

Building Trust with Communities

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COVID-19 Vaccine Media Campaign

- Social marketing strategies (prompts, pledges, social norms)
- News, traditional, and social media
- Websites
- Influencers
- Public-private partnerships

MILE

- Community media
- Expert panels
- Cultural & linguistic relevancy
- Toolkits for partners
- Blogs & organic social
- Trusted Messengers

**MILE
DEEP**

Community-driven Outreach & Communications

- Community-based organizations and entities
- Direct outreach and engagement
- Community Collaborative

