



COMMUNITIES CONFRONTING COVID-19

The Communities Confronting COVID-19 (C3) project is a collaboration between the University of Wisconsin Prevention Research Center, Southwestern Wisconsin Community Action Program and *Those Nerdy Girls* (previously *Dear Pandemic*) that seeks to promote vaccine confidence in rural Wisconsin communities using the existing strengths and resources of the community.

18

RADIO PSAS

15

INFOGRAPHICS AND
WRITTEN TESTIMONIALS

26

VIDEO PSAS

OUR THREE-PART INTERVENTION:



MESSAGING CAMPAIGNS

- Video and radio public service announcements.
- Posted on Facebook, Twitter, and Website (communitiesc3.org).



NAVIGATION

- Community outreach to provide COVID-19 information and services.
- Coordination with other organizations doing similar work such as the Wisconsin Council of Churches, UW Extension.



CO- DESIGN

- Redesigned *Those Nerdy Girls* (previously *Dear Pandemic*) informational messaging with input from local communities through focus groups and listening sessions.

Funding From



Prevention Research Center
UNIVERSITY OF WISCONSIN-MADISON



Partners



RESULTS



SOCIAL MEDIA ENGAGEMENT



Facebook

Ad Reach: 108,996
Page reach: 114,634



Twitter

Impressions: 271,467



Website

Users: 4,500 (via Google Analytics)



**"THIS IS THE BEST
THING YOU CAN DO
FOR YOURSELF AND
YOUR COMMUNITY."**

Rachel Fruit, Richland County



COMMENTS FROM THE COMMUNITY

TO RON



**"I BELIEVE IN THE
SCIENCE AND I BELIEVE
IN THE ADVICE OF MY
DOCTOR."**

Pastor Gus Barnes, Grant County



My grandchildren, my parents, and my 100 year old grandma are my reasons. Yes, it is scary because there are so many unknowns and right now it is the unvaccinated that are losing the battle. Heart wrenching for their families. Thanks for sharing this message Ron.

Like Reply Hide 16w



Incredible leader who keeps the lights on so many issues in our community! thank you for your service!

Like Reply Hide 6w



Say it loud Dale! Say it loud..

TO DALE



TO BOB



Hi, Dr. Bernardoni!
So good to hear and see you again. I totally agree with you. I had a mild case of Covid this past February and am so glad that I was vaccinated.
I am continuing to get boosters whenever they are available.
Stay well!

Like Reply 1w

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