



California Department of Aging COVID-19 Outreach Campaign:

With the availability of COVID-19 vaccinations, the California Department of Aging (CDA) was tasked with implementing a strategy to support older Californians with knowledge regarding vaccinations and resources that exist to this important population. CDA launched an on-going media campaign that focuses on highly targeted areas, with localized messaging geared to low vaccination/booster zip codes based on the latest data available.

Overall media strategy has focused on Vaccine and Booster messaging to Adults 65+ with Radio, TV, various Digital channels, Direct Mail, Door Hangers and Print:

Phase 1 – CDA (July-December 2021)

- Initial Radio support focused on lowest vaccinated markets – Chico, Fresno, Modesto, Redding, Riverside, Sacramento and Stockton
 - Additional markets were included mid-way through campaign including Visalia, Monterey, San Francisco and San Diego
 - Messaging focused on vaccination
 - Holiday Booster initiative (with messaging) was supported statewide across November
- Direct Mail (postcards) allowed for highly targeted zip code support for low income, low vaccinated households across the state – vaccination messaging in both English and Spanish
 - Additional drops included shipments in support of local AAA's and list expansion to include Adults 18+ with disability
 - Messaging includes:
 - Vaccination
 - Booster & Resources
 - Booster/Vaccination & Resources
- Similar to Radio, TV support was focused on smaller markets with low vaccination rates – Bakersfield, Chico and Fresno
 - Creative length was focused on :15s to support multiple messages in both English and Spanish
 - Messaging includes:

- Barriers (English/Spanish) – Unvaccinated Californians are far more likely to suffer severe illness, require hospitalization, or die from COVID-19 but it's easy to get the vaccine.
- Protect (English/Spanish) – Vaccination will protect you and elderly friends & family members.
- Older/Wiser (English) - The wise choice is to get vaccinated to protect all you've built with your family, friends and community.
- Safe (English) – The vaccines have been proven to be safe and effective at preventing COVID-19 and its variants.
 - Larger markets were supported through CDPH
- Digital supported was provided through Social Media (Facebook/Instagram) across the duration of the campaign – this media was highly targeted to those that had expressed or engaged with related terms of “Vaccination hesitancy” and were 65+ statewide
 - This was a statewide initiative with messaging focused on “Safe and Effective”
 - Spanish Language messaging was focused on “Protect”
- Ethnic Media Support includes media briefings focused on underserved populations and advertorials with ethnic publications

Phase 2 – CDA+CDPH (January-March 2022): Funding provided by CDPH enabled CDA to extend its Vaccine Booster campaign...

- Continued Radio support focused on lowest vaccinated markets – Chico, Fresno, Modesto, Redding, Riverside, Sacramento, Stockton, Visalia, Monterey, San Francisco and San Diego
 - Station selection was based on expanding demo from 65+ to 50+ due to inclusion of Booster
 - Messaging focused on Booster and Vaccination
- Direct Mail (postcards) allowed for highly targeted zip code support for low income, low vaccinated households across the state – vaccination messaging in both English and Spanish
 - Additional drops included shipments in support of local AAA's and list expansion to include Adults 18+ with disability
 - Messaging includes:
 - Booster/Vaccination & Resources

- Along with DM Postcards, Door Hanger activity was also hyper-targeted across low-income/low vaccination neighborhoods in So-Cal and Nor-Cal
 - Messaging was Bilingual with Booster/Vaccination & Resources as well
- Print activity was secured with the LA Times for their “Healthy Living” Edition released at the end of April
- Based on updated vaccination data, TV support was adjusted to focus on Bakersfield and Fresno with the inclusion of Eureka, Monterey and Santa Barbara
 - Creative length was focused on :15s to support multiple messages in both English and Spanish
 - Messaging includes same creative as Phase 1
 - Larger markets were supported through CDPH
- Digital supported was provided through Social Media and included the addition of Streaming Audio and Programmatic Display across the duration of the campaign – this media was highly targeted to those that had expressed or engaged with related terms of “Vaccination hesitancy” and were 65+ along with 18+ Disabled statewide
 - Social messaging includes same as Phase 1
 - Streaming Audio messaging includes Booster
 - Display messaging includes Safe & Protect
- Ethnic Media Support includes media briefings focused on underserved populations and advertorials with ethnic publications

Phase 3 – CDA+CDPH (April-June 2022; some details still pending)

Funding provided by CDPH enabled CDA to extend its Vaccine Booster campaign...

- Radio support will continue to focus on lowest vaccinated markets with the inclusion of Los Angeles
 - With CDPH currently in market as well, station selection does not overlap with their current schedules and focused on A65+ only
 - Messaging focused on Booster/Vaccination and Harm Reduction (CDPH)
 - Additional support for “Older American’s Month” is provided through iHeart for the month of May – all markets
 - Messaging will focus on 50/50 split between Vaccination/Booster and Older Americans

- Direct Mail (postcards) will be scheduled for May and June in highly targeted zip codes. New data to be provided for updated list/zip code selection supporting low income, low vaccinated households across the state – 65+; 18+ with disability
 - Messaging is currently being developed
- Digital supported will be maintained through Social Media, Streaming Audio and Programmatic Display – this media will remain highly targeted to those that had expressed or engaged with related terms of “Vaccination hesitancy” and were 65+ along with 18+ Disabled statewide
 - Messaging is currently being developed
 - Potential inclusion of targeting towards “Ageism”
- Additional support for “Older American’s Month” will focus on ...
 - Print activity with large publications – LA Times, SF Chronicle and San Diego Tribune
 - Community Newspaper inserts to be included for localized support/awareness
 - TV support tied into local stations / promotions across May
- Ethnic Media Support includes media briefings focused on underserved populations and advertorials with ethnic publications