

PAVE - Best Practice

Due to the COVID-19 pandemic, Monongalia County Health Department's (MCHD) focus the last few years have been distributing the COVID-19 vaccine. This was first performed by collaborating with the local university to conduct mass vaccination clinics within their student recreation center in addition to MCHD scheduling appointments within the main building. As uptake decreased, our operation plan shifted. We began organizing and conducting numerous events in multiple locations within our county to help ensure health equity by bringing public health services to areas that don't have accessible health access. A key component of community outreach is ensuring our target populations are aware of the services we provide. We decided to utilize various media platforms to advertise our efforts.

Key Points:

We began utilizing our Facebook page on March 18, 2022, to promote our outreach operations. After analyzing our purchased campaign, it was found that there was a 189% increase in the people reached compared to the numbers prior to the start of the campaign. Analysis also provided information that 31% of Monongalia County had seen our advertisements. With the success of this campaign, we analyzed which demographic "clicked" or viewed our advertisement the most since we usually target advertisements to all ages and genders. In this campaign, we found that those who were 65 years and older tended to interact more than other age group. To determine how successful our non-purchased advertisements were in reaching the community, we created a survey utilizing Google Forms.

This platform was selected due to Google automatically plotting the results in graphs, charts, and polls. This greatly decreases the time needed to analyze the data. The survey is five questions and consists of rating the satisfaction of vaccine clinic location, staff, event efficiency, and overall satisfaction. It also includes a multiple-choice question on how the individual was aware of the clinic. This survey is presented as a QR code and is given to every individual who receives our services. By using the data generated from the community's feedback, we can enhance our advertisements for our outreach services to better serve our community.

Results and Conclusions:

Since the utilization of this survey to adequately track which method of advertising reaches our community the most, we have determined that many of our community members look to Facebook to keep up to date with our activities. Information from the survey has shown that many of our community partners consistently share our events on their bulletin and Facebook page. This results in better dissemination of our message in certain populations and allows people to stay current with our outreach efforts.

Recommendations:

Since the survey is presented as a QR code, individuals can forget to complete the survey after scanning the code. To lessen this, we encourage participants to complete the survey before leaving the event to ensure gaps in data are limited. If individuals do not have a cellphone or are unable to scan our code, we will ask the questions and input their answers manually for them to ensure their feedback is included.

The following is a QR code to the survey as well as pictures of the survey itself.



1. How satisfied were you with this event? *

Mark only one oval.

1 2 3 4 5

Not very Very much

2. Please rate the following event categories: *

1 = very dissatisfied 5 = very satisfied

Mark only one oval per row.

	1	2	3	4	5
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registration Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccine Administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Any overall feedback for the event?

https://docs.google.com/forms/d/1ZD6suV3pQ4k1emP8f4eZ20Fu19_ZoPzRgdWwCm0geedt 1/2

7/25/22, 10:14 AM Event feedback

4. How did you hear about our event? *

Check all that apply.

	Facebook	Twitter	Youtube	Tiktok	Website	Flyer	Friend/Family Member	Health Provic
Check all that apply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. If you selected other, please explain where you heard about this event.

The following Facebook ad was used to promote a recent COVID-19 vaccine clinic:

 **Monongalia County Health Department, Morgantown, WV** Sponsored · 

We are providing COVID-19 vaccines from 4:00-6:00PM on Wednesdays May 18 and 25 at the Morgantown Municipal Airport. ...See more



**COVID-19 VACCINES:
AFTER HOURS CLINICS**

DRIVE-THRU AT MORGANTOWN
MUNICIPAL AIRPORT PARKING LOT

WEDNESDAYS MAY 18 AND 25 FROM 4:00-6:00PM

novelhealth.ai
Monongalia County Health Department Clinical... [Learn more](#)

 Like  Comment  Share