The Community Health Worker initiative addressed persistent health disparities and vaccine hesitancies through on-the-ground outreach, education and resources to increase primary and booster doses across Pennsylvania and Delaware.

**MY VACCINE COUNTS**

The final numbers are being aggregated and will be changed in March 2023.

- **169 COMMUNITY HEALTH WORKERS**
- **3,966 VACCINE DOSES ADMINISTERED**
  - 2,013 primary doses
  - 1,953 booster doses
- **1,421 OUTREACH ACTIVITIES CONDUCTED**
- **2,071,321 COMMUNITY MEMBERS REACHED**
  - Through in-person and virtual engagement
- **4+ LANGUAGES**
  - English, Spanish, multiple dialects of Chinese, and Haitian/Creole
- **22 PARTNER ORGANIZATIONS**
  - Across Pennsylvania and Delaware
**GOAL:** Engaging audiences across Pennsylvania and Delaware along the hesitancy continuum with information, and resources and a media campaign to overcome vaccine myths and make a decision to get vaccinated and/or boosted.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Rural</th>
<th>Urban - Low Vax Rate</th>
<th>Urban - High Vax Rate</th>
<th>Parents</th>
<th>Youth</th>
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<tbody>
<tr>
<td>Starting Phase</td>
<td>Vaccine Hesitant</td>
<td>Vaccine Hesitant</td>
<td>Received Primary Vaccine &amp; Boosters</td>
<td>Vaccine Hesitant</td>
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<td>Platforms</td>
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</tbody>
</table>

**Generated awareness in 58 counties:**
- **55 counties** in Pennsylvania
- **3 counties** in Delaware

**Traditional Media:**
- **$329,079.94 spent** on advertisements
- **27,051,362 impressions** in traditional media mainly in rural counties: grocery and convenience stores, doctors’ offices, digital billboards, casual dining, pharmacies and drugstores.

**Digital Media:**
- **$329,841.13 spent** on advertising
- **38,665,684 digital impressions** via 9 digital media channels
- **417,546 clicks** to myvaccinecounts.org
- **209,097 website sessions**
- **8,856 clicks** to “Schedule an appointment” or “Find a COVID-19 vaccine” on myvaccinecounts.org
- Google Display performed **89% higher** than healthcare industry average
- Google Search ads performed **149% higher** than healthcare industry average
- Facebook ads performed **206% higher** than healthcare industry average

Phase 1 ran from July 25, 2022 - October 10, 2022.
Phase 2 ran from November 16, 2022 - February 6, 2023.