



MY VACCINE COUNTS

The Community Health Worker initiative addressed persistent health disparities and vaccine hesitancies through on-the-ground outreach, education and resources to increase primary and booster doses across Pennsylvania and Delaware.

169
COMMUNITY
HEALTH
WORKERS



3,966
VACCINE DOSES
ADMINISTERED

- 2,013 primary doses
- 1,953 booster doses



1,421
OUTREACH
ACTIVITIES
CONDUCTED



2,071,321
COMMUNITY
MEMBERS REACHED



Through in-person and
virtual engagement

4+
LANGUAGES

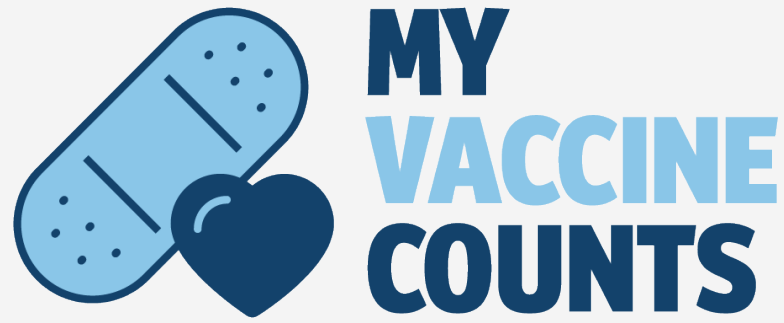
English, Spanish, multiple
dialects of Chinese, and
Haitian/Creole



22
PARTNER
ORGANIZATIONS

Across Pennsylvania
and Delaware





GOAL: Engaging audiences across Pennsylvania and Delaware along the hesitancy continuum with information, and resources and a media campaign to overcome vaccine myths and make a decision to get vaccinated and/or boosted.

Audience	Rural	Urban - Low Vax Rate	Urban - High Vax Rate	Parents	Youth
Starting Phase	Vaccine Hesitant	Vaccine Hesitant	Received Primary Vaccine & Boosters	Vaccine Hesitant	Vaccine Hesitant
Platforms	<ul style="list-style-type: none"> Facebook Instagram YouTube Google Display Google Search Twitter Hulu Snapchat TikTok 	<ul style="list-style-type: none"> Facebook Instagram YouTube Google Display Google Search 	<ul style="list-style-type: none"> Facebook Instagram Google Display Google Search YouTube 	<ul style="list-style-type: none"> Facebook Google Display 	<ul style="list-style-type: none"> Facebook Instagram Snapchat TikTok

Generated awareness in 58 counties:

- **55 counties** in Pennsylvania
- **3 counties** in Delaware

Traditional Media:

- **\$329,079.94 spent** on advertisements
- **27,051,362 impressions** in traditional media mainly in rural counties: grocery and convenience stores, doctors’ offices, digital billboards, casual dining, pharmacies and drugstores.

Digital Media:

- **\$329,841.13 spent** on advertising
- **38,665,684 digital impressions** via 9 digital media channels
- **417,546 clicks** to myvaccinecounts.org
- **209,097 website sessions**
- **8,856 clicks** to “Schedule an appointment” or “Find a COVID-19 vaccine” on myvaccinecounts.org
- Google Display performed **89% higher** than healthcare industry average
- Google Search ads performed **149% higher** than healthcare industry average
- Facebook ads performed **206% higher** than healthcare industry average

Phase 1 ran from July 25, 2022 - October 10, 2022.
Phase 2 ran from November 16, 2022 - February 6, 2023.