



City of San Antonio

Agenda Memorandum

File Number:21-3172

Agenda Item Number: 5.

Agenda Date: 4/22/2021

In Control: Community Health and Equity Committee

DATE: April 22, 2021 Community Health and Equity Committee

DEPARTMENT: Government and Public Affairs

DEPARTMENT HEAD: Jeff Coyle, Assistant City Manager and Interim Director of Government and Public Affairs

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT: A briefing providing updates on the City of San Antonio's What Will It Take COVID-19 vaccine campaign

SUMMARY:

The Government and Public Affairs Department and Metro Health will provide an update regarding the second phase of its award-winning What Will It Take Campaign. The current phase of this marketing and communications campaign emphasizes the importance of continuing to wear masks, social distance and getting a vaccine. As vaccine availability increases, the City is proactively communicating the benefits of getting the COVID-19 vaccine to address hesitancy in the community.

BACKGROUND INFORMATION:

GPA and Metro Health have worked with Giant Noise San Antonio and MM Creative to develop and implement an integrated marketing and communications campaign, entitled *What Will It Take*, that is targeted to specific audiences that have been most impacted by COVID-19.

The campaign is centered around vaccine messaging developed by the Centers for Disease Control (CDC), State Department of Health Services and the City's Community Response and Equity Coalition Vaccine Confidence subgroup.

As of April 15, 2021, 47% of the eligible population in San Antonio have received at least one dose of the vaccine. 28% of the eligible population are fully vaccinated. While Bexar County is exceeding both state and national averages, proactive communication and messaging will further ease vaccine hesitancy in the community, especially among most impacted communities. The CDC has not defined a percentage of people who would need to be vaccinated to achieve herd immunity, however, getting the COVID-19 vaccine is a safer way to build protection from getting sick.

This phase of the campaign reinforces the importance of continuing to follow COVID-19 precautions, such as wearing a mask and social distancing, while also stressing the importance of getting a COVID-19 vaccine. The messaging is presented in culturally relevant ways, including original songs from local musicians, murals by local artists and collaboration with local neighborhood leaders and faith-based organizations. The campaign also features grassroots outreach, digital advertising and traditional advertising.

The advertising elements of the campaign are inclusive of audiences from diverse backgrounds, demographics and behavioral patterns. Traditional media advertisements including television, radio and print are targeted to reach our

marginalized communities that may have limited access to digital information.

ISSUE:

The Community Health and Equity Committee has requested periodic updates from staff regarding COVID-19 communications.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

There is no fiscal impact at this time.

RECOMMENDATION:

This item is for briefing purposes only.