5-11 Vaccination Social Media Campaign

Category: 5-11 Vaccination Social Media Campaign

Submission Summary: The goal of this campaign was to highlight in an engaging, family friendly way, the number of students in the 5-11 age group who have been getting their vaccine in order to normalize it for families and encourage them to get their young children vaccinated.

Working with Alameda County Public Health Department, we determined that there are 140,000 children in the 5-11 age group. Through our own outreach via parent information sessions called "Doc Talks", we determined a more significant amount of vaccine hesitancy among parents of younger children.

In working with public health, our team determined the need to find a way to encourage vaccination by showing that many children are already getting vaxxed and came up with the tote board concept using animated figures, making it upbeat and engaging.

The target audience for this is our families of younger children throughout the county.

The measurable goal for ourselves in public health is to see at least 70 percent of our young students vaccinated by the end of January, knowing that number will likely be more than 84,000 students; and also to target our more vaccine resistant communities with messaging that shows the vaccine is safe and effective.

Our engagement on this project has been very strong via several social media channels:

- FACEBOOK: 3,270 accounts reached, 50 likes/reactions, 11 shares
- INSTAGRAM: 1,701 accounts reached, 53 likes/reactions, 34 shares
- TWITTER: 15,071 impressions, 255 engagements

It has been shared by public health and a number of community organizations, increasing its reach.