

EY's work with several states has revealed keen insight into the current state and leading practices in communications and community engagement

Leading Practices



Use an insight-based approach to drive a deep understanding of the state's population and segmentation, including preferred messages, messengers, and channels to drive education and participation.



Be proactive by designating, developing, and continually updating trusted and reliable sources of truth that span across communications channels.



Publish and continually update a vaccination-specific web site and navigable subpages for content, updates and tools such as vaccination site finders and availability.



Set expectations by providing proactive currently known information about upcoming phases, such as the location of vaccination sites, to help manage future demand.



Directly address safety and efficacy concerns that have been raised about the pace of testing and clinical trials.

Current Observations

Communications for many states are largely “one size fits all” and delivered only in English vs leveraging a more personalized, localized approach that is more likely to connect with audiences.

Vaccine communication is starting to emerge with many of the right themes, relying heavily on CDC guidance, but customized for the specific state.

While states are starting to develop their online vaccine presence, content and capabilities are sporadic, leaving the public searching for other sources of information which may be less reliable. States must adapt a “publisher mentality” to continually update and refresh online information as new information is released.

States are setting expectations for initial phases of the vaccine but information about future phases is often sparse. The public understands that the situation is fluid but expects transparency about current known facts.

Transparency and honesty are critical to vaccine adoption success. This is especially true with vulnerable and historically marginalized populations.