

# Quality of Life Committee

## COVID-19 Public Education Marketing Campaigns

Lopez Negrete Communications  
for the Houston Health Department

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**Stephen L. Williams**

*Director, Houston Health Department*

**Scott Packard**

*Chief Communications & Public Affairs Officer  
Houston Health Department*



**HOUSTON HEALTH**  
DEPARTMENT

# A Broader Perspective

## Access & Equity

CDC funding to address COVID-19-related health disparities and advance health equity among populations that are at high-risk and underserved, including racial and ethnic minority groups and people living in rural areas.

- Credible messenger program
- Outreach and referrals
- Community health workers
- Community partnerships & mobilization
- Community capacity building
- Data collection and analysis
- Public health workforce development



## Reopening and Keeping Schools Open

**HHD was awarded \$69,885,366 for:**

- On-campus PCR testing for students and staff via contract
- HEPPA filters for schools via interlocal agreement
- Staffing support for schools via interlocal agreement
- Antigen test kits for schools via contract

- **Public health education campaign via contract with Lopez Negrete Communications**

- Target audience is parents of school-age children.
- Goal is to encourage participation in the on-campus testing program and promote vaccination of children.
- Research, message development, message testing, paid TV, radio, out-of-home, print, online, and geo targeted advertising.



# Our Marketing Campaigns

## More than Commercials

We engage our target audiences in natural and authentic ways by speaking their languages and meeting them where they are.

- ✓ Data collection
- ✓ Audience research
- ✓ Message development
- ✓ Message testing
- ✓ Message refinement
- ✓ Production
- ✓ Campaign launch
- ✓ Tracking and measurement
- ✓ Refinement/refreshment





# Integrated Marketing Campaigns



More than Commercials

**AFRICAN AMERICAN PSA**  
4,146,667 IMPRESSIONS

**HISpanic PSA**  
2,844,111 IMPRESSIONS

**16** EIGHT 30 SECONDS & EIGHT 15 SECONDS ANIMATED CAMPAIGN PSAs with targeted messaging to at-risk audiences

**4** MULTILINGUAL RADIO SPOTS  
MEDIA IMPRESSIONS 2,791,100

**22** SUPPORTIVE COLLATERAL PRINT ADS IN TOOLKIT  
In five languages: English, Spanish, Chinese, Arabic and Vietnamese

ASTROS FOUNDATION / MINUTE MAID PARK LED BILLBOARD ROTATIONS



**36** DIGITAL ADS FOR MEDIA PLACEMENT AND HHD WEBSITE SUPPORT

**take your BEST SHOT!**  
prevent & protect against COVID-19

**¡date tu MEJOR VENTAJA!**  
previene y protégele contra COVID-19

**PAID AND ORGANIC SOCIAL MEDIA**  
FACEBOOK AND INSTAGRAM

**TOTAL CAMPAIGN IMPRESSIONS**  
**40,183,428**  
Reaching over 7+ million residents

**take your BEST SHOT!**  
prevent & protect against COVID-19

**take your BEST SHOT!**  
prevent & protect against COVID-19

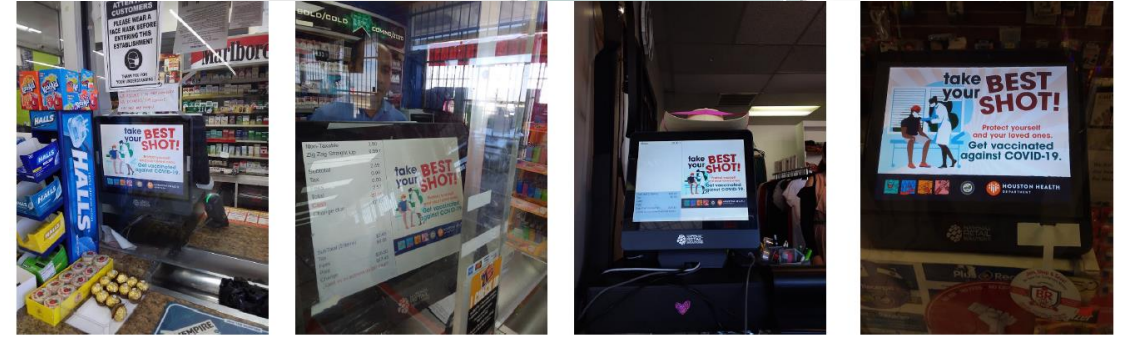
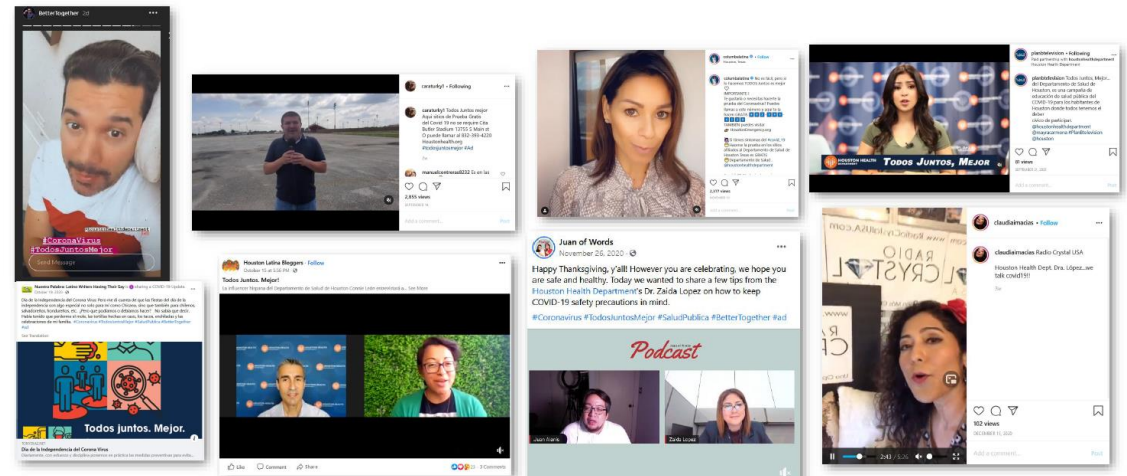
**10,630,235** DIGITAL IMPRESSIONS

ENTIRE CAMPAIGN ACCOMPLISHED IN **6** WEEKS



**15,438,817** BILLBOARD IMPRESSIONS  
in first two weeks

**take your BEST SHOT!**  
Protect yourself and your loved ones. Get vaccinated against COVID-19.





# COVID-19 Campaign Journey

## Before & During Vaccination

### “Better. Together.” - Lopez Negrete Communications | July-Dec. 2020

- Get people in high positivity areas to mask up, wash hands, social distance, and get tested by removing barriers associated with fears, language, perception and logistics.
- The city’s positivity rate went from 23% to under 5% during the campaign.

### “Take Your Best Shot” - Gilbreath Communications | Dec. 2020 – March 2021

- Educate, inform, and increase awareness of importance of COVID-19 vaccination with a focus on the first population groups eligible.
- Overwhelming demand for vaccinations during initial rollout that continued for months.



## Under Development

### **To Be Announced Campaign – 9thWonder | March 2022 Launch**

- Data analysis shows the primary audience are 18-29 Black and Hispanic individuals who are heavily tapped into pop culture and social media.
- The mindset is “What’s the big deal? The likelihood of my dying from COVID is small so why would I get vaccinated?”
- The campaign will highlight inconveniences associated with not being vaccinated in humorous and entertaining presentations.

### **To Be Determined – Lopez Negrete Communications | TBD**

- Target audience is parents of school-age children.
- Goal is to encourage participation in the on-campus testing program and promote vaccination of children.

## Step 1A: Research

To complement and validate locally what we already know from working on COVID19 and vaccination efforts we will do research to understand key barriers to get children 5+ to get vaccinated and identify actionable communications solutions to overcome them among Hispanic, NHW, African American and API communities we will conduct two parallel research methodologies:

### **1) Online Focus Groups with parents of unvaccinated children**

- 8 online focus groups, 2-hour sessions, 4-6 participants per group
- 2 groups per key ethnic segment: Hispanic, NHW, African American and API
  - One Hispanic group among unacculturated/1<sup>st</sup> generation of Hispanics to be conducted in Spanish
  - One group with acculturated Hispanics (2<sup>nd</sup> + generation to be conducted in English)
- All groups conformed of Houston residents with children 5+ in household who have not been vaccinated
- Mix of gender, ages and income.



## Step 1A: Research

### 2) In-depth-interviews (IDIs) with “trusted voices”

- 6-8 one-hour IDIs with those who are influencers within various important ethnic communities in Houston, including NHW, African American, Hispanic and API
- Each session will focus on their knowledge of a given community and what can influence them to help increase vaccination rates
- Some trusted voices may include school principals, Houston ISD members, NPO leaders, etc.

We will leverage the COVID Community Vulnerability Index (CCVI) information available to inform recruitment and development of all research artifacts

**Timing:** 3 - 4 weeks

## Step 1B: Build Operational Foundation

We will utilize the first 2-3 weeks until we receive research findings to:

- 1) Negotiate and structure editorial value added /opportunities and PSAs in advance with mass and community media
- 2) Leverage Outreach Strategies experience and knowledge of the school district system existing databases and communications channels we will build a message-delivery pipeline within schools, obtaining intelligence on the type of assets and activities in which we need to shape the new messaging and how we can promote the on-campus testing program
- 3) Develop some initial core key messages that can be leveraged as part of an emergency, city-wide Public Relations effort

## Step 2: Campaign Development & Implementation

Utilizing the findings and insights from the research we will develop a campaign that can be manifested in any paid, earned, owned and partnered media with the built-in the flexibility to be adapted by audience, in culture and in language

Build messaging kits and assets for influencers, trusted voices, community partners and Council Members (PSAs, robocalls, email messaging)

Develop, negotiate a channel plan that will include digital and analog components such as:

- English and Spanish TV, Radio, Print, OOH, Digital
- African American, Arabic, Vietnamese, Chinese, Hispanic assets for OOH and Print
- In-language Community-based media and organizations – from cultural centers to parent organizations
- Place-based, community OOH (washaterias, bodegas, community centers, food trucks, etc.)
- Targeted community canvassing: allocated canvassing dollars for distribution targeting of multilingual print materials in apartment communities within elementary feeder patterns showing high rates of unvaccinated children.

## Step 3: Ongoing Measurement & Optimization

We will build measurement dashboards and establish reporting routines to assess progress across multiple dimensions:

1. Vaccination and testing: leveraging the existing reporting available from the Health Department
2. Media effectiveness and efficiency: reach, frequency, impressions, value added received, mentions
3. Engagement: either digital or analog, ranging from likes/shares to number of doors knocked



**Thank you!**



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