

2022

Year in Review

VaccinateALL58



The Vaccinate ALL 58 (VA58) Campaign, in partnership with the California Department of Public Health, was launched in December 2020 to raise awareness about the safety and effectiveness of COVID-19 vaccines.

With a focus on Californians most impacted by the virus, the campaign partners with trusted messengers across the state. The campaign educates Californians on harm reduction and facilitates vaccine appointment assistance. VA58 uses a fully integrated air and ground game approach to address ongoing concerns with vaccines.

The Office of Community Partnerships and Strategic Communications (OCPSC), housed within the Office of Planning and Research (OPR), manages the State's highest priority community engagement and public awareness efforts. In 2023, OCPSC will focus on COVID-19 vaccinations, water conservation and extreme heat.

OCPSC coordinates statewide outreach efforts between the state and trusted community partners to directly engage Californians – particularly those experiencing the greatest health and social inequities – and provide them with culturally competent and accessible information and resources.

The Vaccinate ALL 58 Campaign contributed to

86 million 
COVID-19 vaccinations
administered in California to date

Finding Common Ground



In their own words

In September 2022, the Vaccinate ALL 58 Campaign under the new Office of Community Partnerships and Strategic Communications convened 204 representatives from 123 Community-based organizations (CBOs) across the state. They reflected on the last two years of community outreach during the pandemic and how to make sustainable advances in equity, resilience and well-being.

The amount of inclusivity here today is heartwarming... The common goal of helping others is such a positive uniting factor. Thank you VA58.
CBO Convening Participant

Community is our most powerful tool in bringing us together.

The community is willing to try new solutions to persistent problems.

Include general community members in deliberations. Give them a seat at the table.

We know what it takes to be out in the field in our community. This knowledge is a source of our resilience.

We're on a mission to do better. If another pandemic comes, we're ready.

If needed, build a bigger table to hear their voices.

Reflections from CBOs

Commitments

Equity

Activated and resourced trusted messengers to inform and educate Californians through over 200 funded community-based organizations and other outreach efforts that resulted in booking or referring over 4 million appointments. Funded 796 projects that reached deeply into the heart of neighborhoods through grassroots organizations.

Access

Developed nearly 50 public education campaigns (including more than 12,000 creative assets in multiple languages) to combat mis/disinformation; partnered with ethnic media to create programmatic content and drive 2,037 earned media placements in 14 languages; and engaged over 100 social media influencers to reach Californians most impacted by COVID-19.

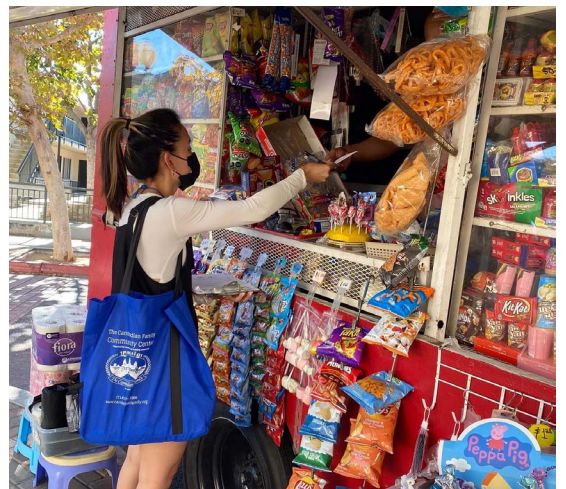
Convenience

Organized 514 mobile clinics and closed last mile gaps through trusted messengers doing outreach at locations – like schools, barber shops, places of worship, pediatrician offices, senior centers, rural health clinics and flea markets – to inform community members of their neighborhood vaccination site.

Data

Utilized the state's COVID-19 Outreach Rapid Deployment (CORD) tool to analyze granular data (census tract and county levels) to identify and reach communities to build vaccine confidence and increase access.

The Vaccinate ALL 58 Campaign is rooted in equity, access, convenience and data reflecting the State's commitment to equity and inclusion.



VaccinateALL58

The Office of Community Partnerships and Strategic Communications supports a **system of Monitoring, Evaluation, Accountability and Learning** by:



- **Establishing collaborative spaces** with state agencies and elected officials
- **Applying research insights and data** to inform decisions and strategies
- **Instituting a results-based management system** with quarterly outputs, well-defined metrics to track progress, a project management system and an independent evaluation
- **Creating feedback loops and fostering meaningful engagement** with communities through intentional listening at 225 regional Collective Impact Tables, 16 Community Connections and 59 Communities of Practice
- **Combating mis/disinformation** through regular reporting to identify and debunk myths
- **Supporting staff development** through training and coaching for high performance

...the Campaign design promotes equity, strengthens capacity, fosters innovation, supports adaptive management and facilitates cultural customization. The overall design is values-driven and well-suited to a once in-a-century challenge.

Independent evaluation 2022

There isn't one right way to do things. You have to learn to adapt. Getting feedback from the community is crucial. Being able to constantly adapt on the basis of this feedback is how we build resilience and grow.

CBO representative



opr.ca.gov/ocpsc

