



This resource has been created specifically for the vaccine equity project. The structure and format of logic models, evaluation plans and other tools can vary from project to project. Please use these examples as references but be sure to adapt according to your needs.

Inter-Tribal Council of Michigan | National Native Network

COVID-19 Vaccine Outreach Communications Plan

Last updated: May 16, 2022

Objectives

- *By July 2022, ITCM's media campaign will increase positive perception and uptake of COVID-19 vaccines with fact-based public health messaging to American Indians/Alaska Natives.*
- *By July 2022, increase efficacy among tribal health providers to deliver effective vaccine education and administration by 25%.*
- *By July 2022, create five tribal-specific toolkits to support partnerships with trusted community businesses for COVID-19 advocacy.*

Audiences

American Indians/Alaska Natives communities across the country have faced disproportionate rates of COVID-19 infections, hospitalizations, and deaths, and their susceptibility to the virus is rooted in long-standing, systemic health inequities. Nearly 60% of Native American populations across the U.S. have at least one vaccine shot, and 50.6% are fully vaccinated. Although there is much to celebrate across Native nations, there is still a large segment (40%) of the AI/AN population that still remains unvaccinated.

The primary audiences outlined below should be a starting point for your team. We recommend that you build out these audiences with specific locations and with prioritized audience age groups. Building this list out will also provide you a narrower focus for paid media which can lead to more successful results and a better use of your budget.



- American Indians/Alaska Natives in low vaccine uptake areas:
 - Billings, MT
 - California
 - Great Plains
 - Nashville, TN
 - Portland, OR
 - Bemidji, MN
- American Indians/Alaska Natives ages 18-50

Audience Profile

- **Values/Motivators to Leverage:**
 - [Centering and protecting communities](#)
 - [Protecting cultures and ways of life](#)
 - [Self-determination](#)
- **Barriers:**
 - [Systemic health inequities](#): Lack of health providers and federal underfunding and marginalization has created accessibility challenges and distrust. Additionally, Native communities face many of the same geographical and accessibility barriers that rural communities face.
 - [Discrimination](#) and [historical medical and research abuses](#)

Messengers

Social science and best practices tell us that messengers are as important - and perhaps more important - than the messages the campaign shares. Decision makers' and audience members' trust of information is linked to their trust for the messenger - not the data source or degree of expertise. A traditional approach of identifying a single spokesperson is unlikely to win over decision makers and the audiences that influence them. Here we identify messengers who our audiences are likely to trust and will be motivated or influenced by to receive a vaccination.

- The National Native Network (NNN) and its audience of mid-level public health professionals, healthcare providers, and allied health or paraprofessional staff working for and with tribes and tribal organizations
- Regional elders, peer leaders, wisdom keepers, storytellers, cultural organizational leaders - those who hold trusted positions in their communities.



- Native health care providers, especially tribal health leaders from the community or from Native-led public health institutions like the Association for American Indian Physicians or the Urban Indian Health Institute.

Specific influencers:

- [Steven Paul Judd \(artist\)](#)
- [Kairyn Potts \(Influencer\)](#)
- [Theland Kicknosway \(The Land - TikTok\)](#)
- [Yang \(Activist/Influencer\)](#)
- [Deanne Hupfield \(Dancer/Influencer\)](#)
- [Tonia Jo Hall \(comedian\)](#)
- [Ryan Redcorn \(filmmaker, photographer\)](#)
- [Ryker Sixkiller \(actor\)](#)
- [Supaman \(rapper, dancer\)](#)
- [Congresswoman Sharice Davids \(political figure\)](#)
- [Sterlin Harjo \(creator of Reservation Dogs\)](#)
- [Taika Waititi \(co-creator of Reservation Dogs\)](#)
- [Dallas Goldtooth \(actor, Reservation Dogs\)](#)
- [Kawennáhere Devery Jacobs \(actress, Reservation Dogs\)](#)
- [D'Pharaoh Woon-A-Tai \(actor, Reservation Dogs\)](#)
- [Paulina Alexis \(actress, Reservation Dogs\)](#)
- [Dr. Frank Animikwam \(Medical Director @ Little Traverse Bay Band of Odawa Indians\)](#)
- [Abby Roque \(USA Olympics hockey player\)](#)

Campaign Name

The campaign name is your calling card – a way to quickly and easily convey the focus of the campaign and to draw audiences in. Based on our discussions, feedback from the survey, and feedback from our small group, we have chosen the following name and tagline:

Care for Us by Us

Tribes united to fight COVID-19

Visuals

Along with a campaign name, visuals help bring to life the values and feelings you want the campaign to convey. Based on our discussions, the following images would best reflect the



campaign. We used the survey to test these potential visuals to see which ones resonate most with your audiences:

- Shield
- Arrow
- Feather
- Communities together in celebration

We finalized the branding as follows:



[Click here for all logo assets and the usage guide.](#)

Message Box

Our Approach

Given the specific cultural context and inequities that Native communities have faced and continue to face, in addition to overall COVID-19 and public health messaging best practices, our messaging uses the following approach:

- Centers community and family and uses a communal instead of individual lens to motivate.
- Leads with positivity and an aspirational future.
- Grounded in protection and resilience - medically and culturally.
- Highlights local/tribal health providers and leaders as helpful and trusted resources.
- Acknowledges, but doesn't lead with, anxiety and fear of the vaccine; the historical and systemic health inequities and harms that Native communities have/continue to face; and geographic/transportation barriers.

Overarching Messaging

The goal of the message box is to outline the core concepts and language for the National Native Network, health professionals, partner organizations, community leaders, advocates and other messengers to embrace when communicating about the importance of the COVID-19



vaccine. The message box ensures that you are establishing common ground with your intended audience, acknowledges but doesn't reinforce the barriers they face, has a clear and simple ask, and demonstrates the outcome of completing this ask, connecting back to what they value. The message box is broken up into these parts, specifically:

1. **Shared value:** This is something that the audience cares about and that connects to the campaign to get vaccinated.
2. **Overcome the barrier:** In this part of each message, you need to recognize the barrier that's preventing the audience from acting, but you don't want to state it and remind them of it. Instead, this part of the message will share an insight that overcomes that barrier and draws the audience into further conversation.
3. **Ask:** Each message includes a place for a specific ask, where you will invite the audience to learn more or participate in your work.
4. **Vision:** This close for each message helps the audience see a likely result from working with you and drives consistency in your communication.

Under each main point there is the opportunity for additional proof points that expand on the main message, if needed. These provide additional support for your main messages and should be used to the extent that they are helpful and when time allows. To supplement, these main messages will be supported with tailored messaging for specific audiences.

Value: In our community, we look out for one another. We rejoice in gathering, learning from each other, and sharing our experiences. We embrace and protect our families and communities above all.

Overcoming the Barrier: COVID-19 has kept us apart and put our cultures and loved ones at risk for far too long. The COVID-19 vaccine is our best form of protection against severe illness and death and is safe to use, in the short and long term. Your health care provider and your local tribal health organization are equipped to help us get the care we need in our own communities and can provide guidance about the vaccine.

Ask: Your community needs you. Do your part by joining the nearly 60% of Native Americans in the U.S. who are already vaccinated. Your health care provider and local tribal health organization are there for you every step of the way - from answering your questions to helping you set up and get to your appointments.



Vision: We have remained resilient, inventive, and united despite being continually overlooked. When it comes to COVID-19, we will not be left behind once more. Now is the time to take charge of our health and our collective futures. Together, we'll protect our relatives, our cultures and traditions, and our communities and be reunited safely once again. Celebrations, gatherings, ceremonies, and powwows with our loved ones are on the horizon.

Tailored messages

18 - 35 year olds

Value: In our community, we look out and care for one another. We embrace and protect our families and communities above all.

Overcoming the Barrier: COVID-19 has kept us apart and put our cultures and loved ones at risk for far too long. The COVID-19 vaccine is our best form of protection against severe illness and death, greatly increasing our chances of a healthy recovery, and is safe to use, in the short and long term. We must all do our part to protect one another, especially our older and more vulnerable community members. Your health care provider and local tribal health organization are equipped to help us get the care we need in our own communities and can provide guidance about the vaccine.

Ask: Your community needs you. Do your part by joining the nearly 60% of Native Americans in the U.S. who are already vaccinated and reduce the risk of spreading the virus to people in your community who are most vulnerable. Your health care provider and local tribal health organization are there for you every step of the way - from answering your questions and helping you set up and get to your appointments.

Vision: Together, we have the power to protect the future of our communities. Our relatives, our elders, our cultures and traditions, and our communities will be reunited safely once again.

Elders (50+) as messengers

Value: Caring for our community is embedded in our culture. The things we look forward to the most are spending time with our relatives, gathering with our neighbors, and sharing our stories.

Overcoming the Barrier: As an elder, I am very involved in my community. That's why it's more important than ever for us all to get vaccinated - to protect those who are most at risk for serious illness, like me. Your health care provider and local tribal health organization are



equipped to help you get the care you need in your own communities and can provide guidance about the vaccine.

Ask: Protect yourself and your community by getting vaccinated. The COVID-19 vaccine protects against serious illness and death, drastically increasing your chances of a safe recovery. Local health leaders are there for you every step of the way - from answering your questions and helping you set up and get to your appointments.

Vision: By getting vaccinated, you are protecting yourself, your cultures, and your traditions, and creating safer spaces to spend time with your loved ones. Celebrations, gatherings, ceremonies, and powwows are on the horizon.

Survey Questions

We will survey target audiences to gather insights about the campaign name and messages. This will also help us establish a baseline for evaluation efforts. Survey questions are [here](#), and the survey link is [here](#). We closed the summary on March 7, 2022 and received 752 total responses. We used the results to adjust messages and to create a more narrow target audience.

Data on results below:

- Results summary ([all participants](#) | [unvaccinated participants](#))
- Raw survey data ([all participants](#) | [unvaccinated participants](#))



Activities

We recommend conducting the following activities to help reach your audiences and achieve the objectives listed above.

Activity	Audience	Messenger	Details
PSA	American Indians/Alaskan Natives	ITCMI	Create a short video (30 sec) like the W. Kamau Bell video featuring a Native health worker and someone who recently decided to get the vaccine.
Social media toolkit	American Indians/Alaskan Natives	ITCMI/Partners	Should be tailored by region. Includes designed graphics.
Webinars	Public health professionals	ITCMI	Host webinars to provide technical assistance and training for public health professionals
Community event toolkit	NNN/Partners	ITCMI	Guidance on hosting community events to promote vaccination and information sharing
Resource hub	All	ITCMI	Create an online hub for the campaign and link all resources



Timeline

Item	Owner	Deadline	Notes
Objectives, audiences, messengers, and overarching messaging.	Spitfire	Feb. 11	Will reference ITCMI's proposal/takeaways from kickoff for guidance
Review objectives, audiences, messengers, and overarching messaging	ITCMI	Feb. 15	Spitfire will incorporate initial feedback.
Survey questions for messages, messengers, branding and visuals testing.	ITCMI	Feb. 17	ITCMI will draft the questions. Spitfire will refine the questions and drop them into a SurveyMonkey . ITCMI will share the survey with NNN partners.
Tailored messaging and branding/visuals recommendation.	Spitfire	March 11	Spitfire will analyze the results from the survey and update the messaging and draft additional tailored messaging to reflect it. Spitfire will finalize the campaign name and provide recommendations for visuals and branding.
Communications plan	Spitfire	March 10	Spitfire will deliver the full comms plan based on your feedback.
Tactics overview	Spitfire	March 15	High-level overview of tactics ITCMI will pursue to achieve objectives
PSA Video script, videographer/editor referrals, and suggested influencers	Spitfire	February - March	- Script - Outreach note



Guidance/language for influencers	Spitfire	March 29	
Website content	Spitfire	March 29	
Campaign logo	Spitfire	April 1 - April 15	
Media buying	Spitfire	April - June	- Recommendations
Social media toolkit with copy and graphics	Spitfire	April 15	Spitfire will draft a social media toolkit with best practices and ready-to-go posts for ITCMI to post/monitor. Implement ITCMI's feedback: April 20
Newsletter content	Spitfire	April 15	Implement ITCMI's feedback: April 20
Media strategy and contacts list	Spitfire	April 15	Spitfire can develop a list of media contacts and guided instructions for earned media pitching and paid media buying. - Talking points
Outreach email with campaign materials for partners and other tribal councils	Spitfire	May	- List of tribal councils



Toolkits for webinars	ITCMI	March 31 [Can bump up based on first webinar date]	Spitfire will review/edit content that ITCMI shares and will include design assets for the toolkit.
Campaign material creation and finalization	ITCMI	April-May	- Videos - Media buys - Toolkits
Campaign implementation	ITCMI	May-June	- Paid and social media runs - Media pitches - Toolkit distribution to partners
Campaign monitoring	ITCMI	June-July	- Evaluation polls

