



COMMUNITIES CONFRONTING COVID-19

FINAL REPORT

The Communities Confronting COVID-19 (C3) project is a collaboration between the University of Wisconsin Prevention Research Center and Southwestern Wisconsin Community Action Program that seeks to promote vaccine confidence in rural communities through a messaging campaign, navigation of resources, and co-designing and creating informational materials. The C3 approach has a “hyperlocal” focus by using existing community networks in order to promote the COVID-19 vaccine.

16

RADIO PSAS



3

WRITTEN
TESTIMONIALS



21

VIDEO PSAS

THE FOLLOWING IS MORE INFORMATION ABOUT OUR THREE-PART INTERVENTION:



MESSAGING CAMPAIGNS

- Creating Messaging using Testimonials from Community Leaders and Members to promote the Covid-19 vaccine.
- Created Video, Radio, and Written PSAs.
- Posted on Facebook, Twitter, and Website (communitiesc3.org).



NAVIGATION

- Community Health Worker connecting people to resources.
- Outreaching to other organizations doing similar work
- Took over hosting of UW Extension's Covid-19 Vaccine Workgroup meeting to stay updated on the work of other organizations and assist with changing needs.



CO- DESIGN

- Re-designing Dear Pandemic messaging materials with focus groups of rural Wisconsin residents and leaders.
- Hosted two focus groups/ listening sessions as well as four additional individual interviews to receive feedback

Funding From



UW-Madison Prevention Research Center
A CDC Prevention Research Center

Partners

SWCAP
Southwestern Wisconsin Community Action Program, Inc.



RESULTS



SOCIAL MEDIA ENGAGEMENT



Facebook

Total Ad reach: 106,757
Page reach: 111,897



Twitter

Impressions for Account: 95,600



Website

Users: 4300 (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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