

# SPRINGFIELD INFORMATION VAX FORCE

COVID-19 VACCINE EDUCATION  
COMMITTEE

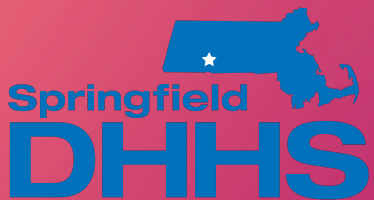


# MISSION STATEMENT

*The Springfield Information VAX FORCE will provide credible COVID-19 resources to the citizens of Springfield, MA using science, data and information to guide decision making.*

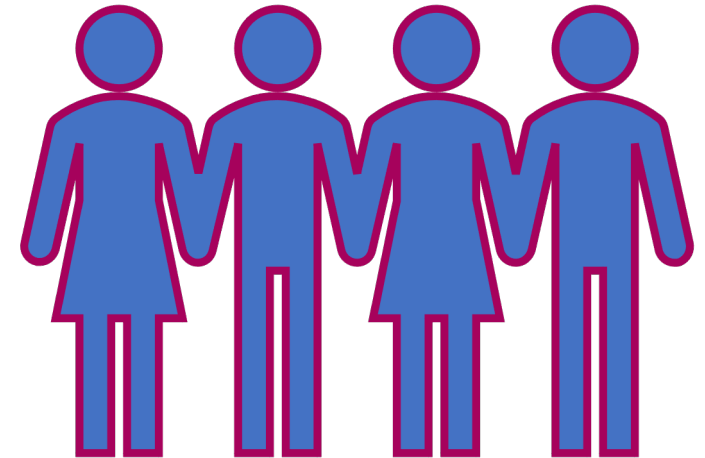


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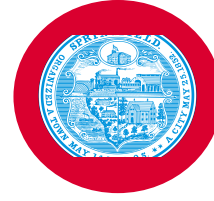


The **Springfield Information VAX FORCE** is comprised of 15 committee members offering expertise in the following areas:

- Health Clinician Data and Information
- Research
- Education
- Faith
- Diversity, Equity and Inclusion



# EXECUTIVE TEAM



**Mayor Domenic J. Sarno,**  
Mayor City of Springfield  
*Convener*



**Helen Caulton-Harris,**  
Commissioner Health and  
Human Services  
*Committee Chair*



**Tony Pettaway,**  
Emergency  
Preparedness  
Coordinator Health  
and Human Services



**Soloe Dennis,** Deputy  
Commissioner Health  
and Human Services



**Anne Mistivar,**  
Nursing Supervisor  
Health and Human  
Services



**Shirley Lebron,**  
Health and Human  
Services  
*Administrative  
Assistant*



# THE COMMITTEE

- Elsie Sanchez, *Chair Medical Reserve Corp*
- Kathleen Szegda PHD, *Public Health Institute of Western MA*
- Jeffrey Scavron M.D., *Public Health Council; Brightwood Health Center*
- Jose Claudio, *COO; New North Citizens Council*
- Andrew Balder M.D., *Mason Square Health Center/Health Services for the Homeless Health Center*
- Maria Ligus, *CEO; New North Citizens Council*
- Thomas Ashe, *Mayor's Chief of Staff City of Springfield*
- Tracy Chappell, *Festival Coordinator Stone Soul*
- Sarah McAdoo M.D., *UMASS Population Health Capstone Director*
- Denise Jordan, *Executive Director Spfld Housing Authority*
- Jeanne Clancy, *Public Health Council; Nursing Supervisor Springfield Public Schools*
- Yemisi Oloruntola-Coates, *Chief Diversity and Inclusion Officer Baystate Health*
- Melissa Mattison Pharm.D, *Department of Pharmacy Practice Western New England University*
- Wesley Days, *Public Health Council; UMASS Springfield*

# COMMITTEE PROCESS



## **Committee Start Date week of 1/11/2021**

Committee meetings held bi-weekly via Zoom  
Subcommittees assigned



## **Subcommittee Start Date week of 1/18/2021**

Subcommittee meetings held alternate  
bi-weekly dates via Zoom



## **City Hall Updates**

Committee notes and updates will be  
furnished Monday morning following the  
committee meeting

- Mayor Domenic J. Sarno
- Tom Ashe, Chief of Staff
- Bill Baker, Communications Director

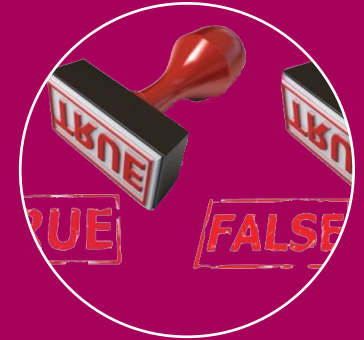
# COMMUNICATIONS STRATEGY



PHASE 1 - 2/03/2021

## **Explain the vaccination process**

- In layman's terms, how the vaccine is effective
- Best practices after being vaccinated
  - Continue to wear masks
  - Continue social distancing
  - Continue to wash hands frequently



PHASE 2 - 2/03/2021

## **Debunk Myths**

- Examine widespread misinformation about vaccines
- Explain foundation of misinformation and inaccuracies using science
- Examine distrust of vaccines within marginalized groups



# COMMUNICATIONS STRATEGY



PHASE 3 - 2/25/2021

## **Develop Marketing Assets**

- Public Service Announcements
- Community Infographics
- Promotional items
- Social Media

## **Potential Community Spokespersons**

- **TBD**



PHASE 4 - 3/7/2021

## **Disseminate Information**

- Essential Workers
- Age Groups
- Racial and Ethnic Groups
- Faith Based Groups
- Community Based Organizations
- Mainstream Media
- Social Media



# COMMUNICATIONS STRATEGY



## PHASE 5

### **Solicit Community Feedback and Response**

- Social Media Engagement
- Meeting with neighborhood councils
- Community Hotline





# DISCLAIMER

This document is a draft and is provided for information only. The information contained herein is subject to change and does not commit the City of Springfield, Springfield Department of Health and Human Services, or individuals listed in this document. More information on the Springfield Information VAX FORCE (committee) will be shared as soon as it is formally adopted.