



# MY VACCINE COUNTS

The Community Health Worker initiative addressed persistent health disparities and vaccine hesitancies through on-the-ground outreach, education and resources to increase primary and booster doses across Pennsylvania and Delaware.

**159**  
COMMUNITY  
HEALTH  
WORKERS



**3,966**  
VACCINE DOSES  
ADMINISTERED

- 2,013 primary doses
- 1,953 booster doses



**1,421**  
OUTREACH  
ACTIVITIES  
CONDUCTED



**2,071,321**  
COMMUNITY  
MEMBERS REACHED



Through in-person and  
virtual engagement

**4+**  
LANGUAGES

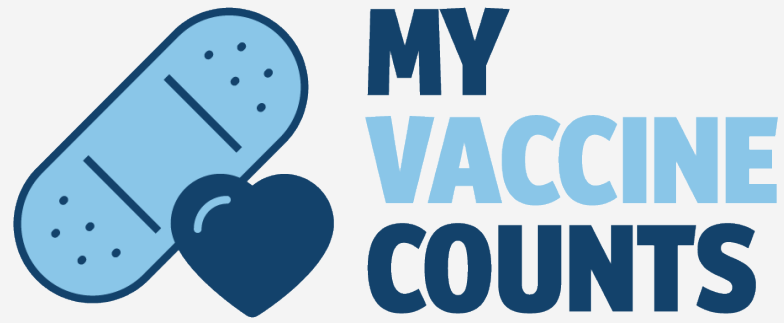
English, Spanish, multiple  
dialects of Chinese, and  
Haitian/Creole



**22**  
PARTNER  
ORGANIZATIONS

Across Pennsylvania  
and Delaware





**GOAL:** Engaging audiences across Pennsylvania and Delaware along the hesitancy continuum with information, and resources and a media campaign to overcome vaccine myths and make a decision to get vaccinated and/or booted.

Audience	Rural	Urban - Low Vax Rate	Urban - High Vax Rate	Parents	Youth
Starting Phase	Vaccine Hesitant	Vaccine Hesitant	Received Primary Vaccine & Boosters	Vaccine Hesitant	Vaccine Hesitant
Platforms	<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>YouTube</li> <li>Google Display</li> <li>Google Search</li> <li>Twitter</li> <li>Hulu</li> <li>Snapchat</li> <li>TikTok</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>YouTube</li> <li>Google Display</li> <li>Google Search</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>Google Display</li> <li>Google Search</li> <li>YouTube</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Google Display</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>Snapchat</li> <li>TikTok</li> </ul>

**Generated awareness in 58 counties:**

- **55 counties** in Pennsylvania
- **3 counties** in Delaware

**Traditional Media:**

- **\$329,079.94 spent** on advertisements
- **27,051,362 impressions** in traditional media mainly in rural counties: grocery and convenience stores, doctors’ offices, digital billboards, casual dining, pharmacies and drugstores.

**Digital Media:**

- **\$329,841.13 spent** on advertising
- **38,665,684 digital impressions** via 9 digital media channels
- **417,546 clicks** to myvaccinecounts.org
- **209,097 website** sessions
- **8,856 clicks** to “Schedule an appointment” or “Find a COVID-19 vaccine” on myvaccinecounts.org
- Google Display performed **89% higher** than healthcare industry average
- Google Search ads performed **149% higher** than healthcare industry average
- Facebook ads performed **206% higher** than healthcare industry average

Campaign ran from July 25, 2022 - October 10, 2022.  
Phase 2 ran from November 16, 2022 - February 6, 2023.