

ARM IN ARM

Hi, I'm Boosty!  
I'm a cuddly bear.  
I love staying healthy!  
And acting with care.

The COVID-19 vaccine is available for  
children 6 months and older.

SCAN HERE FOR COVID-19  
VACCINATION LOCATIONS



Hi, I'm Boosty  
the Bear!

I'm here  
to give you  
a boost  
of healthy  
confidence.  
Squeezes me  
to feel better!

ARM IN ARM  
WWW.ARMVEGAS.COM

# ARM IN ARM CAMPAIGN

## Campaign overview

This project was supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$22,606,672 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

# THE TASK AT HAND

In 2021, the Southern Nevada Health District received grant funding to develop a culturally appropriate educational and informational campaign and outreach programs to increase vaccine rates among disproportionately impacted populations.

The campaign: **ARM IN ARM**

## Challenges to Overcome:

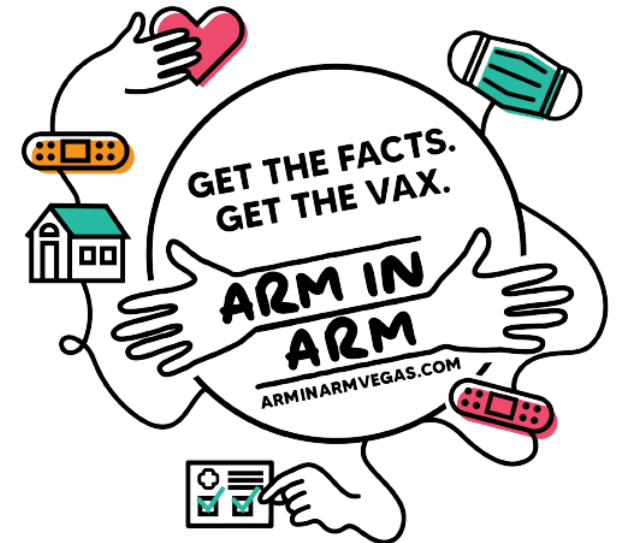
- Message fatigue
- Mistrust of government
- Finding trusted leaders
- Local anti-vax movement

## Practices to Deploy:

- “I’m like you”– recognizable community leaders
- Hyper-target digital and ZIP codes
- Healthy practices to elevate the community
- Event-driven strategy
- Focus on the home

## Successes:

- 20+ million impressions
- 125,000+ clicks
- 66,100+ community event estimated attendees
- 70,000 Boosty Storybooks



# OUR MESSAGING

## Arm in Arm Against COVID-19

This message was about togetherness – connecting the community by presenting a unified front that was working to help protect Southern Nevadans. Arm In Arm worked on multiple levels – as a reference to working together, but also as a subtext to getting the vaccine. This campaign was meant to position the COVID-19 vaccines as the best protection for our Southern Nevada communities.



# BRANDED COLLATERAL CREATION OVERVIEW

The theme, “Arm in Arm Against COVID-19,” was a reference to community unity, the vaccine and a rallying cry for Southern Nevada.

- Community Toolkit
- Activity Books
- Boosty the Bear/Boosty the Bear Story & Activity Books
- T-shirts
- Banners/Signs
- Hand sanitizer, bandaids, tissue, stickers, slap bracelets, temporary tattoos



# COMMUNITY LEADERS' PHOTOSHOOT

As part of this initiative, it was important to show the leaders within our identified communities. Several photoshoots were facilitated to capture the engaged leaders to utilize on advertisements and collateral.




# ARMINARMVEGAS.COM

The campaign website was created as a single source of all things “Arm in Arm” to keep the information consistent, updated, and direct the community to a trustworthy site.


This landing page included our visual storylines and helped users stay informed with real-time COVID-19 updates, downloadable collateral, links to SNHD clinics, Arm In Arm radio shows, and media alerts.




# DIGITAL/ADVERTISING OVERVIEW



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GET THE FACTS.  
THEN GET THE VAXX.



1.3 fl. oz. (36 mL) | Unscented Hand Sanitizer



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Squeezes me  
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# DIGITAL ADS

A digital ad campaign communicated clear and concise messages directing our target populations to SNHD and community COVID-19 vaccine clinics. Many different ads were created that had customized illustrations to speak directly to the audience.

The comprehensive, multifaceted digital advertising campaign ran throughout 2022 and 2023 to bolster COVID-19 vaccination rates in underserved and high-risk communities.





# DIGITAL PERFORMANCE & HIGHLIGHTS

## High priority area parameters included:

- ZIP Code Identifiers
- Population vs. Vaccine Rate
- Ethnicity
- Age
- Gender

## Sample Methodology:

Based upon population vs. vaccination completion percentages. 89030 was a high priority area. Hispanics in this area show the greatest potential reach of unvaccinated individuals.

## Google Search

CTR: 9.21% (50% above industry benchmark)

## Display Ads

CTR: .26% (2.5x industry benchmark)

## Connected TV

CTR: .12% CTR



# SPONSORSHIPS & COMMUNITY OUTREACH OVERVIEW

# COMMUNITY OUTREACH OVERVIEW

The campaign included a comprehensive outreach component that served to share information and awareness in coordination with partner events and activities.

Outreach  
events including  
information  
distribution:

88+

## Featured Community Events

- PBS Neighbor's Day: 5000+ estimated attendance
- IFL National Championship: 4000+ estimated attendance
- Haunted Harvest: 8000+ estimated attendance
- Dia de Muertos: 10,000+ estimated attendance
- Magical Forest: 10,000+ estimated attendance
- Cox Back to School: 1,000+ estimated attendance
- Black History Month Festival: 4,500+ estimated attendance
- Dia Del Nino Kids Week: 4,000+ estimated attendance

## Challenges & Evolution

- Staffing
- Supply chain and storage of materials
- COVID-19 messaging fatigue-evolved to preventive messaging: help keep your family safe by staying up on your vaccines

# LAS VEGAS PRIDE

The 2022 PRIDE Parade and Festival sponsorship presented an opportunity to expand messaging to include timely mpox information and educational resources while continuing to promote the unifying campaign theme of celebrating love and health.

- Full-page advertisements in Las Vegas Pride Magazine
- Festival booth to create a lasting impression and distribute information regarding the impacts of COVID-19 in our communities.

**18,000+**  
**Estimated Attendance**



# BUS SHELTERS & INSIDE CARDS

Bus Shelters: 20 dominations, 50 single panels

Inside cards: 150 Total English & Spanish

Goals & Measurements : June 2022- May 2023

**60M+ TOTAL IMPRESSIONS**



# SPONSORSHIPS OVERVIEW

Multiple community partnerships expanded our reach throughout Southern Nevada. Information and resources were distributed through touch points including radio shows, in-stadium videos, venue signage and broadcast advertising.

## Featured Sports Sponsorships

- Las Vegas Diversity FC
- Las Vegas Aviators
- Henderson Silver Knights
- Vegas Golden Knights
- NBA G-League
- UNLV Athletics



\*HENDERSON\*  
SILVER KNIGHTS™



UNLV

Visit [ArminArmVegas.com](http://ArminArmVegas.com)

to stay up to date on the most current vaccination information.

And Go Rebels!



# JUST THE FACTS RADIO SHOW

Health care representatives discussed public health-related issues impacting the African American and other hard-to-reach communities. The primary purpose was to spread information, education, and awareness around public health issues, and stick to the facts.

- Captured for radio and video audiences and shared through email marketing and on SNHD's YouTube Channel.
- Total of 13 guests from various community organizations were guests on the show.

JOIN HOST  
**Alisa Howard**  
Of Minority Health Consultants

EVERY FIRST MONDAY OF THE MONTH  
**ON KCEP 88.1FM**

For Public Health  
**Just The Facts**

SPONSORED BY THE SOUTHERN NEVADA HEALTH DISTRICT



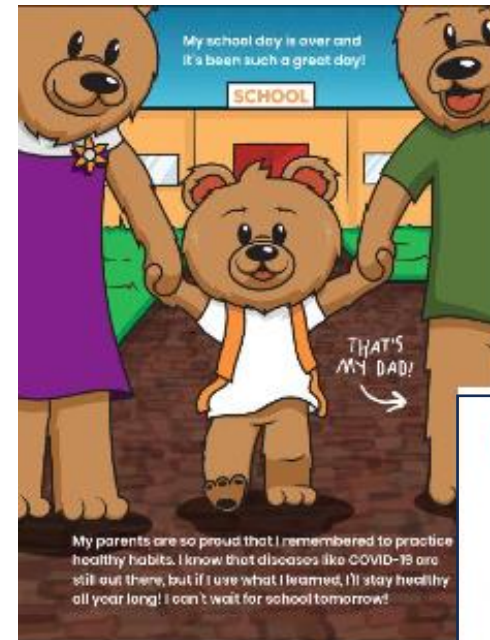
# SPREAD THE WORD

## BOOSTY THE BEAR STORYBOOK

Spread the Word Nevada, a nonprofit organization dedicated to advancing early childhood literacy by providing books to at-risk, low-income communities.

## TOTAL NUMBER OF BOOKS DISTRIBUTED:

- 33,000 English & Spanish to STWN
- 37,000 English & Spanish for ongoing outreach events



**Remember To Always...**

Cover your sneezes and coughs with a sleeve or tissue 

Wash your hands for 20 seconds with soap and warm water 

Have a complete diet full of fruits and vegetables 

Keep yourself active by going for a walk or playing outside 

For more information on staying healthy, visit [arminarmnevada.com](http://arminarmnevada.com) or [ourhealthycommunity.org](http://ourhealthycommunity.org)

 **SCAN HERE FOR MORE INFORMATION AND RESOURCES**





# SNHD Staff Participation

- PRIDE
- NBA G League
- LV DIVERSITY FC
- Hispanic Heritage Month/Children's DISCOVERY Museum





# EXTENDING THE BRAND

Spring 2023

- Bus wraps
- Bus Shelters
- Digital Outdoor
- Incentive items
- Mall directory panels
- Print ad in English and Spanish
- Advertorial

# EXTENDING THE BRAND – SPRING 2023

**Una  
pequeña  
vacuna.**

PUEDA AYUDAR MÁS  
DE LO QUE PENSABA

Escanea el código para hacer una cita para su vacuna o visite [www.snhd.info/immunizations](http://www.snhd.info/immunizations).

Conozca los hechos. Después vacíense. Visite [www.snhd.info/covid](http://www.snhd.info/covid).

SNHD Southern Nevada Health District

ARM IN ARM

Vacunarse contra el COVID-19 puede ayudar a reducir la gravedad de los síntomas si se enferma y también desempeña un papel crucial en la protección de quienes lo rodean. Puede recibir la vacuna COVID-19 al mismo tiempo que la vacuna contra la gripe y ambas están disponibles para todas las personas mayores de 6 meses en muchos de los centros de salud pública de nuestro vecindario.

**One  
Little  
Shot.**

IT CAN HELP MORE  
THAN YOU THOUGHT

Getting vaccinated against COVID-19 can help reduce the severity of symptoms if you do get sick, and it plays a crucial role in safeguarding those around you. You can get the updated COVID-19 vaccine at the same time as the flu vaccine and both are available to everyone 6 months and older at many of our neighborhood public health centers.

Scan the code to schedule your vaccination or visit [www.snhd.info/immunizations](http://www.snhd.info/immunizations).

Get the facts. Then get the Vax. Go to [www.snhd.info/covid](http://www.snhd.info/covid).

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SNHD.INFO/COVID

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