

Make COVID-19 History

Encouraging parents to learn more about their children's COVID-19 vaccine options.

bpd





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THE SITUATION

Some areas of the country are still experiencing pediatric COVID-19 vaccination rates of 40% or lower, leaving these communities more vulnerable to the virus.

Parents who are hesitant to vaccinate their children cite several factors, from efficacy and short and long-term safety to lack of trust in the media and/or the government.

THE OPPORTUNITY

The CDC awarded Children's Hospital Association a grant in the summer of 2023 to launch a campaign that would help address and improve vaccination rates within lagging counties across target geographies in AK, GA, LA, MS, ND, TN, WY, NM, and ID.

Children's Hospital Association partnered with BPD to create this campaign, aiming to instill confidence in the pediatric COVID-19 vaccine, reducing vaccine hesitancy, and ultimately improving vaccination rates in these communities. The goal of the messaging was to encourage parents to talk to their pediatricians about their children's COVID-19 vaccine options.

BPD developed the campaign creative platform and created campaign assets across video, digital, and internal activations. Additionally, BPD developed and executed the media plan for the campaign, targeted specifically at key zip codes with low vaccination rates (less than 40% fully vaccinated).

THE CREATIVE PLATFORM: MAKE COVID-19 HISTORY

There's an underlying cultural philosophy in South Africa that humanity is based on the plural, not the singular. A "rising tide lifts all boats" way of looking at life. The word they have for it is called **Unbuntu**. It directly translates to mean **I am because we are**. While a lot of healthy kids will breeze through COVID-19 with less difficulty than the common cold, others will succumb to serious illness, hospitalization, and even death. But the vaccine can help prevent all of this. And, most importantly, it can lessen the probability of spread to those more defenseless.

What will the story be five, ten, or even fifty years from now? What will people looking back think of how we've handled things? Did we unite against a common threat? Were we there for each other?

The coming school year is our opportunity to connect us in the plural. And the best way parents can help their kids be prepared for the year ahead is by getting them the COVID-19 vaccine.

We're either all on the same team, or there is no team at all. Let's be for each other and **make history**.



AN INSPIRING STORY: DESIREE MIDDLETON AND HER CHILDREN

During the early stages of planning this initiative, Children’s Hospital Association partnered with the Medical University of South Carolina Children’s Health team to identify the right family to feature in this campaign—and found the perfect fit with Desiree Middleton and her three girls. This family has a powerful story that became the authentic cornerstone for all of the activations of this campaign.

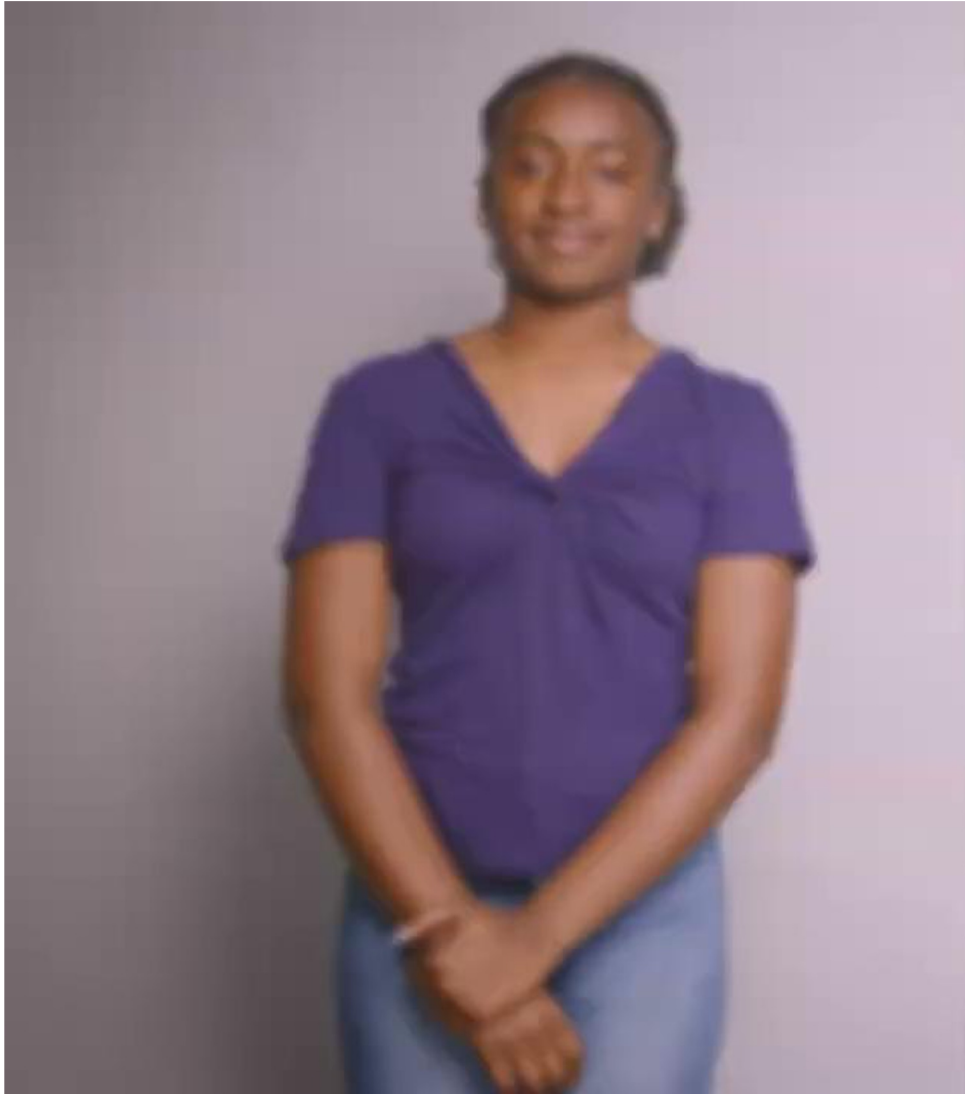
Partnerships like the one with MUSC Children’s Health can provide crucial support to make campaigns like this possible.



The Work



[Click HERE to view video](#)



[Click HERE to view video](#)



What you can see:
She has mom's eyes, dad's nose, and nana's smile.

9:41

Children's Hospital Association

What you can't see:
She's immunocompromised, and a classmate with a mild COVID-19 case could put her in the hospital.

Learn More

Children's Hospital Association Choosing to vaccinate your kids isn't just about protecting them... [Read More](#)

1,289,518 views

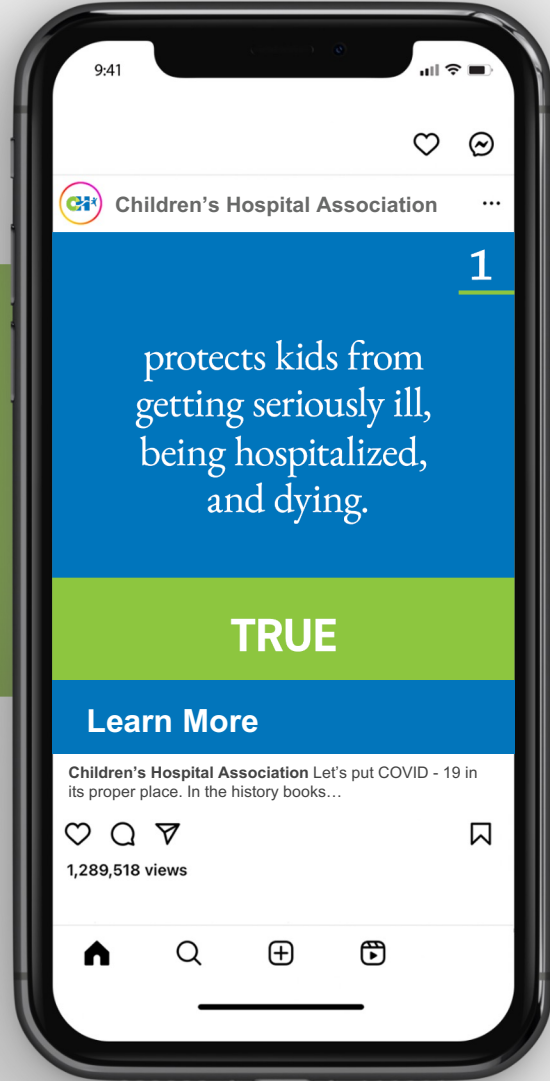
Getting your kids vaccinated can be the first step towards making COVID-19 history.

#MakeCOVID19History

Talk to your pediatrician today to learn more about your choices.

True or False?

Getting the COVID-19 vaccine...



1
protects kids from getting seriously ill, being hospitalized, and dying.

TRUE

Learn More

Children's Hospital Association Let's put COVID - 19 in its proper place. In the history books...



1,289,518 views



2
is a safer, more reliable way to build protection than getting sick with COVID-19.

TRUE

3
offers added protection against being hospitalized from a new infection.

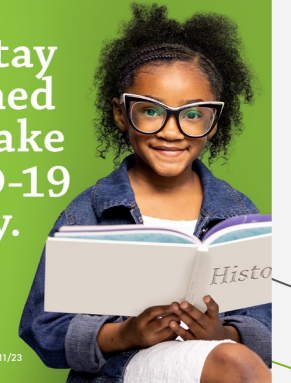
TRUE

#MakeCOVID19History

Let's stay informed and make COVID-19 history.



Source: CDC, Benefits of Getting A COVID-19 Vaccine, Updated 5/11/23



Same family. Different immune systems.

A COVID-19 vaccine can help protect those more at risk.

[Learn more](#)




Mysterious meat allergy passed by ticks may affect hundreds of thousands in US, CDC estimates

They took blockbuster drugs for weight loss and diabetes. Now their stomachs are paralyzed

Postpartum depression pill is safe and effective, new trial data shows

It's so hot in Arizona, doctors are treating a spike of patients who were burned by falling on the ground



Postpartum depression pill is safe and effective, new trial data shows

This science-backed bracelet, designed to relieve stress, reduce anxiety and improve sleep, is \$40 off right now

As alcohol-related deaths rise in the US, women are increasingly at risk, study shows

FDA issues warnings to three companies for distributing e-cigarette products popular with young people

Hot sleeper? Here's how to stay cool while sleeping thanks to these 21 products

The best trail running shoes for conquering any terrain, tested by editors

With climate change, health care



These girls are ready for the school year. Are your kids?

A COVID-19 vaccine can help protect those more at risk.

[Learn more](#)



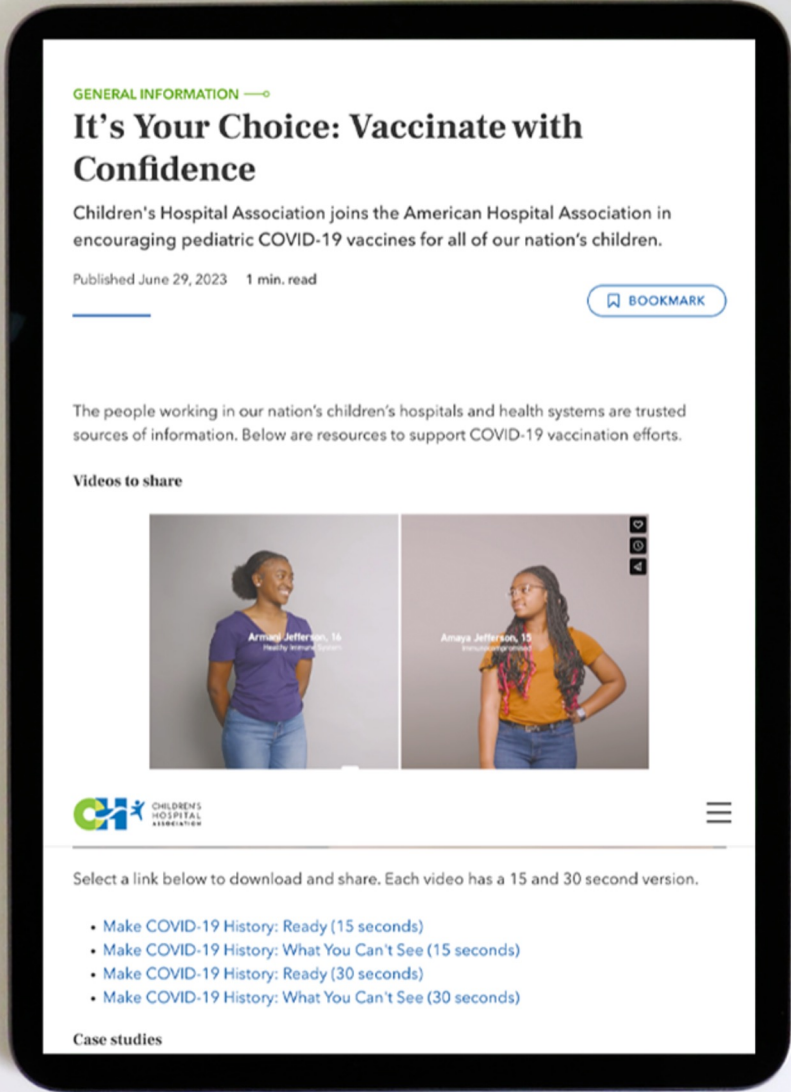
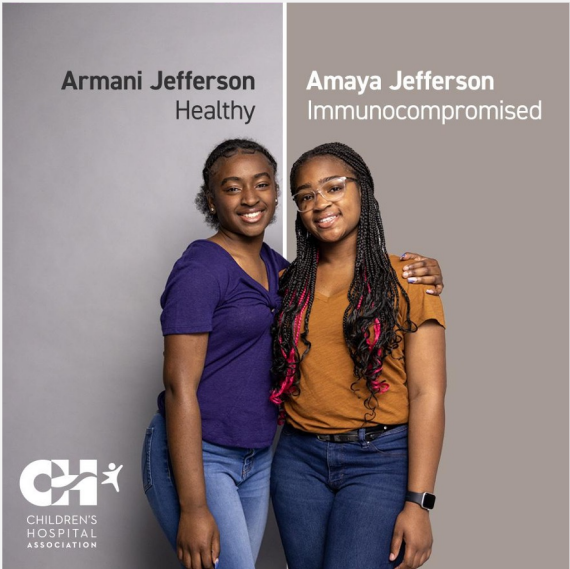
Internal Activations

BPD created two toolkits for members of the Children's Hospital Association to use for their own system's marketing efforts.



ToolKit One: Messaging

Just by looking at someone, you can see a lot. But there's also quite a bit that you cannot see. Like if someone is sick but has no symptoms. Or if someone is immunocompromised. That's why it is so important to talk to your pediatrician about the COVID-19 vaccine. Because getting the vaccination does more than just protect the healthy—it can also protect those who can't protect themselves. Let's all do our part to make COVID-19 history.



[View and download the toolkit HERE](#)





ToolKit Two: Messaging

A lot goes into getting your kids ready for the upcoming school year. There's adjusting schedules and buying school supplies. But before any of that, there's one very important preparation step. Getting your children vaccinated against COVID-19. While many healthy children will breeze through an infection with less difficulty than the common cold, others will succumb to serious illness, hospitalizations or even worse. So let's all do our part for each other and make history.


The Jefferson sisters' back-to-school checklist:

- ✓ Colored pencils
- ✓ Notebooks
- ✓ New backpack
- ✓ COVID-19 vaccine





Back-to-school checklist:


- ✓ Colored pencils
- ✓ Notebooks
- ✓ New backpack
- ✓ COVID-19 vaccine



Let's put COVID-19 in the history books.



Let's make COVID-19 history.



GENERAL INFORMATION —

It's Your Choice: Vaccinate with Confidence




Children's Hospital Association joins the American Hospital Association in encouraging pediatric COVID-19 vaccines for all of our nation's children.

Published June 29, 2023 1 min. read

[BOOKMARK](#)

The people working in our nation's children's hospitals and health systems are trusted sources of information. Below are resources to support COVID-19 vaccination efforts.

Videos to share



Select a link below to download and share. Each video has a 15 and 30 second version.

- Make COVID-19 History: Ready (15 seconds)
- Make COVID-19 History: What You Can't See (15 seconds)
- Make COVID-19 History: Ready (30 seconds)
- Make COVID-19 History: What You Can't See (30 seconds)

Case studies

[View and download the toolkit HERE](#)



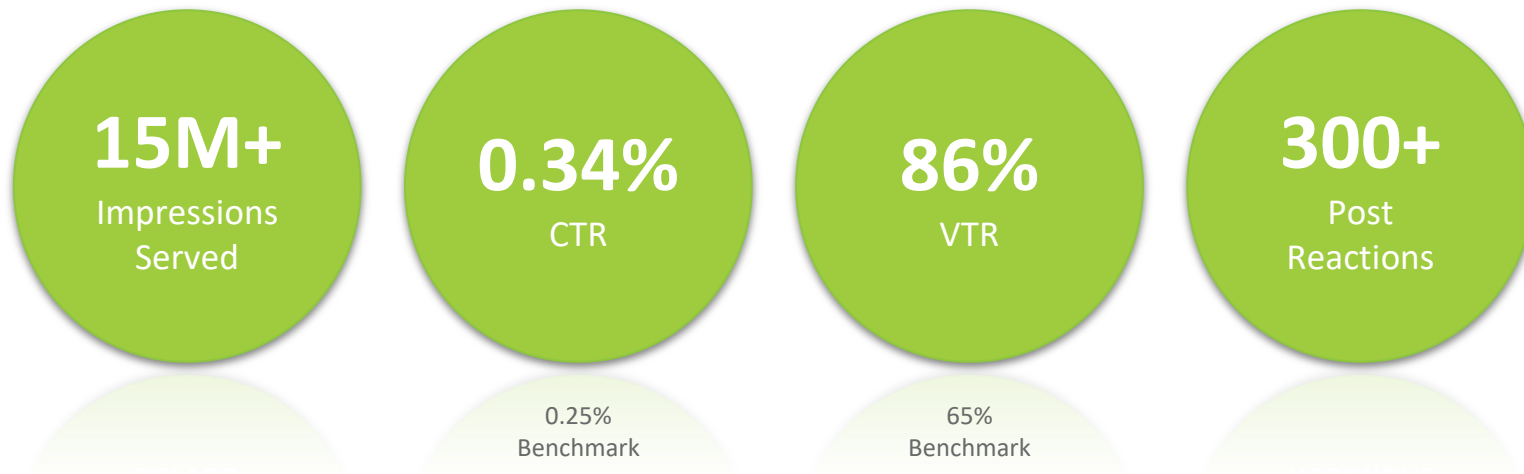
Results to Date

Performance Measures:

This campaign strategically positioned digital messaging in targeted communities & zip codes across nine states with historically low vaccination rates. Specifically, we focused on targeted audiences that included:

- Adults/Parents with children 0-18 years of age
- Vaccine-hesitant adults/parents
- Re-targeting for adults/parents who did engage with our messaging

Across programmatic display/video and Facebook, we are seeing strong performance across our KPIs, outpacing industry benchmarks in CTR/VTR as well as post reactions, comments and engagement.



Questions?

THANK YOU
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Appendix

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welcome to
BPD

facts & figures

200+
Hospitals

#1
Market
Position

7X
Great Places
To Work

90+
BPDerrrs

3
Strategic
Partnerships



THE RITZ-CARLTON

Optum

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HCA
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JOHN MUIR
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Health

CROZERHEALTH

MEMORIAL
HEALTH SYSTEM

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HEALTH CARE FUTURE

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Hospitals®

Arkansas
Children's
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AdventHealth
Centra Care

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Fully integrated suite of Tradigital Services



STRATEGY & INSIGHTS

Primary Research, Competitive Analysis, Targeting/Segmentation, Marketing Strategy, Brand Positioning, Purpose (Why) Development, Message Platform, ROI/Analytics



INTERNAL & EXTERNAL ACTIVATION

Internal Communications & Events, Distribution Strategy for Owned Media Channels, External Paid Media Strategy, Traditional & Digital Paid Media Planning/Buying, SEO, SEM, PPC



CREATIVE & CONTENT

Development of Traditional & Digital Advertising, Video Production & Editing, Development of Web Properties, Hosting & Maintenance, Content for Owned, Earned & Paid Media Channels





BPD's three-tiered marketing approach

