

CDC Foundation | Partnering for Vaccine Equity

Year One Review

Coverage Period: July 2021 - April 2022 (10 months)

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Mitigating Vaccine Mis- and Disinformation on Social Media to Improve Vaccine Confidence and Uptake in Racial and Ethnic Minority Communities

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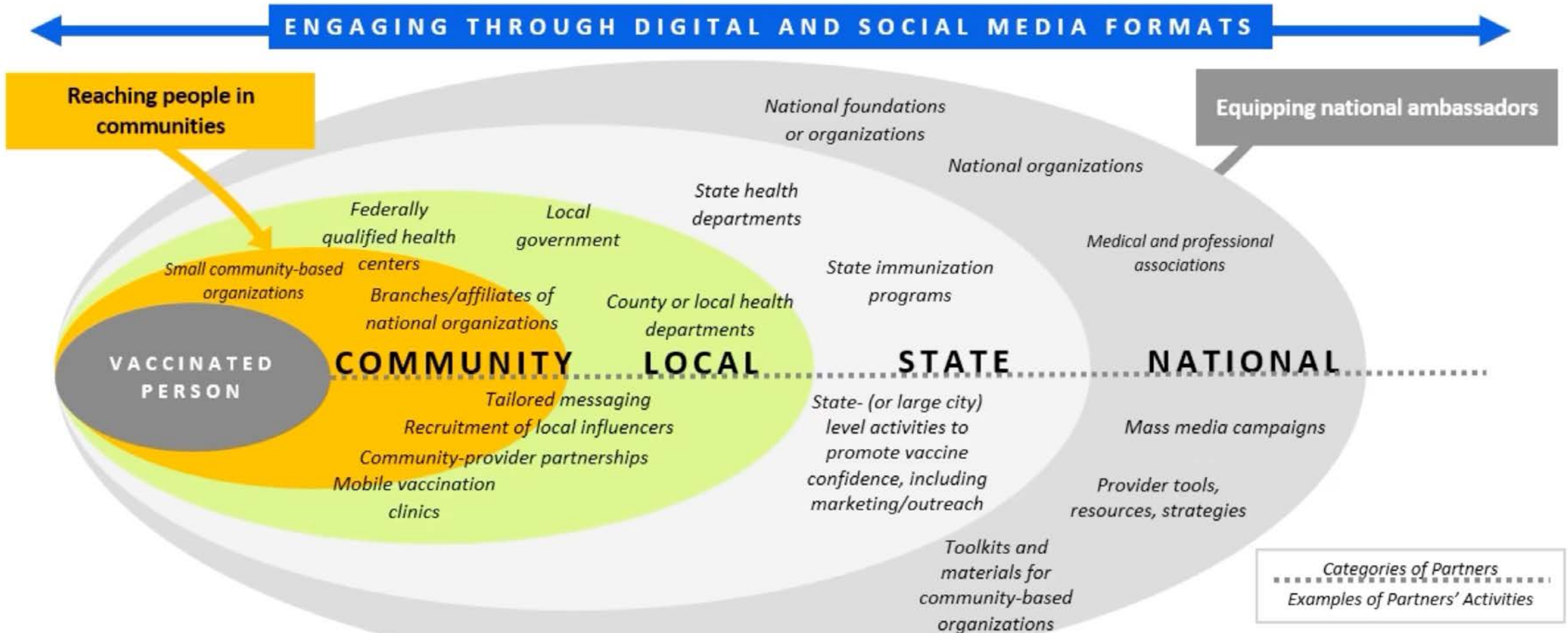
2022 APHA Annual Meeting and Expo
November 2022

In 2020, CDC launched the *Partnering for Vaccine Equity* (P4VE) program.

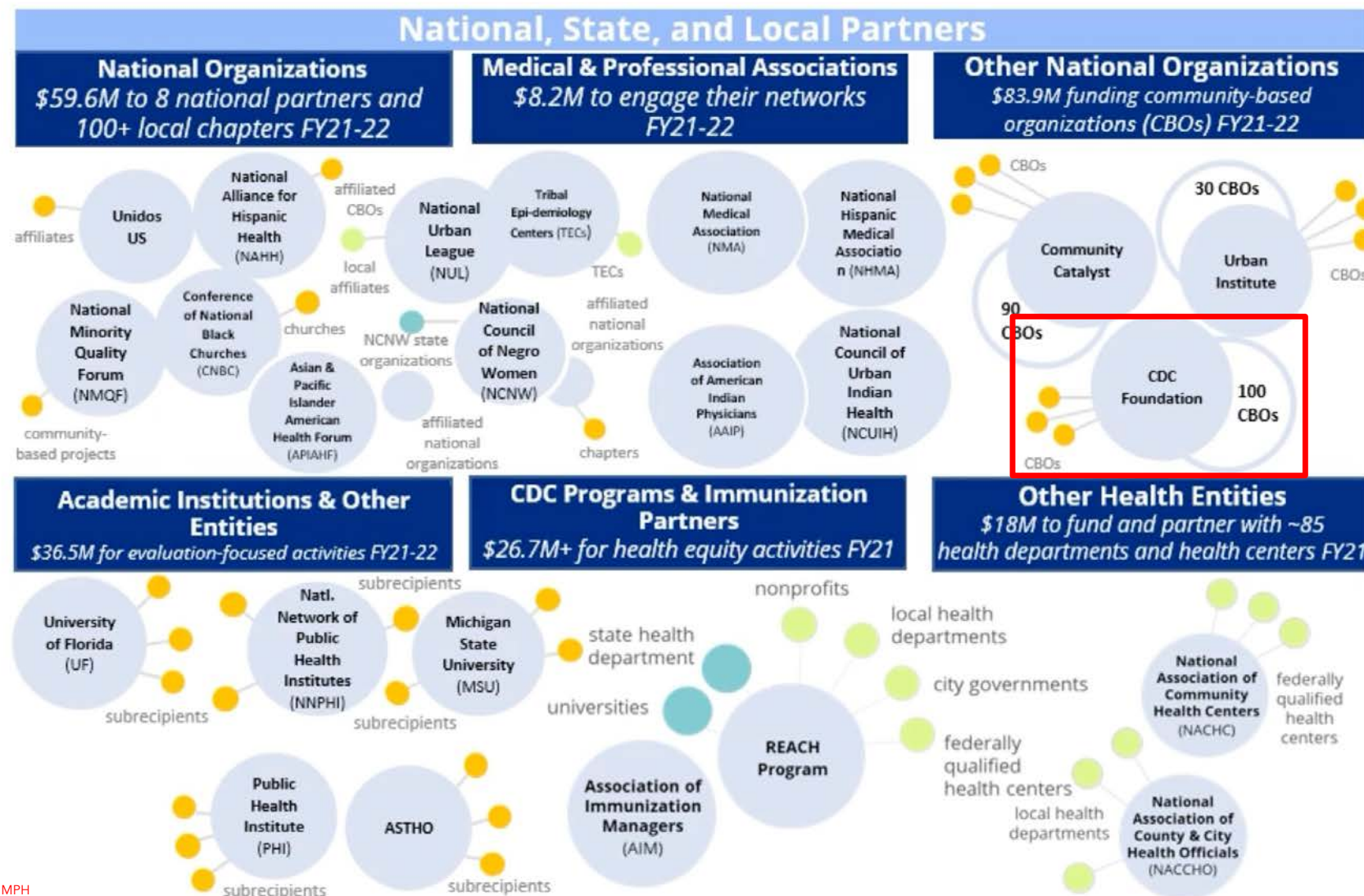
- P4VE focuses on increasing equity in adult immunization.
- The program provides over \$156 million in funding and support to:
 - National
 - State
 - local, and
 - community-level partners.
- The partners prioritize equity in vaccination access and uptake for those groups that experience disparities in immunization – with a particular focus on racial and ethnic communities.



We designed and launched the *Partnering for Vaccine Equity* program to drive community-level action and reduce disparities.



CDC provided over \$156 million in funding in FY21 to 500+ other partners at the national, state, and local levels.

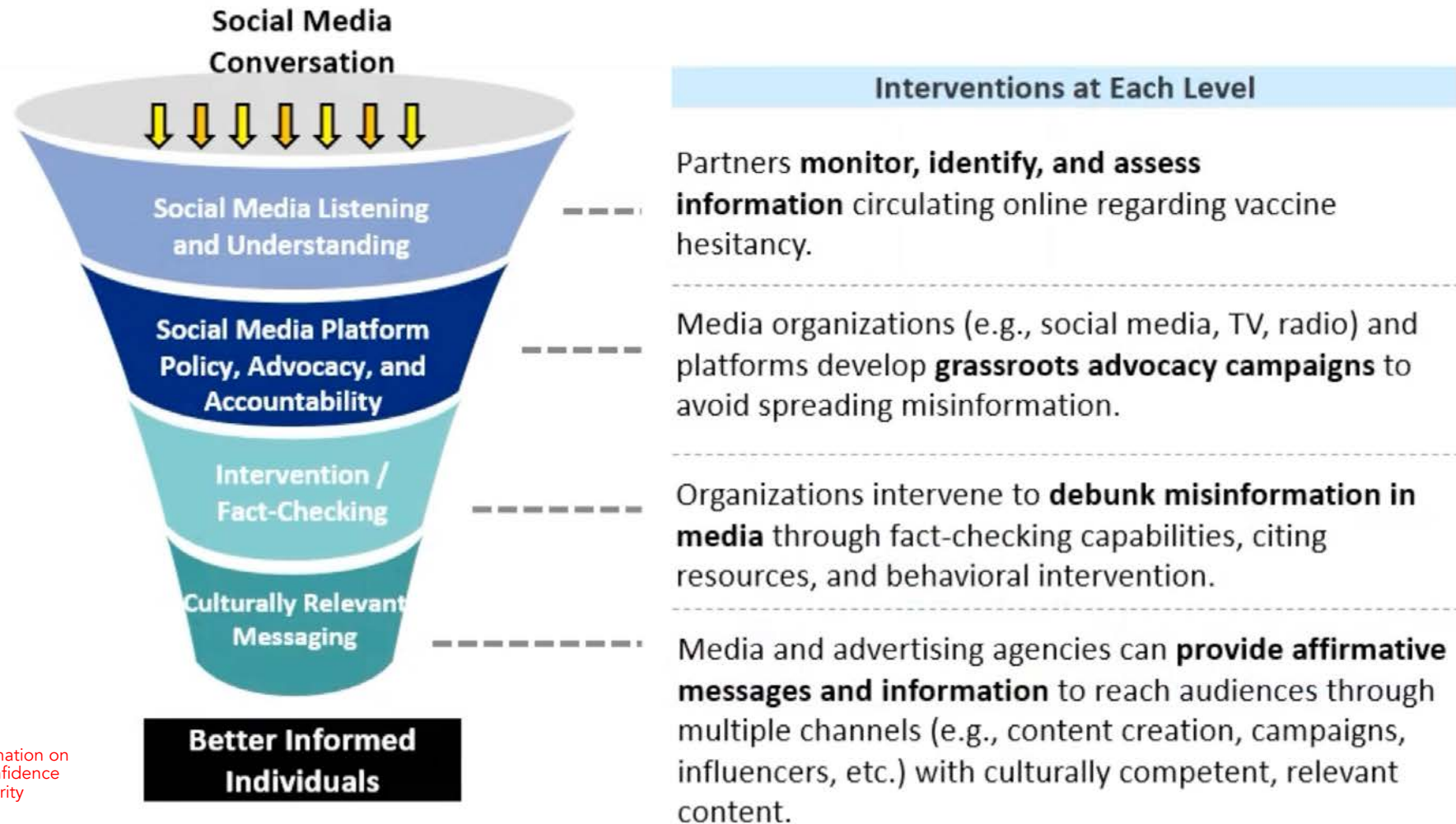


64 State, Territorial, and Local Immunization Programs

Funding state and local health departments, community health centers, and community-based organizations

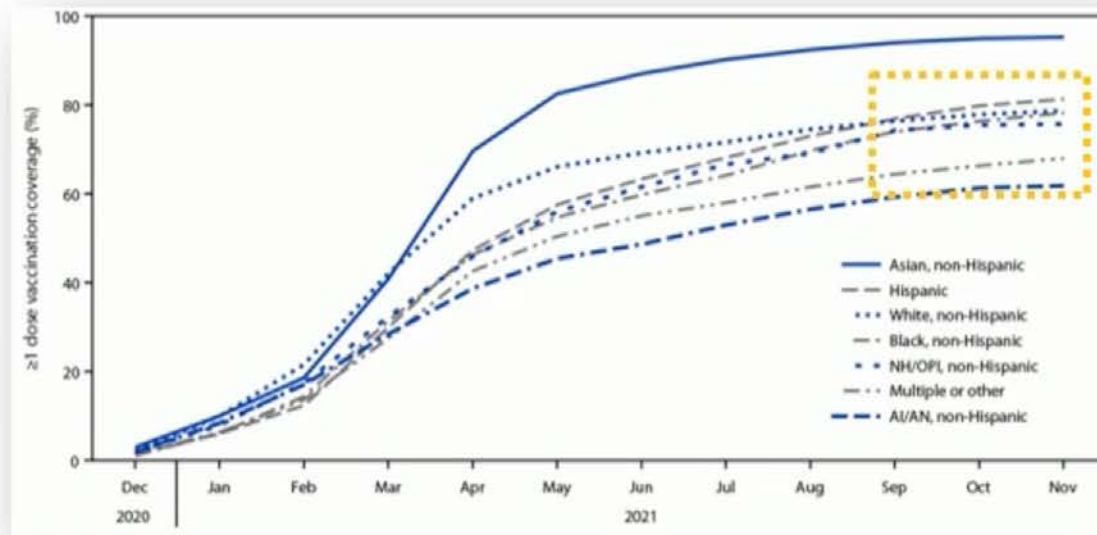
The \$156M described here is direct funding from CDC to non-jurisdictional partners specifically for increasing vaccine confidence & uptake among racial and ethnic minority groups.

Social media partners build capabilities and interventions across various levels of communication.

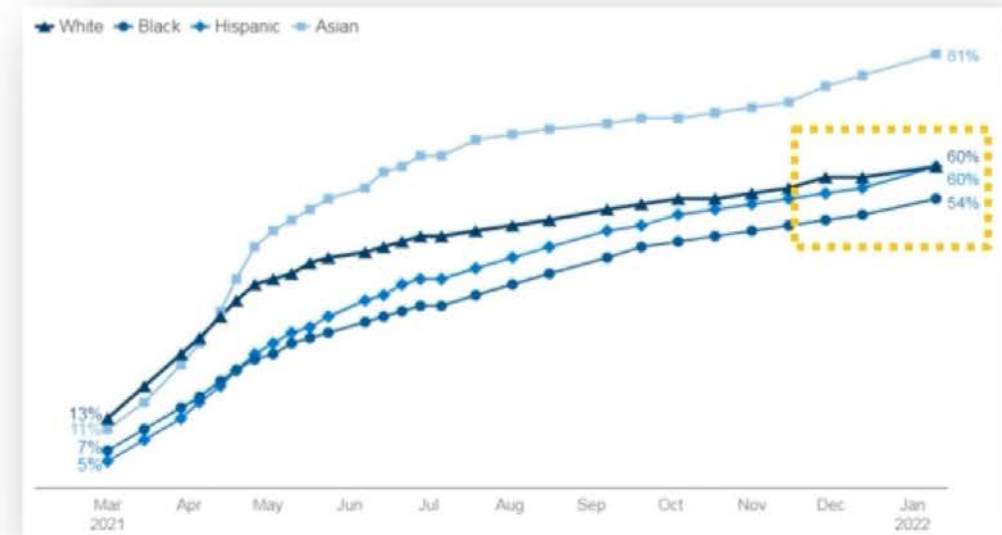


Various data sources show reduced racial and ethnic disparities in COVID-19 vaccination rates.

CDC COVID-19 vaccination (≥ 1 dose) coverage estimates among adults aged ≥ 18 years, by race and ethnicity December 2020–November 2021



KFF, Percent of total population that has received at least one COVID-19 vaccine dose by race/ethnicity, March 1, 2021, to January 10, 2022



Left source: Kriss JL, Hung M, Srivastav A, et al. COVID-19 Vaccination Coverage, by Race and Ethnicity — National Immunization Survey Adult COVID Module, United States, December 2020–November 2021. MMWR Morb Mortal Wkly Rep 2022;71:757–763. DOI: <http://dx.doi.org/10.15585/mmwr.mm7123a2>.

Right source: Vaccination data based on Kaiser Family Foundation (KFF) analysis of publicly available data on state websites; total population data used to calculate rates based on KFF analysis of 2019 American Community Survey data.

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It's normal to have questions about vaccination.

But who are you going to for answers?

Try these trusted sources:

YOUR DOCTOR

THE CDC & FDA

LOCAL HEALTH DEPARTMENT



Las mascarillas N95 y KN95 son mejores para prevenir la propagación de ómicron.

Si no puedes obtener estas, usa una mascarilla de tela sobre una mascarilla de uso quirúrgico.

LA VACUNACIÓN TE QUEDA BIEN.



¿SABÍAS QUE?

Las personas embarazadas tienen el doble de probabilidades de desarrollar complicaciones graves y ser hospitalizadas por el COVID-19.

3 ways to get a free COVID-19 rapid test



Swipe → Swipe → Swipe → Swipe →

EL COVID-19 TODAVÍA SE ESTÁ PROPAGANDO

Puedes finalizar el

Things that are not mandated but are still a good idea:

drinking water

daily movement

Not sure whether you



La función principal de las vacunas es mantener a las personas fuera del hospital.



Year One At-a-Glance



VAXED FOLKS DODGE COVID DEATH

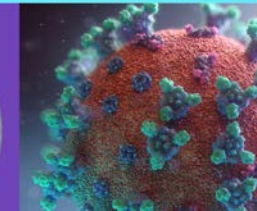
No necesitas seguro médico

No necesitas pagar

LAS VACUNAS SON GRATIS PARA TODOS

No necesitas comprobantes de tu estado migratorio

What "mild" really means for Omicron, explained



Protect afternoon coffee with abuela.

Get your COVID-19 booster vaccine.

Objective Summary

Objective 1

Continuously detect and assess misinformation in Spanish and English reaching US Hispanic/Latinx populations

- Develop Spanish-language monitoring capabilities within Project VCTR
 - Distribute contextualized reports for CBO partners in Spanish and English
-

Objective 2

Address misinformation at the source through media and social media platform policy

- Broaden ongoing work with social media companies and Hispanic media networks to create a more sustainable system for misinformation reporting and policy creation
-

Objective 3

Reactively intervene on misinformation

- Create a national influencer network of individuals who hold outsized influence on social media within Hispanic/Latinx communities
 - Strategically partner with Hispanic celebrities to increase visibility and to address critical misinformation narratives
 - Alert La Red Hispana media partners to misinformation
-

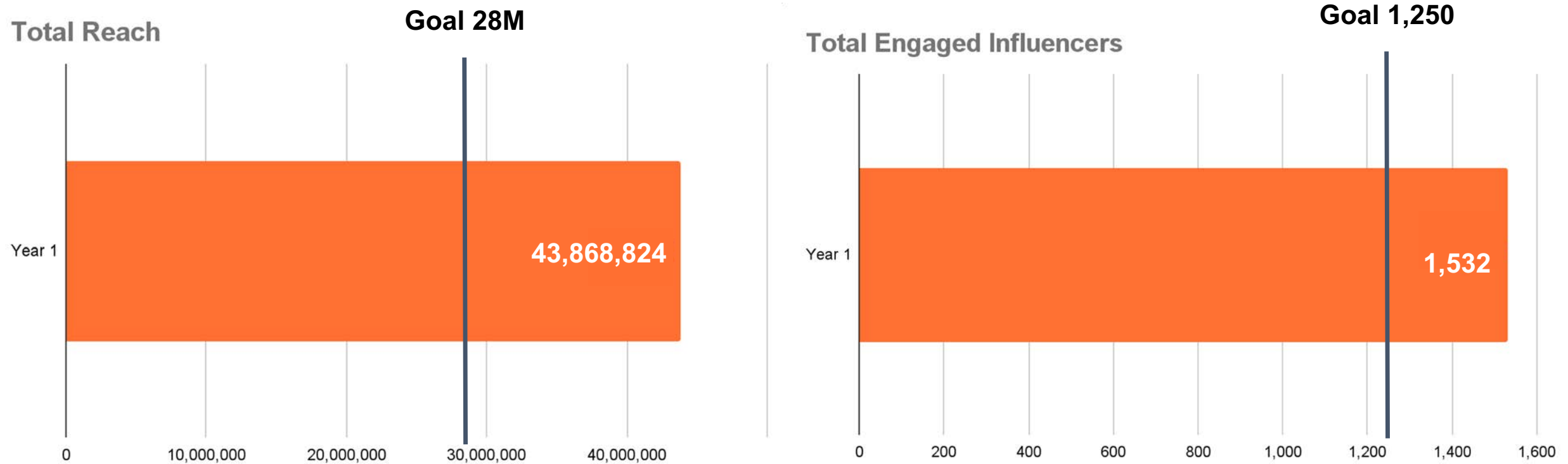
Objective 4

Proactively develop and execute effective, affirmative cultural communication and outreach strategies

- Message distribution through influencers and celebrities
- Message distribution and support to CBOs, including target immigrant populations through relationships with Latin American Consulates and immigrant-led grassroots organizations
- Routine testing of messages and themes among key informants

Primary KPIs

In April 2022, we wrapped up the ten-month program with total reach hitting **43,868,824** and **1,532** influencers surpassing both goals.





Objective 1: Continuously detect and assess misinformation in Spanish and English reaching US Hispanic/Latinx populations

Spanish-language Misinformation Top-Line Metrics

Using PGP's novel and validated social listening systems and media monitoring methods, we identified, tracked, and assessed COVID-19 misinformation, disinformation, and negative attitudes reaching Hispanic communities. PGP later launched Spanish-language national and regional monitoring dashboards on Project VCTR.

35,000,000

Spanish messages
captured

212,700,000

English messages
captured

Top four themes identified among Spanish and English posts

Themes	Spanish	English
COVID-19	18,194	1,073,827
Negative health impacts	3,300	482,283
Pharmaceutical industry	2,363	214,106
Health authorities	2,016	156,247

Objective 1: Continuously detect and assess misinformation in Spanish and English reaching US Hispanic/Latinx populations

Spanish-language Misinformation Insights

206

misinformation
insights identified

PGP analysts interpreted the posts captured into unique misinformation insights to inform key stakeholders, as well as proactive and reactive outreach strategies:

- Misinformation reporting to social media companies
- Message distribution to and through influencers and Hispanic media
- Message distribution and support to CBOs

Objective 2: Address misinformation at the source through media and social media platform policy

Social Media Platform Policy Results

PGP developed and shared 34 misinformation reports and 8 verification requests with Twitter. Misinformation reports informed updates to Twitter's COVID-19 misinfo policy in December 2021.

49

accounts
verified



[Back to discussions](#)

[Expand all](#) | [Collapse all](#)

How Verification Can Help Amplify Credible and Trusted Voices on Social Media

Following

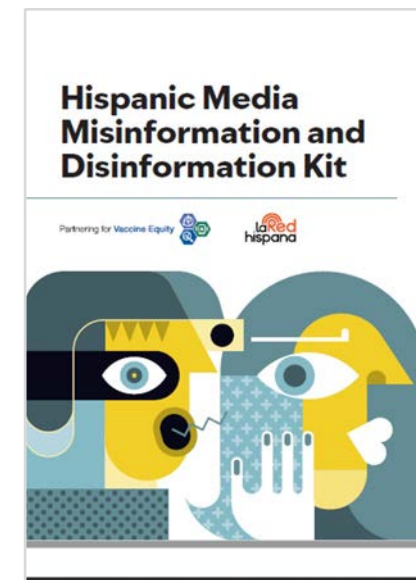
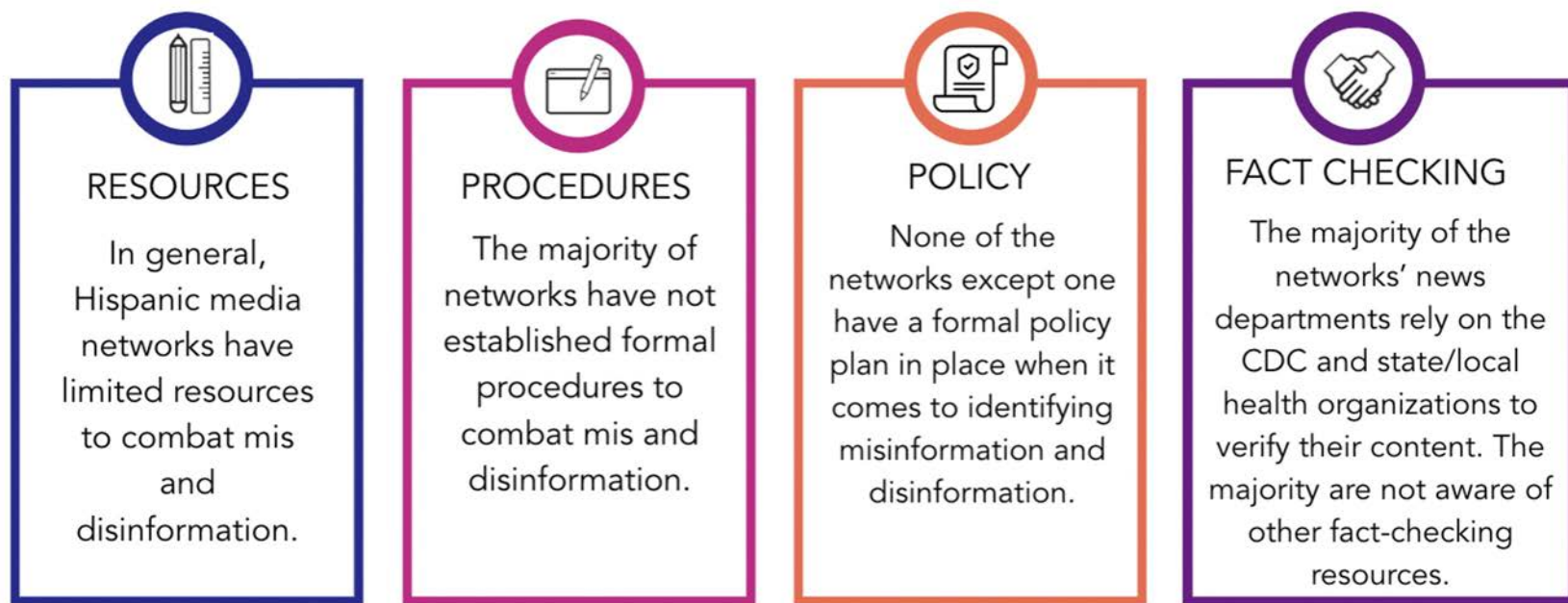
1. How Verification Can Help Amplify Credible and Trusted Voices on Social Media

0 Recommend

Objective 2: Address misinformation at the source through media and social media platform policy

Hispanic Media Policy Results

HCN held 9 discovery sessions with Hispanic media networks to inform, establish, and guide policies within these organizations. Results indicated:



Results also informed the development of the Hispanic Media Misinformation and Disinformation toolkit sent to LRH's media affiliate network and other interested networks.

Objective 3: Reactively intervene on misinformation

El Beacon Recruitment Results

By the end of the project period, a total of **1,532 individuals were recruited** to join El Beacon and engaged to intervene on misinformation, surpassing the project goal of 1,250.

Table. Breakdown of El Beacon network

Type	Recruited & Engaged
Traditionally Defined Influencers	496
Volunteers	1,034
Celebrities	2
Total	1,532



Objective 3: Reactively intervene on misinformation

El Beacon Top-Line Metrics

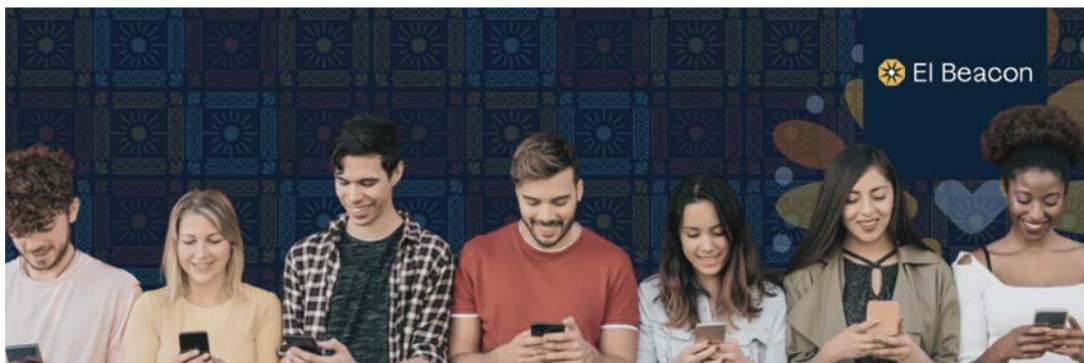
Influencers are a valuable way to further spread key messaging to help combat misinformation, reach more of our priority audience, and ultimately support COVID-19 vaccine uptake. Below, see top-line influencer metrics, including celebrities, from launch in September 2021 through April 2022.

High-level influencer and celebrity metrics

Measurement	Metrics
Total Posts	1,006
Total Potential Reach	66,470,720
Total Impressions	7,207,093
Total Engagements	491,500

Objective 3: Reactively intervene on misinformation

El Beacon Volunteer Activation Highlights



Hi Darshana,

Everyone is tired of COVID-19. But [half of all states](#) are once again seeing an increase in cases due to the spread of BA.2. We don't know if this highly contagious subvariant of Omicron will cause another national surge. We do know, however, that we have a tool that can help: **boosters**.

Only [half](#) of booster-eligible adults have received their third shot, yet it's one of the best ways to protect against BA.2.

You can help prevent another COVID-19 surge.

Take action today

Create a social media post and encourage your followers to get their COVID-19 booster.

Follow these simple steps:

- Explain that with half of all states once again seeing an increase in cases due to the highly contagious subvariant BA.2, it's more important than ever to get a third, or booster, dose. Share a post or story explaining **why you got boosted**.
- You could share a pic of the loved ones you got boosted to protect. Or you could share the story of getting your booster. What you post is up to you!
- Tag #ElBeacon and @elbeaconcomunidad so that we can measure our impact.

Another way to help: Share these posts!



Share on Facebook

Share on Instagram

Suggested caption:

Vaccines do a great job of protecting us from severe COVID-19. But their effectiveness drops over time. Luckily, boosters can restore that protection. With half of all states once again seeing an increase in cases due to the highly contagious subvariant BA.2, it's more important than ever to get boosted. #ElBeacon @elbeaconcomunidad.

Top Influencers by Hispanic/Latinx Reach

These are the influencers who can potentially reach the most Hispanic/Latinx people overall.



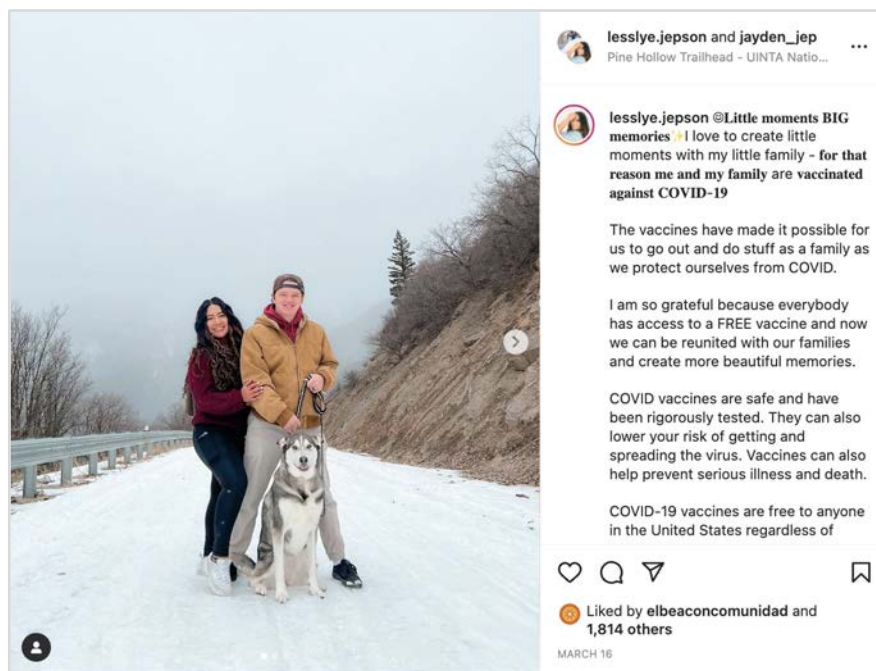
Influencer: Catalina Cardona
 Potential Reach: 317K
 Potential Hispanic/Latinx Reach: 276,420
 Impressions: 68,737
 Engagements: 7,396
[Link to post](#)



Influencer: Nubia Figueroa
 Potential Reach: 134K
 Potential Hispanic/Latinx Reach: 115,313
 Impressions: 9,126
 Engagements: 1,481
[Link to post](#)

Top Influencers by Engagement Rate

These are the top influencer posts by **engagement rate**, which measures the amount of post interactions relative to the influencers' total potential reach.



Influencer: Lesslye Jepson
Potential Reach: 10.2K
Potential Hispanic/Latinx Reach: 4,900
Impressions: 13,078
Engagements: 2,012
Engagement Rate: 27.62%

[Link to post](#)



Influencer: Davi Vaz
Potential Reach: 23.6K
Potential Hispanic/Latinx Reach: 7,341
Impressions: 21,697
Engagements: 3,338
Engagement Rate: 21.45%

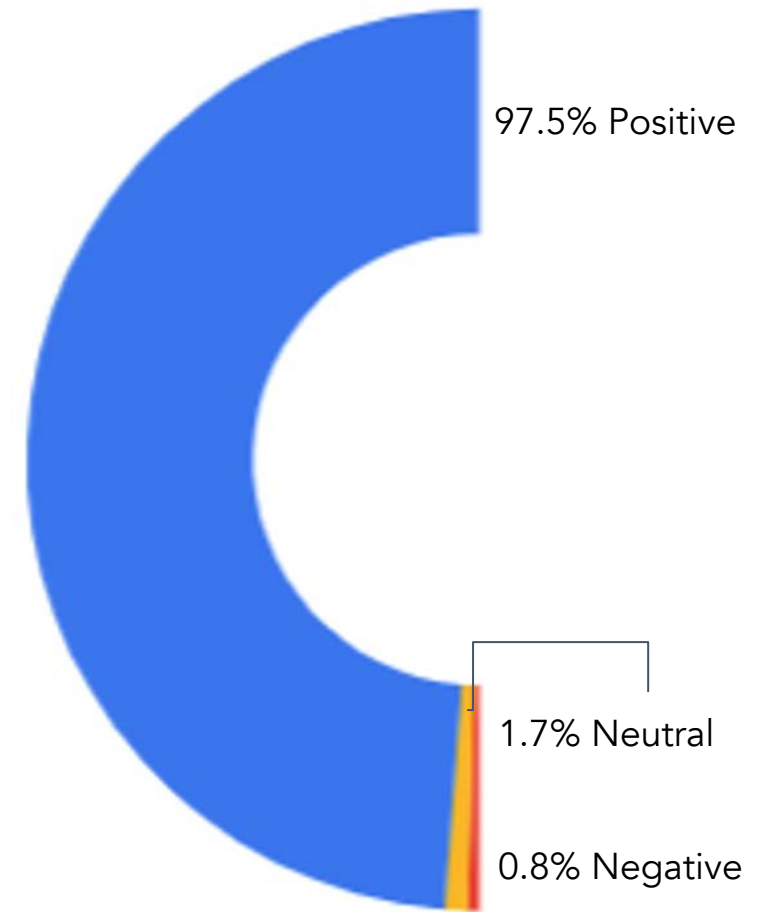
[Link to post](#)

Objective 3: Reactively intervene on misinformation

Influencer Post Comment Sentiment

We took a simple random sample of 10% of paid influencer static Instagram, Facebook, and Twitter posts (n=50). These posts had a total of 1,090 unique comments, not including comments from the influencer or El Beacon social handles.

Of these, 97.52% of comments (1,063) were positive, with 3.58% of comments (n=39) sharing that the commenter themselves had been vaccinated for COVID-19. Less than 1% of comments (n=9) expressed negative sentiment. The remaining 1.7% of comments (n=18) were either neutral in sentiment or spam.




Objective 4: Proactively develop and execute effective, affirmative cultural communication and outreach strategies

Message Distribution and Support to CBOs Summary

PGP fielded a cross-sectional needs assessment to **379 CBOs** to evaluate their social media COVID-19 communications needs. The assessment received **64 responses**. Results, along with ongoing feedback, informed development of resources.

Resource	# provided (ENG and ESP)	# downloads from the VRH**
Newsletters	70	NA*
Talking Points/FAQs	206	127
Social Media Assets	344	568
Toolkits	13	9



Partnering for Vaccine Equity

COMMUNICATION SUPPORT

Fears around the COVID-19 vaccine's impact on fertility and pregnancy remain a major reason for low vaccination rates among certain populations. This week's newsletter uses the latest data to offer guidance on how to talk to your community about their concerns. —PGP Response Team

TRENDING MISINFORMATION

Natural immunity falsely touted as superior to vaccine immunity
Natural immunity advocates have been misinterpreting the results of a CDC study, claiming the agency "admitted" that immunity from COVID-19 infection is superior to vaccine-induced immunity. The study has been picked up by several Spanish-language sites and has been widely shared on social media.

- **Counter-messaging:** The CDC study found that natural immunity protected against Delta infection better than vaccination, but the best immunity was found in vaccinated people who had had a previous infection. While the Delta variant is still present in the U.S., the Omicron variant is now dominant and more relevant. New studies comparing natural immunity with vaccination against Omicron are underway, but these studies take time to conduct. COVID-19 infection can convey protection, but vaccine immunity is more reliable and a lot less risky. There is no safe way to acquire natural immunity.

DOWNLOAD THE TALKING POINTS AND FAQs IN ENGLISH AND SPANISH

Partnering for Vaccine Equity

Puntos de conversación: Cómo afrontar los temores sobre las vacunas y la fertilidad

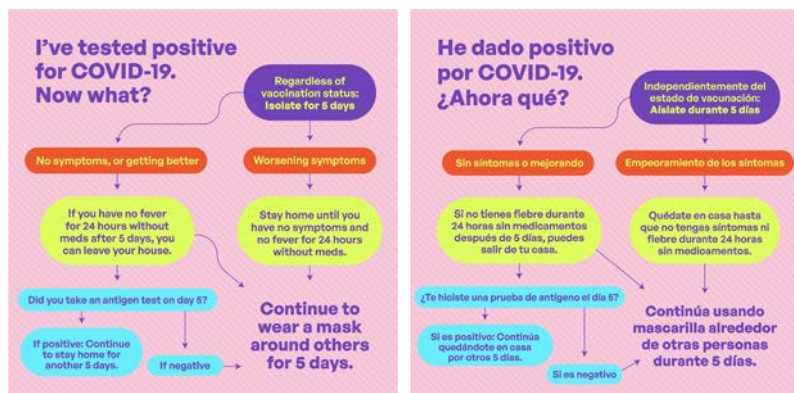
- Las investigaciones demuestran que vacunarse no afecta la fertilidad de las mujeres, ni la de los hombres.
 - Un nuevo estudio monitoreó los datos de más de 2,100 mujeres y algunas de sus parejas en los EE. UU. y Canadá durante un año.
 - Las mujeres no vacunadas y vacunadas tenían la misma probabilidad de quedar embarazadas, con un 19 por ciento y un 18 por ciento, respectivamente.
 - Los hombres vacunados y no vacunados tenían la misma probabilidad de tener parejas que quedarán embarazadas, con un 18 por ciento y un 16 por ciento, respectivamente.
 - Si bien la vacunación no afecta la fertilidad, existe cierta evidencia de que la infección por COVID-19 puede tener efectos a corto plazo en la capacidad de los hombres para concebir: los hombres que dieron positivo dentro de los 60 días del ciclo menstrual de su pareja tenían un 18 por ciento menos de probabilidades de concebir durante ese ciclo.
- No hay evidencia que sugiera que las vacunas contra el COVID-19 puedan afectar la fertilidad a largo plazo.
 - Todas las reacciones alérgicas ocurren dentro de los 30 minutos posteriores a la vacunación y los ingredientes de las vacunas no permanecen en el organismo más que unos días.
 - En la historia de las vacunas, los efectos secundarios se desarrollan a las pocas semanas de la vacunación. Este plazo ya ha pasado para las vacunas contra el COVID-19 y no se han identificado impactos en la fertilidad.
 - Los nuevos datos del mundo real confirman que los cambios en el ciclo menstrual después de la vacunación contra el COVID-19 son **pequeños y temporales**, y probablemente sean el resultado de la respuesta inmune temporal inducida por las vacunas.
- Las personas embarazadas corren un mayor riesgo de sufrir enfermedades graves y complicaciones durante el embarazo relacionadas con la infección por COVID-19.
 - **16 por ciento** de las mujeres embarazadas con COVID-19 han sido hospitalizadas en los EE. UU. y más de 260 mujeres embarazadas con COVID-19 han muerto.
 - Menos de la mitad (42 por ciento) de las personas embarazadas de 18 a 49 años están **completamente vacunadas**. Solo el 26 por ciento de las mujeres embarazadas afroamericanas y el 38 por ciento de las hispanas están completamente vacunadas.
 - Los datos muestran que la vacunación durante el embarazo no aumenta el riesgo de **partos prematuros o abortos espontáneos**.
 - Los niños menores de 5 años aún no pueden vacunarse, pero los bebés pueden recibir cierta protección debido a los anticuerpos que se transmiten a través de **la leche materna**.

*Newsletters were sent directly to CBOs. Subscription to the newsletter was promoted on the Learning Community.

**Downloads don't include those directly from the newsletter.

Objective 4: Proactively develop and execute effective, affirmative cultural communication and outreach strategies

Sample of CBO Resources in Spanish and English



Partnering for Vaccine Equity

Enfocando empatía en las conversaciones

A medida que los mandatos sobre el uso de mascarillas se eliminan de nuestra red, las dosis de refuerzo son más importantes que nunca. A pesar de las variantes y de los cambios en las políticas, muchas de las formas en que podemos continuar protegiéndonos contra el COVID-19 son las mismas: vacúnate y recibe la dosis de refuerzo, usa una mascarilla, hazte la prueba y no vives si tus vacunas no están al día. Sigue hablando con las personas a tu alrededor sobre la importancia de estas medidas. ¿Cómo podemos continuar manteniendo importantes conversaciones en nuestra comunidad a la vez que lidiamos con la frustrante información errónea? Sigue leyendo para encontrar consejos y recursos que se centran en la confianza y la conexión.

Hay poder en la conexión

Como persona de confianza en su comunidad, usted tiene el poder de crear una alineación de seguridad con las personas que dudan en vacunarse o dudan de las mascarillas KN95 como capa de protección. Dé prioridad a las conversaciones individuales y escuche primero. Haga preguntas abiertas para entender su experiencia.

DALE PRIORIDAD A LAS CONVERSACIONES INDIVIDUALES.

Recuerda, la mayoría de las dudas que no están vacuando cambian de opinión después de una conversación y apoyo.

How to protect yourself from Omicron

Due to the rapid spread of the Omicron variant, COVID-19 infections and hospitalization rates have skyrocketed to record levels. Experts have found that we need to do more to protect ourselves from this dominant variant. Here are a few things to keep in mind to stay safe and protect against Omicron:

- Omicron may be milder than Delta, but its impact hasn't been.
- Vaccines and boosters are vital to protecting us against Omicron.
- KN95 and N95 masks are preferred over cloth and surgical masks.
- Omicron is peaking in many cities, but we still need to remain vigilant in our fight against COVID-19.

Sources: CNN Health, CDC, CNN Politics

Downloadable Images

Below are downloadable images you can share to provide recent COVID-19 updates with your community. Simply click the image to access the file. [Here](#) is a full image library with more resources to share.

<p>N95 and KN95 masks are better at stopping the spread of Omicron.</p>	<p>I've tested positive for COVID-19. Now what?</p>	<p>What "mild" really means for Omicron, explained</p>
<p>Las mascarillas N95 y KN95 son mejores para prevenir la propagación de Omicron.</p>	<p>He dado positivo por COVID-19. ¿Ahora qué?</p>	<p>Lo que realmente quiere decir "leve" para ómicron, explicado</p>

Acceda a más archivos de imágenes [aquí](#), en la biblioteca de recursos completa.

Un médico profesional. Todo el contenido, incluido el texto, los gráficos, imágenes y otros recursos, es solo para fines de información general.

Information is not intended or implied to be a substitute for professional medical advice, diagnosis or treatment. All content, including text, graphics, images and information, contained on or accessible through this report is for general information purposes only.

Objective 4: Proactively develop and execute effective, affirmative cultural communication and outreach strategies

Trainings & Webinars for CBOs

Trainings were developed based on results from the needs assessment. High-level metrics:

15

trainings

1,553

individuals in attendance

"Thanks again for the great presentation. I wanted to share that my team was really interested in Project VCTR and wanted to raise awareness of it, so we put together this article and shared it with our network!"



"Todo muy bien hecho por parte de ustedes. Son excelentes tanto en la educación que brindan como en los recursos que comparten. Gracias."

Sample Topics

- Spanish-language misinformation monitoring
- COVID-19 White House mandates
- Working with influencers to reach your communities
- Anti-vaccine attacks on social media
- Science behind effective vaccine messaging
- Talking about Omicron
- Strategies and tools for creating digital ads



Objective 4: Proactively develop and execute effective, affirmative cultural communication and outreach strategies

Virtual Events for CBOs

At each virtual event, participants received up-to-date vaccination information, outreach strategies for promotores, strategies to leverage trusted messengers, and to combat misinformation and disinformation surrounding COVID-19 and vaccine confidence.

High-level metrics:

5

virtual events

659

individuals in
attendance

20

CBOs
engaged

4

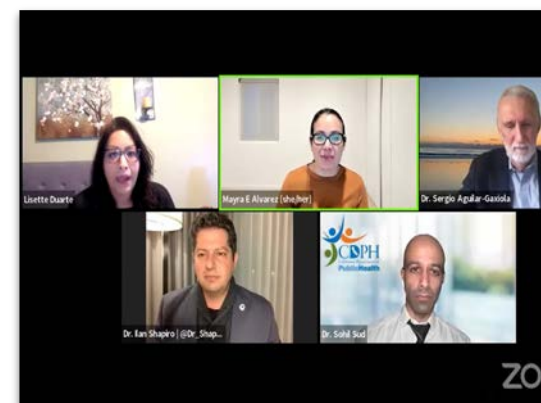
consulates
engaged

“Muchas gracias, excelente seminario muy informativo, que nos ayuda mucho a nosotras como promotoras a estar más actualizadas para llevar a nuestra comunidad esta información, saludos desde el área de la bahía.”



Events:

1. Building Digital Health Literacy Among Latinx CBOs During COVID-19
2. Misinformation is Killing Our People
3. All about the COVID-19 vaccine for children
4. Let's Talk—Protect Your Kids: The Virus, the Variant, and the Vaccine
5. Community-based models for combating misinformation



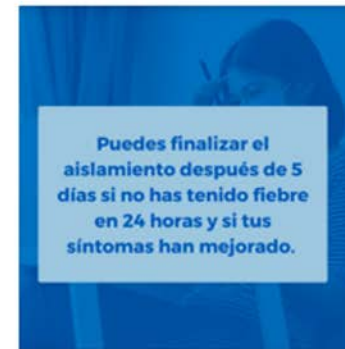
Objective 4: Proactively develop and execute effective, affirmative cultural communication and outreach strategies

Message distribution and support to media partners

Messages were tailored for distribution to Hispanic media, a part of the La Red Hispana network. All messaging and resources were shared in Spanish only. 5 Hispanic media personalities and physicians were engaged to support these activities.

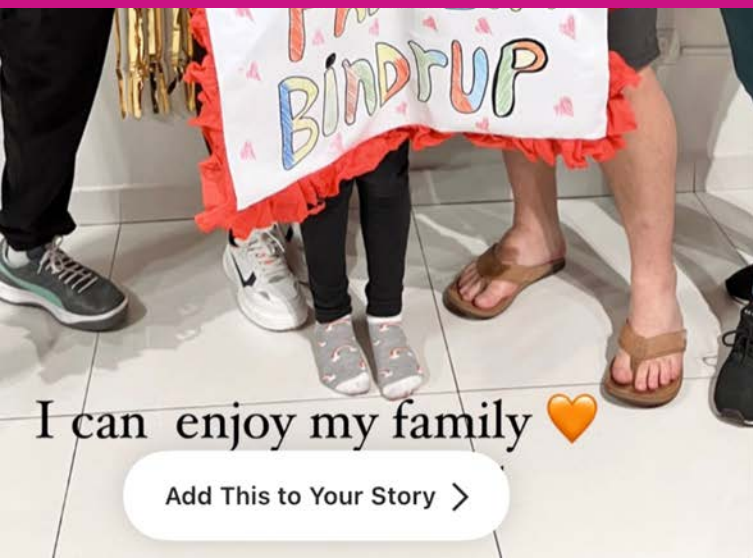


Channel	Reach
Radio PSAs	26,874,100
Op-eds	2,911,315
Digital Displays & Website	248,500
Radio/Satellite Media Tour	222,428
Social Media	647,987





Key Takeaways



Key Takeaways

The following are key takeaways from the 10-month program:

Influencers

It is possible to create and sustain unique influencer networks.

CBO Support

CBO's wanted the support, and when they received it they substantially increased the reach and resonance of public health messaging.

Policy

Twitter was an engaged partner. Much of our work is unlikely to continue. Traditional media companies need a business case to be concerned, and have yet to fully engage with misinfo.

Looking Forward

Year Two is funded and underway, with the additional of PGN, PGP's nonprofit news network that publishes news through CBO accounts.

Thank you.

Please direct questions to:

Darshana Panchal

Senior Program Manager

darshana.panchal@publicgoodprojects.org