



**BOARD OF HEALTH
MARKETING PRESENTATION
APRIL 24, 2024**

The role of the Public Information Office is to ensure that information disclosed by CDPH to the media, the public and staff is accurate, comprehensive, timely, reliable, culturally competent and relevant.

The PIO oversees all aspects of communications for CDPH, including:

Marketing

Media Management

Website(s), Social Media, Video

Strategic Messaging, Internal/External Communications

PIO Team

Andy Buchanan, Director of Public Affairs

Michelle Metcalf, Director of Marketing

Grace Adams, Information Coordinator

Anastasia Dervin, Graphic Design

Rosemary Caruk, Information Coordinator

Rozzie Cribbs, Graphic Design

Cynthia Ibarra, Information Coordinator

Eric Murken, Web Author

Jacob Martin, Information Coordinator

Riley Sorin, Videographer

Chanel Rogers, Community Engagement

Josh Zanger, Social Media

James Scalzitti, Information Coordinator

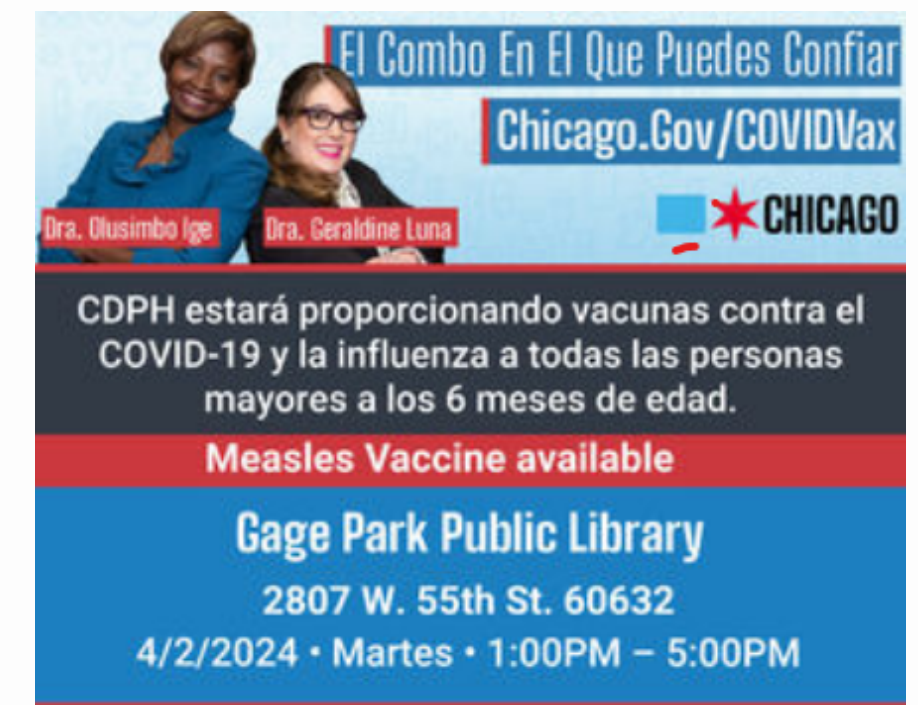
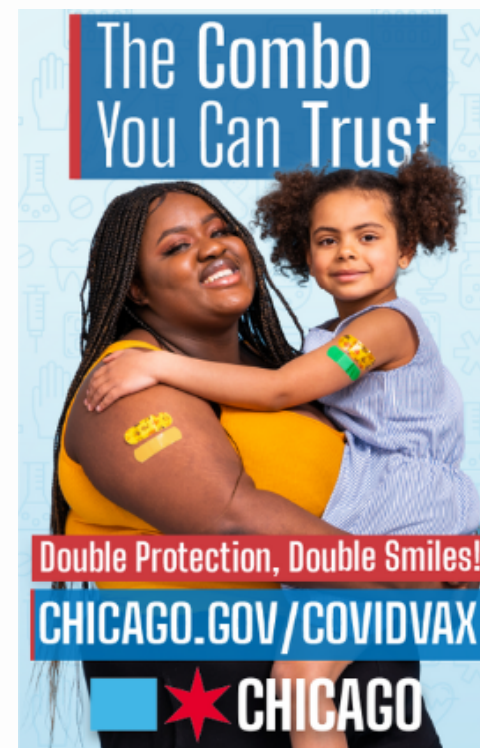
Campaign - The Combo You Can Trust

Priority - Increasing public health visibility in marginalized communities

Target audience(s): Latine'/African Americans, Uninsured/underinsured Chicagoans, Low-income Chicagoans, Immunocompromised persons, Seniors - Aged 65+, Chicagoans with Chronic Diseases/Conditions

Communication channels: CDPH website, CDPH social media, Chicago Digital Network, City Information Panels

Campaign run dates: February 28 - May 1, 2024



Numbers & Analytics:

- 98 billboards - most in communities of color
- 42 neighborhoods of color were targeted with 8 Nextdoor posts, generating >2000 impressions
- **94,746** total social media impressions* from 3/12 - 4/11 across Facebook, Instagram, YouTube, Linked In, TikTok, X
- **493** CDPH Vax Basic page visits from 3/12 - 4/17 (includes Combo & Misinformation banner clicks)

*Impressions include views, likes, shares, and comments

Campaign - The Combo You Can Trust

Priority - Increasing public health visibility in marginalized communities

Campaign Overview: On 1/20/24, the vaccination rates for COVID in the Latine' and African American communities in Chicago, were 8.0% and 8.3% respectively, 20.7% for white Chicagoans.

Secondary research informed us that trusted messengers that were from and of each of those communities were important and could help increase vaccination rates with Black and Latine' Chicagoans.

Goal: position Drs. Ige and Luna as authoritative, trusted, spokespeople who are part of the African American and Latine' communities in Chicago respectively, who can talk with those communities as doctors and friends about the necessity of protecting themselves and their loved ones from illness by getting vaccinated.

The campaign is still running. As of 4/22/24, vaccination rates are 9.8% and 10.0% in the Latine' and African American communities. The vaccination rate for white Chicagoans is 22.6%.

Implications: Due to the gap in vaccination rates between Black, Brown and White Chicagoans in winter 2023-24, our winter 2024-25 COVID, flu and RSV campaign will start early (May 2024), and include primary research, secondary research and an expanded look at communication channels based on the primary research (see slide 8).

Healthy Chicago Social Determinants of Health Indicators that Correlate with Chronic Disease Mortality

Indicator	Inequity in Black (vs Citywide) Population	Black Population	Citywide Population
Adult E-cigarette Use- Current	None (40% lower)	4%	6%
Youth E-cigarette Use- Current	None (22% lower)	8%	10%
Met Breast Cancer Screening Guidelines	None (4% higher)	75%	72%
Met Colorectal Cancer Screening Guidelines	None (5% higher)	65%	62%
Youth Physical Inactivity	20% higher	28%	23%
Adult Easy Access to Fruit & Vegetables	11% lower	52%	58%
Adult Physical Inactivity	32% higher	33%	24%
Youth Smoking- Current	156% higher	8%	1%
Adult Smoking- Current	37% higher	16%	11%
Met Cervical Cancer Screening Guidelines	2% lower	62%	63%

**Chronic Disease
Contribution to Life
Expectancy Gap
4.7 Years**

Campaign - Adult Smoking Cessation

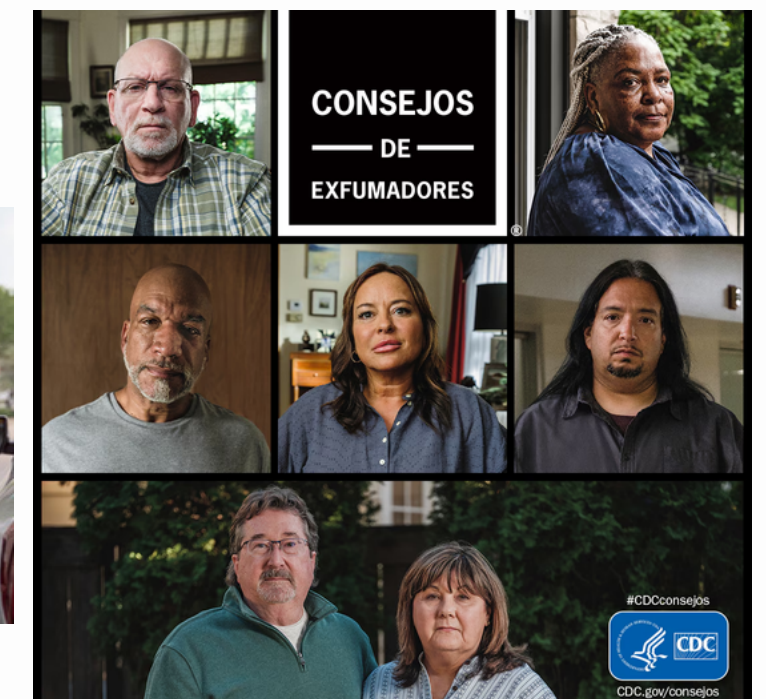
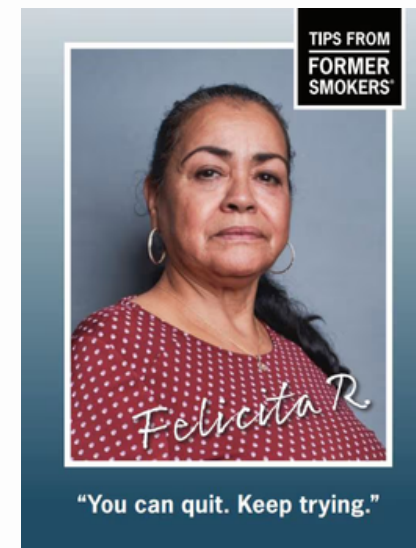
Priority - Increasing public health visibility in marginalized communities

Target audience(s): Vulnerable populations disproportionately use tobacco products, including individuals of low socioeconomic status and/or education levels, the LGBTQ+ community, those living with mental illness, racial minorities (African American/Latine' Chicagoans), young adults 19-29

Campaign uses Center for Disease Control creative assets

Communication channels: TBD, but could include posters/billboards in select Chicago neighborhoods, public parks and college campuses; City digital signage; signage/stencils at local festivals; coffee shops; gas station signage/digital screens; etc.

Campaign run dates: April 29, 2024, through October 31, 2024



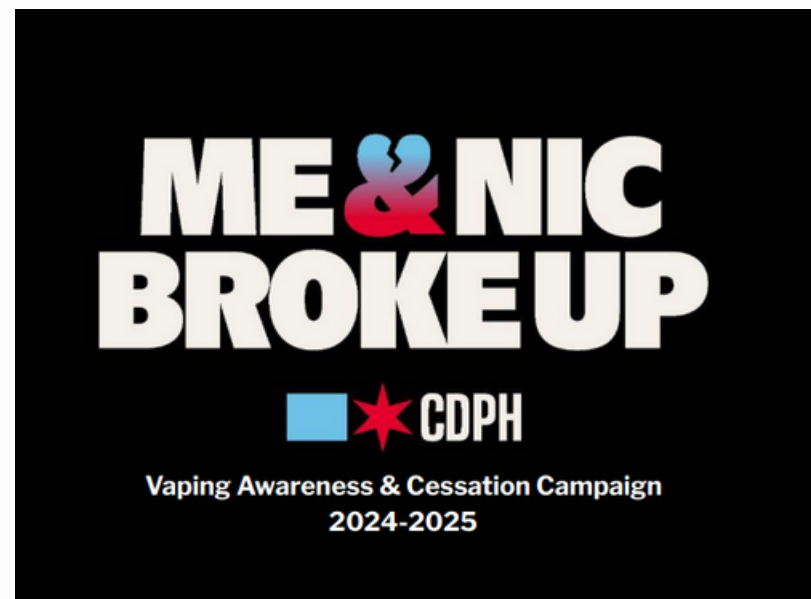
Campaign - Teen Smoking Cessation

Priority - Increasing public health visibility in marginalized communities

Target audience(s): Chicago-area teens ages 14-19 years old

Communication channels: TBD - Social media, Chicago digital network

Campaign run dates: May 2024 - June 2025



ME & NIC BROKE UP
CDPH

The Chicago Department of Public Health (CDPH) is launching a new initiative prioritizing Chicago youth, with a focus on enhancing knowledge about the dangers of vaping and promoting cessation.

As part of the campaign strategy, CDPH will amplify student voices through student-created social media content. The goal is to illuminate the dangers and consequences of vaping, while also promoting resources for maintaining a vape-free lifestyle.



CDPH
Chicago Department of Public Health

ANTI-VAPING CAMPAIGN
TEEN CREATOR PROGRAM

YMC + the Chicago Department of Public Health are teaming up to combat teen vaping! We're looking for Chicago-based students ages 14 - 19 who are go-getters, passionate about anti-vaping, and savvy with social media to join the team of creators this year.

This is a **paid** opportunity.

APPLY TODAY!

ymc.us/CDPH-Application-1

YMC

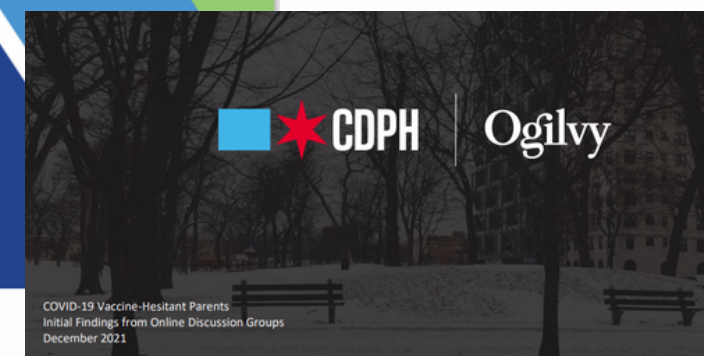
Campaign - Fall/winter 2024 Covid, Flu, RSV

Priority - Increase flu and COVID-19 vaccination rates in most impacted communities

Target audience(s): Latine'/African Americans, Uninsured/underinsured Chicagoans, low-income Chicagoans, Immunocompromised persons, Seniors - Over 65+, Chicagoans with Chronic Diseases/Conditions

Campaign components to include:

- Primary research - to inform messaging and media/communication channels
- Secondary Research - CDC-, CDPH-provided research on vaccine hesitancy
- Media - TBD, based on primary research findings, but could include digital/social, out-of-home, flyers, etc.
- Vaccination clinics - around Chicago



Questions
Thoughts
Suggestions

THANK YOU



[Chicago.gov/Health](https://www.chicago.gov/Health)

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HealthyChicago@CityOfChicago.org

[@ChiPublicHealth](https://twitter.com/ChiPublicHealth)



Facebook



LinkedIn



Instagram



YouTube



Nextdoor



TikTok



Threads



Bluesky



X