

Best Public Health Campaign

1. Methodist

Brief Summary

Memphis is a culturally rich city, home to a large population of minorities “ groups that have been especially wary of the COVID-19 vaccine. Our task was to develop a motivating grassroots campaign that would stand out, educate and encourage Memphis-area residents to get their shots.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

In a time of widespread misinformation, we solidified our commitment to providing clear, accurate information on COVID-19 and vaccine safety. “This Is How We Live” led to an increase in vaccination rates, especially among disparate patient populations and those at high risk.

Entry Details (max 3500 characters)

Discovery

The data on public opinion surrounding the COVID-19 vaccine indicated a reluctance among African-Americans and LatinX populations to get vaccinated. While misguided, the primary concern was that the vaccinations seemed rushed to market. Research also revealed that to encourage adoption, medical providers and trusted members of the local community would need to deliver a motivating response to “what’s in it for me?”

Insights and Strategy

Knowing that an altruistic message would be ineffective, our strategy to encourage vaccinations was to highlight the many life benefits. FredSwan identified a local Memphis agency, Think Inspired, to help develop an outreach effort, engaging with minority organizations and influencers to encourage adoption.

Creative Expression

Armed with facts and backed by data, we created a campaign that answered questions, quelled concerns and demystified rumors. The key idea? We are social beings and because of quarantine, we all have something and/or someone we miss. The vaccine is how we get to live again. All executions tied back to a landing page with everything consumers needed to know about the vaccine.

Metrics and Refinement

Within the first month of the campaign, we generated over 10 million impressions and increased landing page traffic by 1200% – achieving the goal of increasing education and awareness of the importance of getting the vaccine.

Supporting Links

<https://frederickswanston.com/case-study/methodist-le-bonheur-healthcare-2021-vaccine-campaign/>
<https://yourhealth.methodisthealth.org/blog/covid-19-vaccine-facts-about-the-moderna-and-pfizer-vaccines-who-is-eligible-what-to-expect-and-more>

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/This-Is-How-We-Live-1.zip>
<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/This-Is-How-We-Live-2.zip>
<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/This-Is-How-We-Live-3.zip>
<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Methodist-Le-Bonheur-HITMC.docx>

2. Northwell

Brief Summary

Northwell Health is on a mission to make a difference as a trusted partner, forming relationships with potential consumers before a health care event. With The Well, we aim to deliver truthful information to our audience, making them feel more confident and capable on their health care journey.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

We're here for consumers during major (and minor) life events - through every stage, at every age. We've built a strategy explicitly focused on our audience, adapting to their needs and answering their questions each and every day in order to guide our community to better health outcomes.

Entry Details (max 3500 characters)

"We are undergoing a crisis of trust. Amid misinformation (at worst) and manipulative messaging (at best), expertise has never been needed more. Especially in the world of health and wellness. There's a reason some call it the "healthscare" attention economy. This was the reason behind the launch of The Well, a brand publication designed to deliver trusted expertise with empathy at moments of truth in people's lives. We deliver that expert guidance through original editorial franchises ranging from documentary video series, advice columns, 1st-person essays and magazine-style reported features.

We studied our audience and found they were frustrated with the health information they were finding. Publishers were trying to monetize their anxiety, and other health systems were trying to sanitize it through overly clinical (and cold) information, delivered impassionately. Our aim was to provide light in those moments of darkness. Because health is a product everyone needs, we spent time understanding who was influencing health decisions in the household. We dubbed this segment Chief Medical Officers of the Home. We realized they were not trained for this role; it was thrust upon them as they raised their families and solved their own health issues.

Our mission was clear: Become a trusted partner in moments of truth. Being there for them during life-altering diagnoses, to correct misinformation, and to guide them through a pandemic that changed the healthcare system overnight. We'd answer their questions and address their anxieties with expert opinion, through empathetic stories and by delivering "feel seen" editorial. In simpler terms: we'd tell the truth about health, and tell it well. But how would we measure success?

*Brand trust: Our top goal was earning the trust of the community we serve. Through before/after benchmarking studies, we sought to improve trust in Northwell's brand and experts.

*Audience engagement: We'd build relationships with the community we serve, focusing on where audiences spent time online (e.g. search, social, publications and WOM networks).

*Business referrals: We aimed to draw a line from awareness to activation with the goal of generating appointments for Northwell services.

We are proud to share the following results:

Increases in trust and preference: Our studies found that New York residents' likelihood to seek care at Northwell increased by a 44 point margin after experiencing The Well. The study also displayed a significant increase in Northwell's trustworthiness among the community.

Performance highs in audience engagement: We significantly increased measurable performance outcomes from the prior year, including surpassing 3 million content engagements across properties and channels for the first time.

Brand awareness skyrocketed: Our content was featured on Apple News, Thrive Global, Today.com, Newsday and even translated into Spanish publications in the New York metro area.

Referral business to Northwell.edu: Our content not only generated 47% more organic referrals as compared to the previous year, and referrals from The Well to Northwell.edu continue to be more cost-efficient compared to other marketing activities as measured by site engagement and appointments generated.

Record-breaking media spend efficiency: Due to our high-quality content and our mantra of "every piece gets its own media plan" we shattered industry benchmarks with an average CPC of 17 cents.

Supporting Links

<https://thewell.northwell.edu/>

<https://thewell.northwell.edu/collection/coronavirus>

<https://www.youtube.com/watch?v=gmVYARsZjhs>

Additional Documents

https://www.hitmc.com/wp-content/uploads/ninja-forms/14/screencapture-thewell-northwell-edu-2021-09-07-20_01_15.pdf

3. Advocate

Brief Summary

As soon as a COVID-19 vaccine was available, Advocate Aurora Health sprung into action with a robust, integrated campaign that provided education about the vaccine, highlighted important resources and encouraged individuals to *take their shot*; when it was available to them.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

The campaign, conceived and executed entirely by Advocate Aurora Health's internal team, was developed quickly as soon as vaccines were available. It effectively used a wide array of tactics to reach target audiences and influence behavior, contributing to the overall vaccination rates in IL and WI.

Entry Details (max 3500 characters)

Advocate Aurora Health's vaccination campaign used simple, engaging creative to encourage vaccination compliance and generate a sense of solidarity with the hashtag #IGotMine. The campaign focused on three main priorities:

1. Educate on the vaccine's safety and efficacy as well as frequently communicate new information on vaccine access
2. Instill confidence about willingness to be vaccinated
3. Inform about the organization's fair and ethical distribution approach, prioritizing high-risk categories and communities disproportionately impacted by COVID-19.

Materials were created in both English and Spanish, and appeared in high-impact placements throughout Advocate Aurora Health's footprint.

Social media was an especially important component of the campaign, as it provided opportunities for Advocate Aurora Health's own medical experts to share relevant information in an approachable way through Facebook Live events. Additionally, social posts highlighting team members' reasons for getting vaccinated lent a personal touch to the overall campaign.

The campaign was considered a success, with over 574 million impressions and nearly 10 million total engagements.

Supporting Links

<https://www.youtube.com/watch?v=l1g8nTQLbAs>

<https://www.youtube.com/watch?v=q5xMDfa8vGs&list=PL787BrKKyeMr-r4Cl-pQ9v31r7jLZkaH2>

<https://www.youtube.com/watch?v=nxklgb3THpc&list=PL787BrKKyeMprSk7LYLJWcLmjA-xZCaXH>

Additional Documents

https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Advocate-Aurora-Health_-Vaccine-Campaign.pdf