

Attachment 2
(Homebound COVID-19 Vaccination Plan)
to South Carolina COVID-19 Vaccine Plan

- Monitoring misinformation/rumor control
 - Compiling common misinformation trends and working within ICS to address and respond to these
- Share federal partner information and resources

- **Traditional media**
 - News release about webpage, plan
 - Statewide telebriefing about webpage, plan

- **Community engagement/public outreach**
 - Provide downloadable/hard copy FAQs
 - Build familiarity around COVID-19 vaccine webpage
 - Hold virtual meetings with community partners, faith-based groups, EJ leaders to message out key points and respond to questions
 - Dr. Linda Bell (State Epidemiologist), Dr. Brannon Traxler (Interim Public Health Director), regional figures, medical experts
 - Evaluate concerns/hesitations for adapting messaging

Phase 1: Potentially Limited Doses Available

Key messaging:

- vaccine currently available for specific groups
- vaccine is safe
- vaccine cost
- vaccine will be more widely available for public at an unknown time

- **Website**
 - Update general public webpage and FAQs
 - Update vaccine provider webpage and FAQs

- **General messaging**
 - Press conference with the Governor and state agencies
 - Update and redistribute general public FAQs
 - Update and redistribute provider FAQs
 - Posters/fliers for healthcare facilities

- **Targeted messaging**
 - Continued virtual meetings community groups and partners to provide information and answer questions
 - Evaluate concerns/hesitations for adapting messaging

- **Social media/video**

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- Launch new PSAs in advance of vaccine availability
 - Targeted messaging on who can receive it, who cannot
 - Address safety, hesitancy
- **Traditional media**
 - News releases
 - Weekly statewide media telebriefings to include community partners to help message vaccine information
 - Individual interviews with select outlets
 - Editorial/op-ed
 - Share federal partner information and resources
- **Community engagement/public outreach**
 - Small virtual meetings and townhalls with community groups
 - See COVID-19 Community Partners List
 - Weekly telebriefings
 - Latino radio interviews

Phase 2: Large Number of Doses Available, Supply Available Likely Meeting Demand

- Key messaging:
 - vaccine is safe
 - requires two doses (subsequent doses to be determined), same brand
 - vaccine cost
 - continuing COVID-19 precautions after receiving vaccine
 - school vaccination requirements
 - where can the public get the vaccine
- **Webpages**
 - Update general public webpage and FAQs
 - Update vaccine provider webpage and FAQs
 - List of vaccine providers, address, times
- **FAQs/fact sheets**
 - Update and redistribute general public FAQs
 - Update and redistribute provider FAQs
 - Posters, fliers
- **PSAs**
 - Expand influencer PSAs in advance of vaccine availability

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- Two doses, 21- 28-day follow-up
- Address safety, hesitancy
- How it works

- **Traditional media**
 - News releases
 - Weekly statewide media telebriefings to include community partners to help message vaccine information
 - Individual interviews with select outlets and editorial boards
 - Regional media blitzes

- **Social media**
 - Promote vaccine webpage
 - Promote vaccine FAQs
 - Share PSAs
 - Monitor for rumor control
 - Share federal partner information and resources

- **Community engagement/public outreach**
 - Expansive, statewide messaging
 - Billboards
 - Gas station and essential business signage
 - Informational fliers in utility bills
 - Updated PSAs – TV, radio, social media
 - Print advertisements

Phase 3: Likely Sufficient Supply

- **Webpages**
 - Update general public webpage and FAQs
 - Update vaccine provider webpage and FAQs
 - List of vaccine providers, address, times

- **FAQs/fact sheets**
 - Update and redistribute general public FAQs
 - Update and redistribute provider FAQs
 - Posters, fliers

- **PSAs**
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