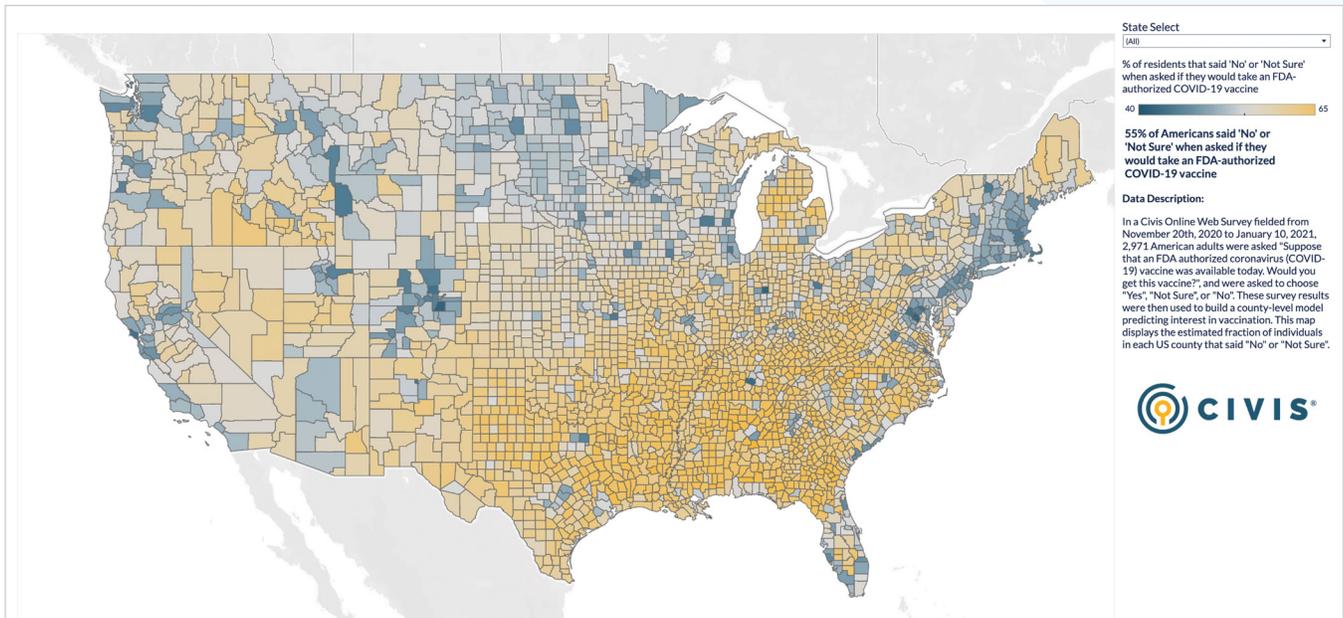


# Data-Driven Public Health Outreach

Tools and technologies to boost awareness, engagement, and understanding



Civis Analytics, COVID-19 Vaccine hesitancy map

“Vaccines don’t save lives. Vaccination programs save lives.”

- A. David Paltiel, Yale School of Public Health

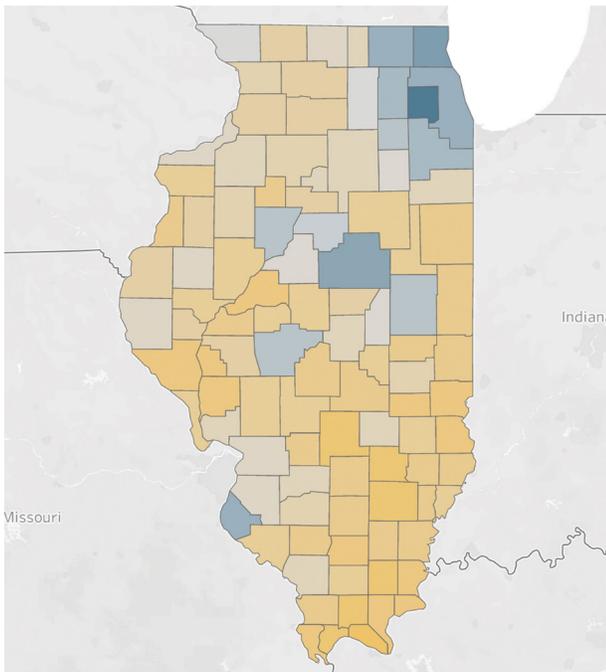
There are two primary challenges to successfully vaccinating enough of the population to achieve herd immunity:

1. Ensuring supply, which means solving the logistical issues of manufacturing and distribution.
2. Ensuring demand, which means convincing people to receive the vaccine when it is available to them.

Both challenges are incredibly complex. But we know from past experience supporting large-scale public outreach efforts (like driving participation in the U.S. Census, identifying women at risk of breast cancer for free mammograms, and persuading people to wear masks during the pandemic) that a campaign-style approach, fueled by smart data analysis and underpinned by technology, achieves results.



Civis offers ready-made tools to increase public health awareness, engagement, and understanding. First is our **explorable map of vaccine-hesitant individuals**, which leverages reputable open-source data (e.g., ACS, CDC), as well as Civis data, survey and case data, to help healthcare organizations, government agencies and other stakeholders prioritize resourcing where it's needed most.



Map of the State of Illinois

Civis also provides **message testing tools** that leverage a scientific gold-standard treatment vs. control methodology for vaccination persuasion and mobilization. Organizations and their creative agency partners can run multiple image, message, and video ad tests, and in a matter of days receive clear, concise data on which boost acceptance and adoption.

At the most advanced level, Civis offers full support for a data-driven outreach campaign that follows five key steps:

**1. Understanding the population that may not get vaccinated on their own**

The campaign begins with determining which citizens are most resistant to COVID-19 vaccination, and comparing the size of this population to the size of the “persuadable” population. Also critical: determining any non-attitudinal barriers to vaccination, whether financial, logistical, or otherwise.

**2. Understanding what drives vaccination sentiment**

With the size and makeup of the target audience established, the focus shifts to what they believe. What do they want or need to overcome their reluctance to vaccination, and what psychological barriers stand in their way?

**3. Testing message and messenger efficacy**

A testing methodology rooted in randomized control trial experiments scientifically validates the right way to talk to target audiences and the right person(s) to deliver these messages, in addition to flagging any messages that should be avoided.

**4. Implementing your campaign**

After the testing process identifies the most impactful message and messenger for a target audience, the campaign can shift to communicating these insights to field managers and outreach coordinators to translate them into action.

**5. Measuring campaign effectiveness and adjusting in real time**

A data-driven outreach campaign continually tracks progress toward its goals, and proactively pivots strategies if necessary.

To discuss how Civis Analytics can help your organization drive more precise, more persuasive outreach campaigns, contact us at [hello@civisanalytics.com](mailto:hello@civisanalytics.com).