

COVID-19 Vaccine Communication & Engagement Roadmap

The urgency is real. Because it's all unfolding right now.

Healthcare providers dealing with today's super-surge must focus acutely on their critical roles in the largest mobilization of healthcare resources in history: inoculating hundreds of millions of Americans against COVID-19.

What promises to be an unprecedented, signature event of 2021 is already bringing **logistical**, **emotional** and **political** challenges. As usual, it puts America's healthcare providers on the front lines for fervently providing care while managing inherent communications challenges.

Just one of those obstacles? Fear of the vaccination itself.

Why are Americans afraid of getting a COVID-19 vaccine?

Side effects from the vaccine

Becoming infected from the vaccine

General distrust in vaccines

Jarrard Inc. National Consumer Survey 2020

We can help.

Our experienced strategists are helping America's healthcare organizations harness the power of communications to address concerns, calm fears, anticipate the very real challenges ahead and facilitate adoption of the COVID-19 vaccines.

Vaccine Communication & Engagement Roadmap

As an extension of your team, we can quickly build a custom communication plan to alleviate concerns about COVID-19 vaccines and to prepare for the most likely communications challenges and scenarios that may arise from distributing and administering vaccines.

OUR WORK TOGETHER

Our two-tiered approach enables your organization to:



Equip your providers with information and training to share vaccine safety messages internally and with patients.



Address employee, patient and community safety concerns so that all audiences opt to be vaccinated.



Prepare in advance for the most likely communications challenges your organization could face.

Vaccine Communication and Engagement Roadmap: Two-Tiered Approach

TIER 1: Proactive Engagement to Build Support for Vaccinations



To combat public reluctance to receive a COVID-19 vaccine, we develop a bold engagement strategy to support the safety, efficacy and urgency of vaccinations. The determined strategy:

- » Shares transparent and ongoing internal updates about vaccine distribution and administration.
- » Outlines plans for vaccine administration with community partners and elected leaders.
- » Leverages media to highlight safety, efficacy and urgency messages.
- » Spotlights caregivers and other notable community figures who are choosing to receive the vaccine.

TIER 2: Scenario Materials to Prepare for Communications Challenges



To communicate and manage successfully through the operational, emotional and political tests, we identify and prepare for potential scenarios your organization could face during this tremendous effort to vaccinate the American population. These include:

- » Operational challenges with transporting or storing vaccines
- » Opposition to the vaccine from employees
- » Employees/patients experiencing side effects from the vaccine
- » General anti-vaccine sentiments
- » Distrust from minority employees/patients
- » Challenges reaching underserved populations

With scenarios decided, we provide your organization with templated materials for a strong head start on message and material creation should those challenges arise. Deliverables include:

- » High-level strategy
- » Talking points
- » FAQs
- » Internal memos
- » Media statement
- » Social media content

About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a Top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments. Jarrard Inc. is a division of [The Chartis Group](#), one of the nation's leading healthcare advisory and analytics firms.

