

Tips for advertising local vaccination services for municipalities

Additional vaccination offers require public promotion to achieve appropriate attention among citizens. Spread the information as much as you can! Tips and hints for advertising are described below, which need to be adapted to local conditions. The following overview will be expanded continuously in the course of the information campaign.

How you can participate:

1. If you have not yet planned any campaigns, offer a specific vaccination.
2. Please use the form on <https://www.dranbleiben-bw.de/impfaktionen> to inform us about your planned campaigns so that we can place and advertise them prominently on the site.
3. Use the cover letters and text modules provided to call for your campaign and to motivate participation in your campaign.

Use various channels and make information easily accessible!

Website:

- **Prominently** position the vaccination offers and campaigns on the website! Colour-coded "eye-catchers" can also attract attention.
- The appointment booking should be designed to be as low-threshold as possible. Therefore, it is ideal if you enable online booking. This saves citizens and you, as the organiser of the campaign, a lot of red tape and coordination work.
- Provide a contact person for queries who can be reached during normal working hours.
- Update the website regularly on new vaccination offers and also direct people to the appointment booking of the district vaccination centre.

Campaign #dranbleibenBW:



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- **State-wide listing:** Become part of the state-wide campaign and fill out the form on <https://www.dranbleiben-bw.de/impfaktionen> , to inform us about your vaccination activities, the site will shortly provide a nationwide overview of all offers and serve as a central contact point for interested parties.
- **Social Media:** use the hashtag #dranbleibenBW, the [social media text building blocks](#), as well as [social media graph](#) for announcing the campaign via your social channels.
- **Newsletter:** Use your networks for your newsletter as well as for the newsletters of various multipliers in your commune. For this, you will also find [text building blocks](#) in the communication parcel.

Additional channels

- **Community newspapers** (municipal, church)
- **Notices** (in showcases, at institutions, cooperation partners, and multipliers)
- **Press releases** and distribution to local media
- **Postcards** and/or **flyers** for display or as direct mailings
- **Advertising on public transport**

Keep messages short and use simple language!

Information on the vaccination campaign should be as short as possible and as comprehensive as necessary! In some circumstances, key information should be translated into different languages.

- When (date, time)?
- Where (exact address)?
- By whom (who is the initiator)?
- With which vaccine? When does the second appointment take place, if applicable?
- What are the options for booking an appointment?
- What should I take along with me? (Medical history form and consent form, vaccination certificate).

In addition, offer citizens the opportunity to inform themselves about the corona vaccination. Especially people who have been hesitant to date, ask themselves why they should get vaccinated. You can find suggestions for this at: www.dranbleiben-bw.de. Also point out the generally comprehensible information on Corona vaccination: <https://www.baden-wuerttemberg.de/de/service/aktuelle-infos-zu-corona/fragen-und-antworten-rund-um-corona/faq-impfzentren/>

Actively addressing people is important!



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The personal approach is key when it comes to vaccination. Citizens who have been difficult to reach to date can be mobilised particularly well if they are addressed personally. This can be achieved through:

- **Info teams**, who draw attention to the offer in the run-up to the vaccination campaign, arrange appointments and advise on vaccination.
- **Local persons of trust and multipliers:** Which persons/institutions from the immediate environment are role models, well-connected with the citizens, achieve a broad effect and/or address a target group that is difficult to reach? These persons and institutions must be won over and mobilised to support the application. Use the cover letter from the communication package as a basis for this. Persons could be:
 - **Local well-known personalities** from sports, culture, social media, etc. The purpose is to win them over and encourage them to promote the campaign via their networks.
 - **Local persons of trust** who have direct access to hard-to-reach target groups such as homeless people, refugees or people from socio-economically weak neighbourhoods.
 - **Authorities, institutions, associations, e.g.**
 - Employment agency
 - Family centres
 - Chambers of Crafts/CCI
 - Churches of different denominations
 - Local associations, clubs and initiatives
 - Carriers of social institutions
 - Schools (adult education centres, vocational schools, general education schools, ...)are interesting cooperation partners for a broad impact. They can also be equipped with the text modules from the communication package.

If you have any questions regarding the promotion of your vaccination offer or need support, please contact the service point of the information campaign #dranbleiben BW of the Ministry of Social Affairs, Health and Integration:

Service point #dranbleibenBW
servicestelle@dranbleiben-bw.de
+49 6251 8263-282



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