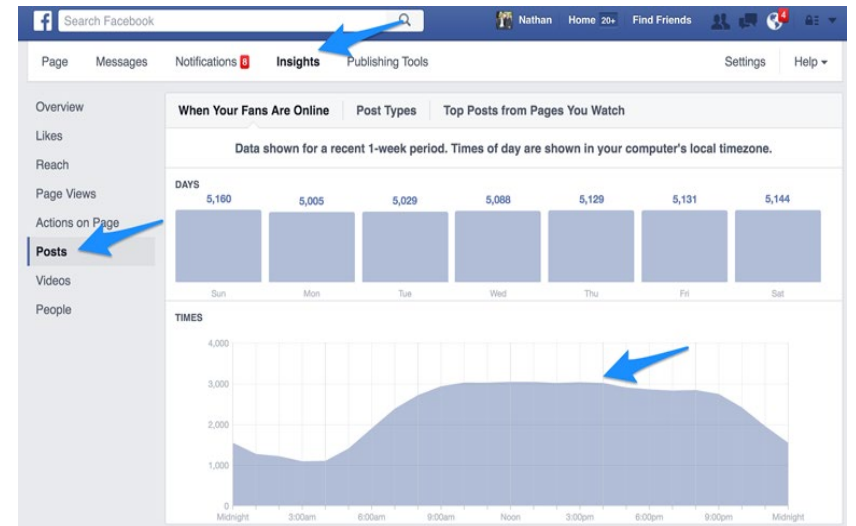


760
million
active users
as of December 2020



Timing is Everything!

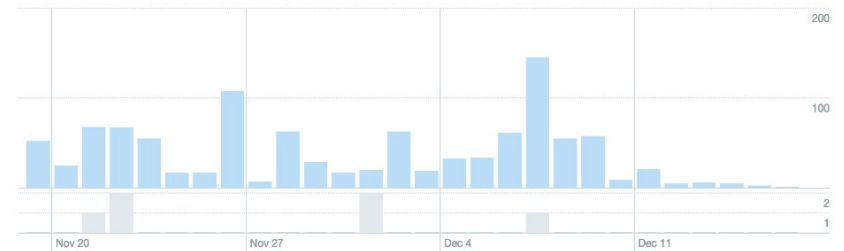
Twitter	12-3 PM	Weekdays
Facebook	1-4 PM	Late-Week
Instagram	5-6 PM	Mid-Week
LinkedIn	5-7 PM	Weekdays especially Mondays
Pinterest	8-11 PM	Saturday



Twitter Analytics Home Tweets Audiences Events More

Tweet activity

Your Tweets earned **1.1K impressions** over this 28 day period



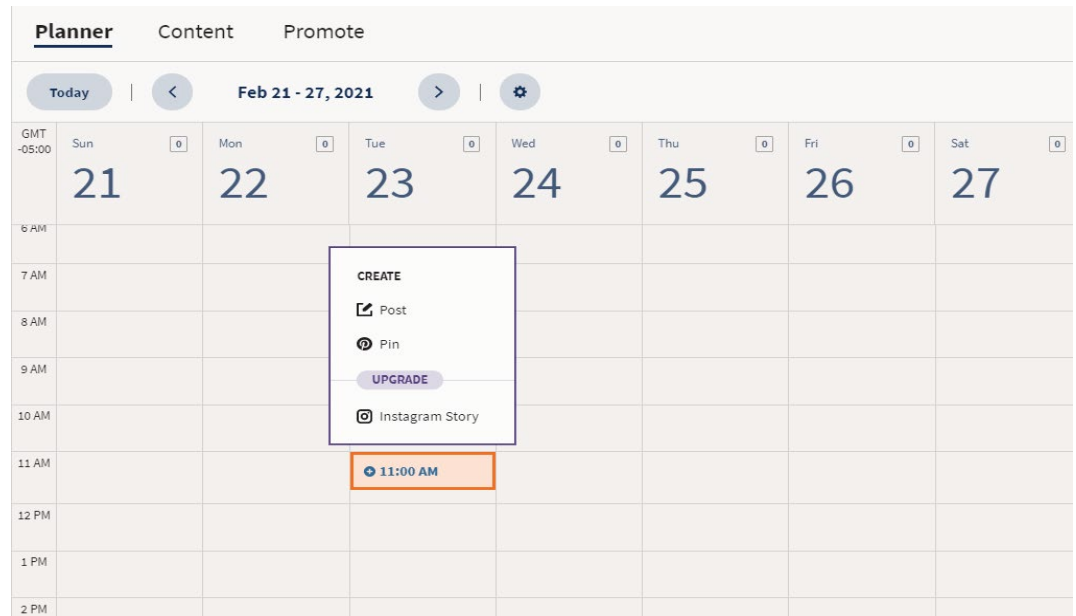
There's an App for That!

- Save on time by using social media management tools

- Preschedule posts
- Curate content from all social media platforms
- Identify trending content

- Helpful Tools

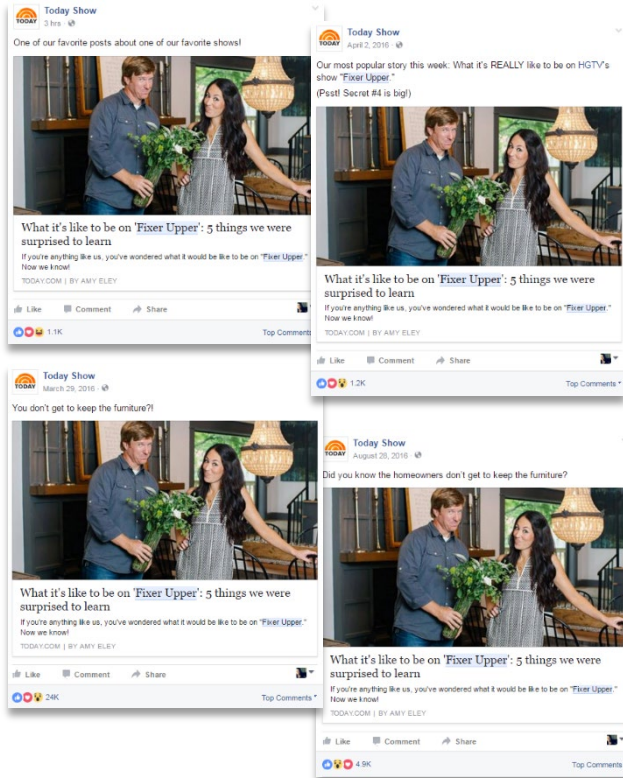
- Hootsuite (free)
- Buffer (free/small fee)
- Post Planner (small fee)
- Monday.com (small fee)



Content Options

Refresh

Use a favorite post and give it new life with new text



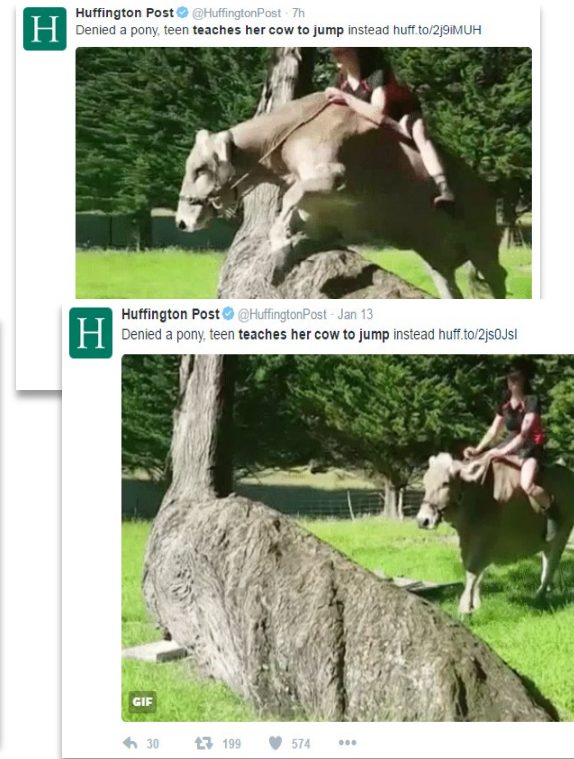
Repurpose

Take one piece of content and develop multiple messages



Resurface

Share a post again during a different moment in time (3+ months)





Whatsthebigdeal?

Why are hashtags important?

- ✓ Clickable
- ✓ Searchable
- ✓ Trackable
- ✓ Extend your reach

Be Strategic: You only have a limited amount of time and space to make an impact and catch others eyes, use hashtags that carry your core message

#VaccineConfident

• What Works Best?

- Facebook: 2-3
 - Twitter: 1-2
 - LinkedIn: 3-5
 - Instagram: 1-2*
- *Allows for up to 30 hashtags BUT if you use more than 2 in your post consider including any additional as a comment*

Dealing With Trolls

What is a “Troll”?

- An internet troll is someone who purposely says something controversial or uncalled for in order to get a rise out of other users.



How to Handle a Troll:

- **Ignore, Don't Fuel** – Many internet trolls want a reaction from whomever they are after. If you ignore them, they will often wind down.
- **Respond with Facts** – If someone is spreading rumors or inaccurate information, respond to them politely with real facts.
- **Block User** – Most internet trolls are usually harmless, however, if using hate speech, report them to the social network and then block them from your platform.
- **Correct Mistakes** – Let your audience know you are aware of the mistake and you have taken steps to correct it.
- **Be Polite** – It is important to respond as it will help you connect to the user, but be polite as it will hopefully prompt a respectable conversation rather than develop a troll on your page.

Amplify Message Through Events



What's an Event Anymore?

Any opportunity to gather a group to hear your message

- Staff meeting
- Briefing with stakeholders (NGOs, investors, BOD)
- Virtual speaking events
- Professional groups
- Town halls
- Hill day with elected officials



Key Considerations

- Can you incorporate Vaccine Confident messages into existing speaking obligations?
- Is there an opportunity to offer to be a speaker to promote Vaccine Confident message?
- Use visuals to better tell the Vaccine Confident story (PPT template)

Reaching Key Audiences

Regardless of what your event looks like, use it as a moment to connect with your audience (peer-to-peer or consumer)

Elements to Strengthen Your Event

- Don't go it alone
 - Engage with your peers and ACPM members
 - Identify new influencers who offer unique but complementary perspective on issue (faith-based orgs, local businesses, media personalities)
 - Invite elected official
- Get the word out
 - Media materials (press release or media advisory)
 - Print/online materials (flyers, newsletters, banners)
 - Employer outlets (newsletters, website, email blasts)



Event Cadence

Before

Organization/Member Communications

- Listservs
- Newsletters
- Emails to Leadership

Social Media and Digital Channels

- Promote using #VaccineConfident
- Publish on org. event page

Local Media Outreach

- Press release/media advisory
- Submit an op-ed to your local paper

Invitations to Local Officials

- Contact scheduler
- Engage early and include as much detail as possible
 - Invite to Attend
 - Speaking Role

During

- **If creating your own event, secure spokesperson in advance and facilitate virtual media interviews**
- **Share #VaccineConfident visuals with attendees to use during the event**
- **Live Tweet/Post on social media**

After

- **Use images secured during event (screenshots) to share with local photo desks post-event**
- **Send broadcast “Reader” to local TV stations**
- **Post-event social media content**
 - Quotes, video clips
- **Follow up with attendees**

Questions & Discussion

