

Vaccinate the Saints

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Grace Andress & Madi Lay**

We are committed to providing resources for Flagler College students to become more confident in their decision regarding the COVID—19 vaccine!



Overview

Among the Flagler College student population only 67% are vaccinated. Our goal is to increase the vaccination rate to 75% before the Spring semester begins.



Guidelines for Events

A Survey

Social Media: Instagram

Podcast Series

Radio Advertisement

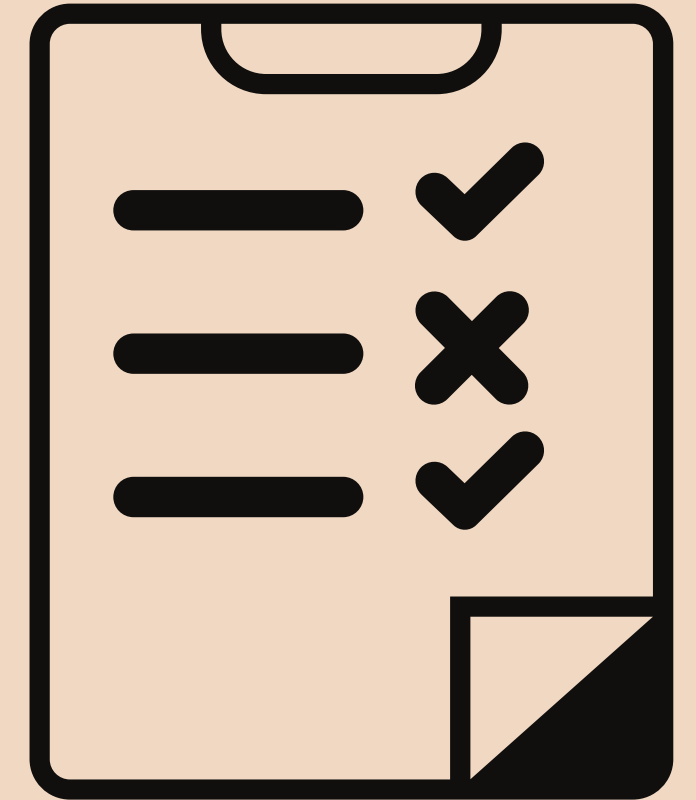
Survey

Flagler College COVID-19 Awareness Survey

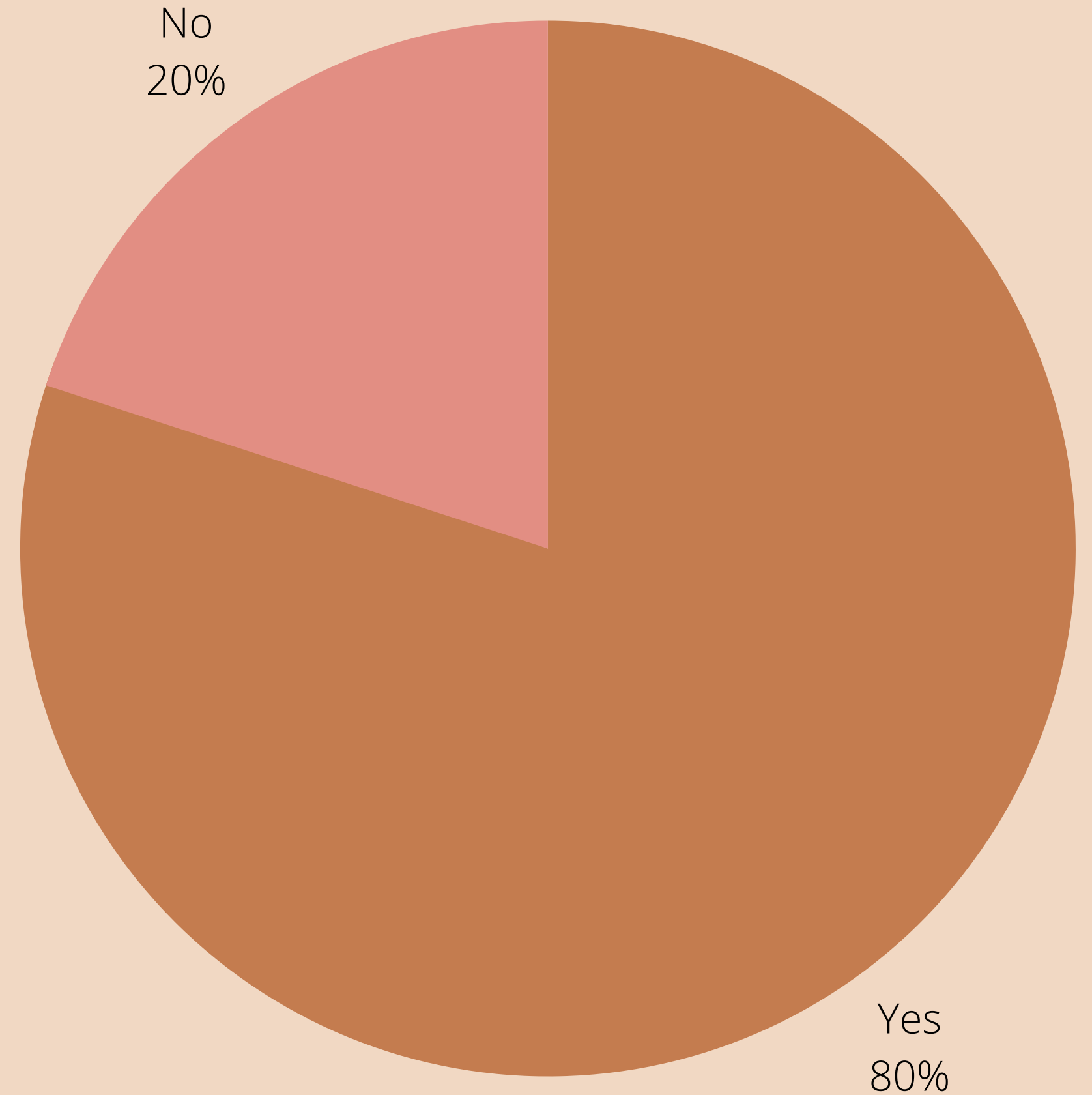
This anonymous survey is to
determine COVID-19
knowledge and awareness
among Flagler College
students.

OK

0 of 10 answered

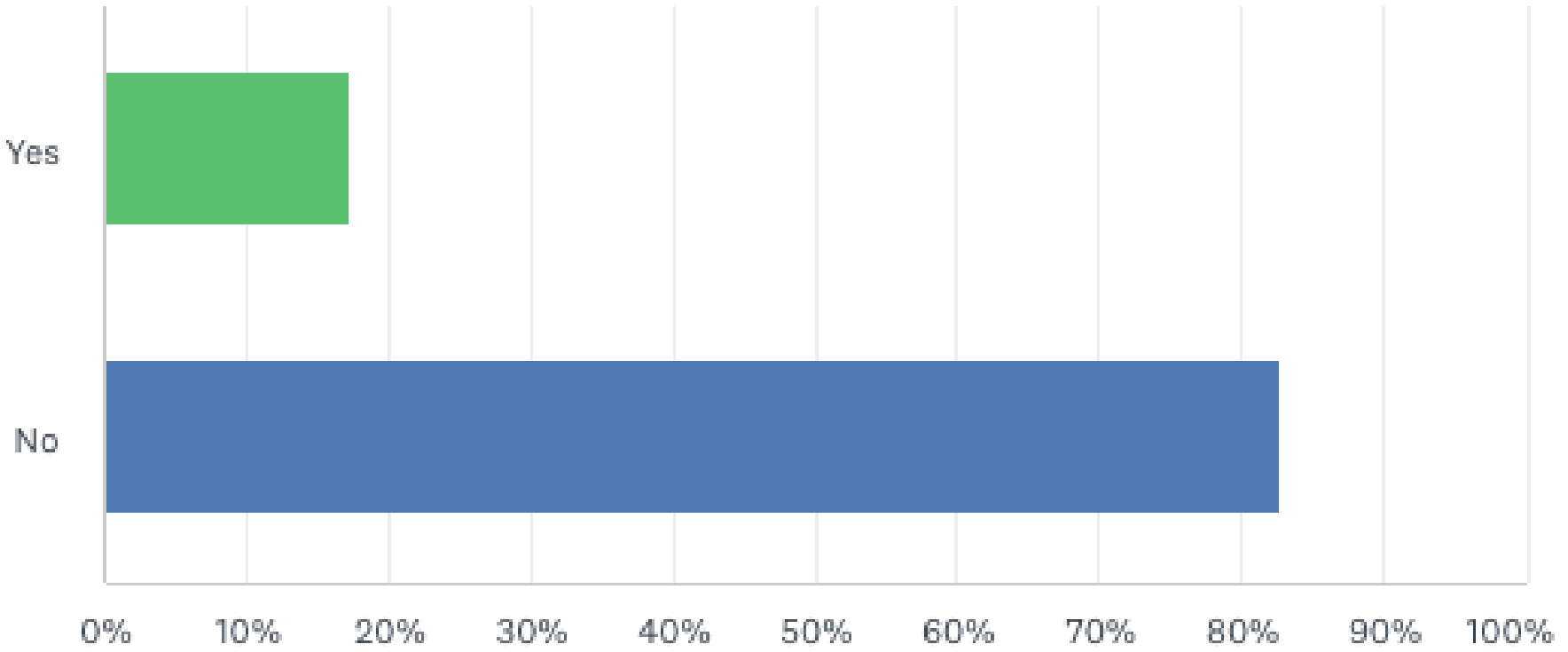


***Have you received
the covid-19
vaccine?***



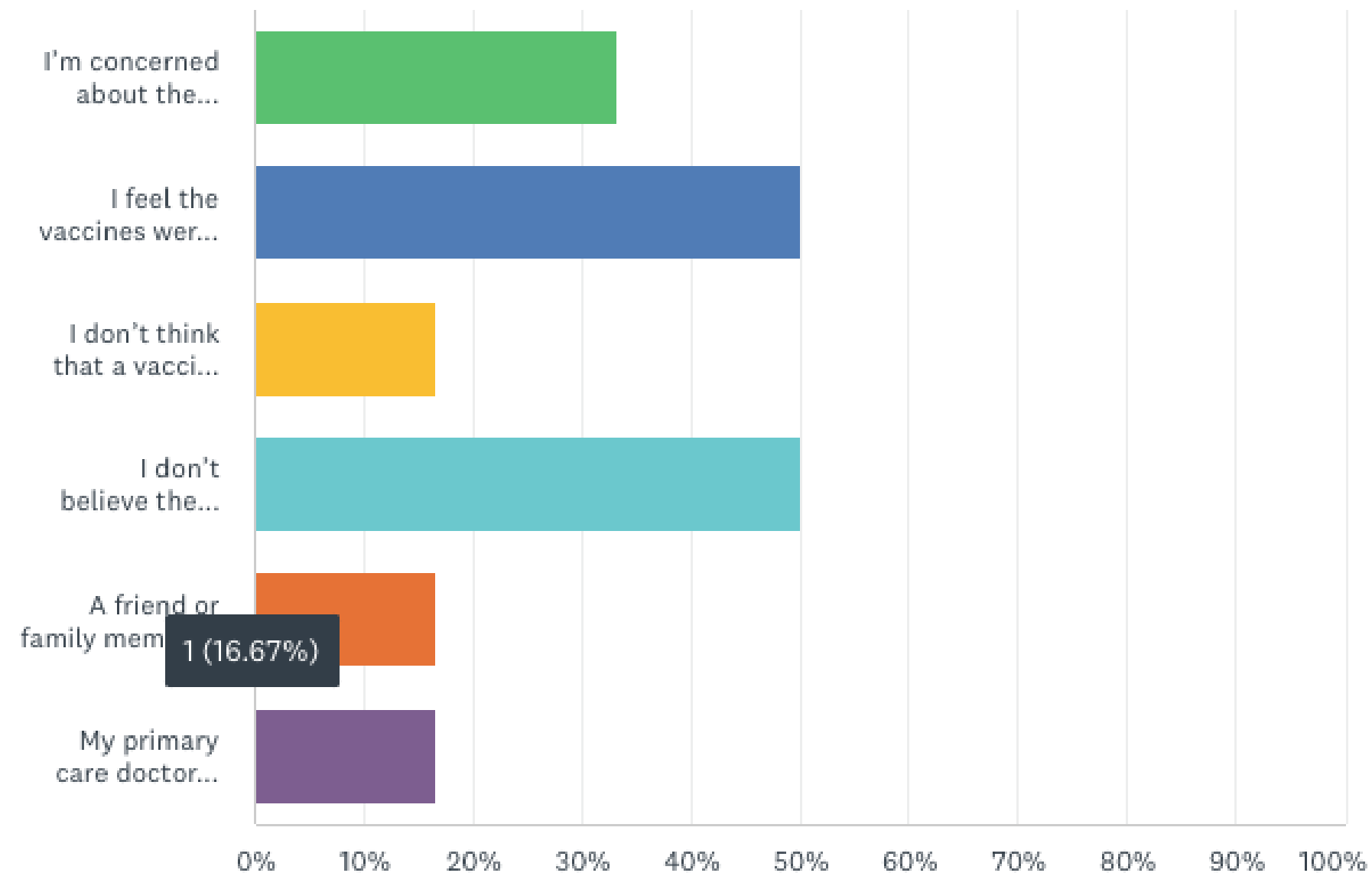
If yes, did you receive your vaccine after being incentivized by Flagler College?

Answered: 29 Skipped: 1



If you haven't received the vaccine, what has deterred you from receiving it?

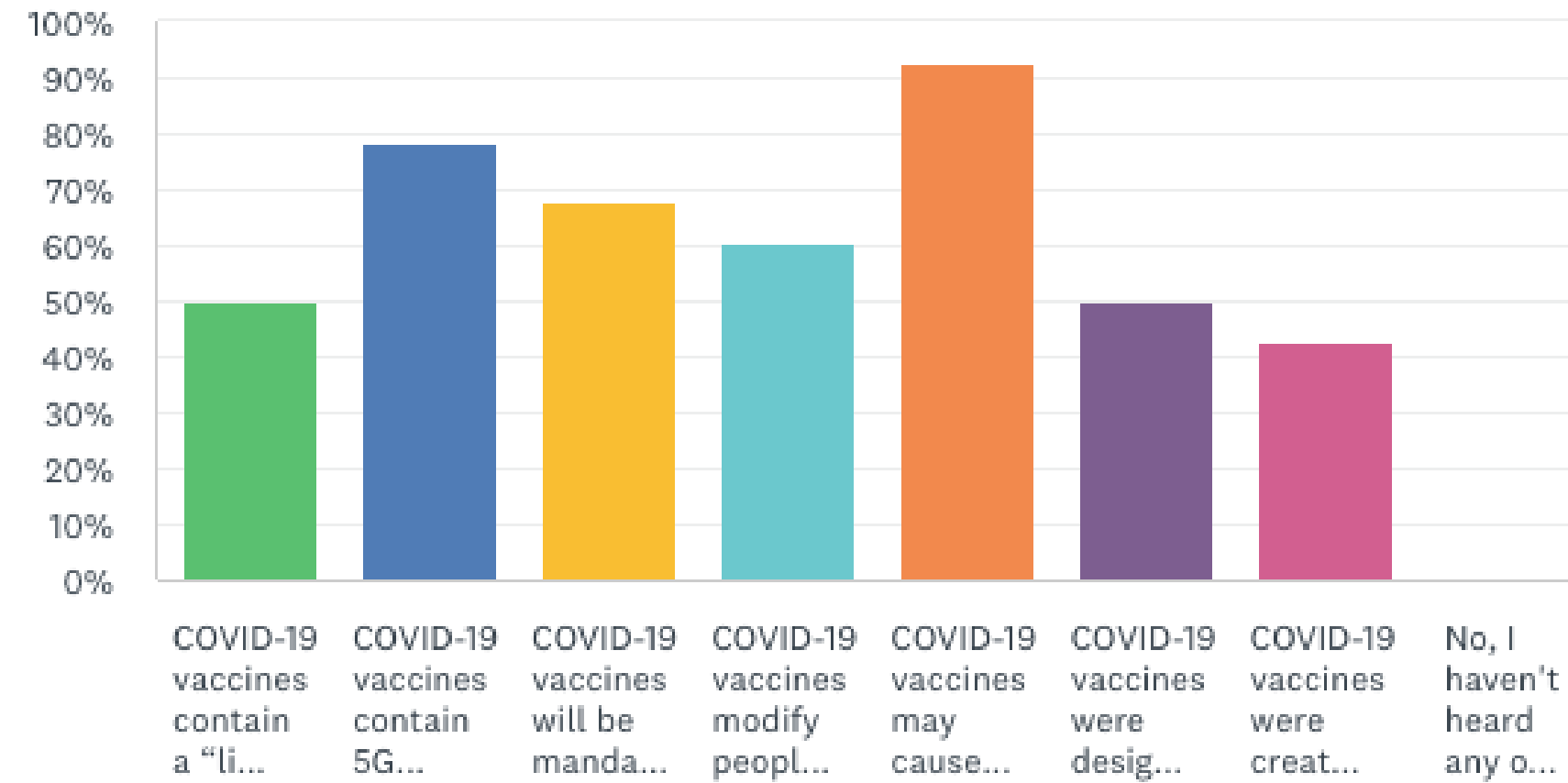
Answered: 6 Skipped: 24



ANSWER CHOICES	RESPONSES
▼ I'm concerned about the potential side effects of the vaccine	33.33% 2
▼ I feel the vaccines were created too quickly	50.00% 3
▼ I don't think that a vaccine is necessary because COVID-19 is not a serious threat	16.67% 1
▼ I don't believe the vaccines are effective at preventing the spread of COVID-19	50.00% 3
▼ A friend or family member had a bad reaction the vaccine	16.67% 1
▼ My primary care doctor advised me not to get vaccinated	16.67% 1

In the past year, have you read or heard any of the following claims/stories about COVID-19 vaccines?

Answered: 28 Skipped: 2

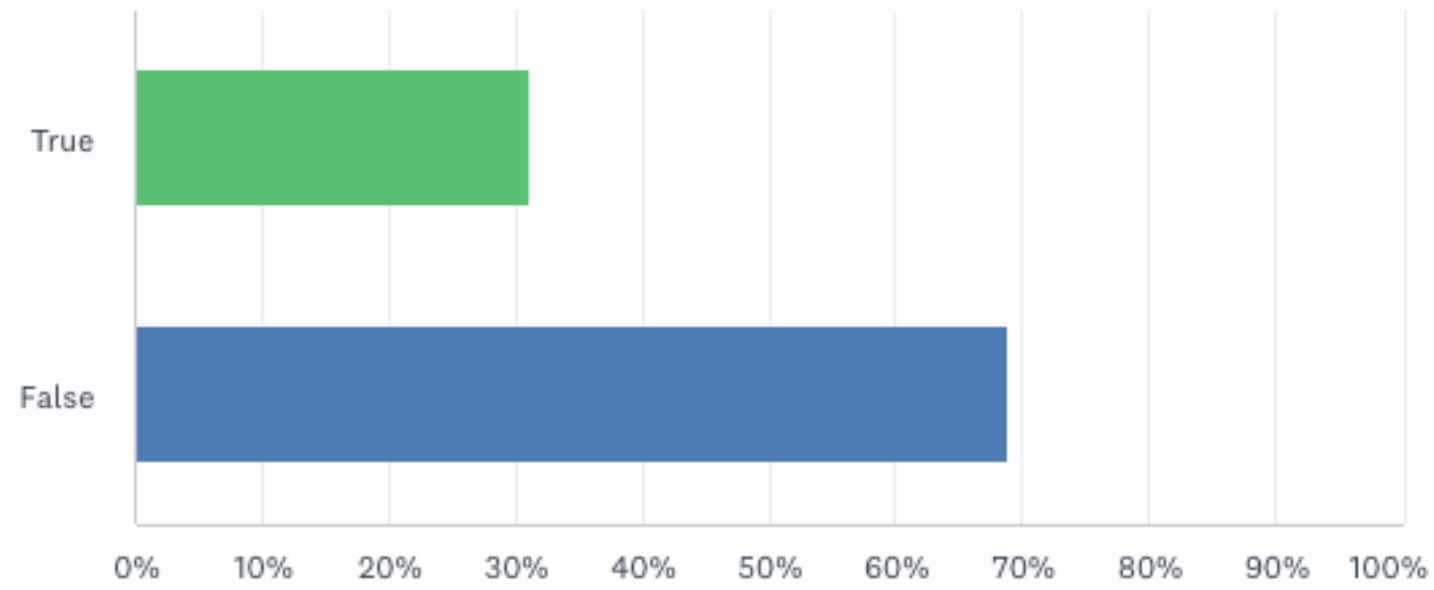


ANSWER CHOICES	RESPONSES
COVID-19 vaccines contain a "live strain" of the virus	50.00% 14
COVID-19 vaccines contain 5G microchips	78.57% 22
COVID-19 vaccines will be mandated by the CDC	67.86% 19
COVID-19 vaccines modify people's genes and alter their DNA	60.71% 17
COVID-19 vaccines may cause infertility	92.86% 26
COVID-19 vaccines were designed to reduce the world's population	50.00% 14
COVID-19 vaccines were created before the pandemic started in order to increase vaccine sales	42.86% 12
No, I haven't heard any of these stories or claims	0.00% 0

Total Respondents: 28

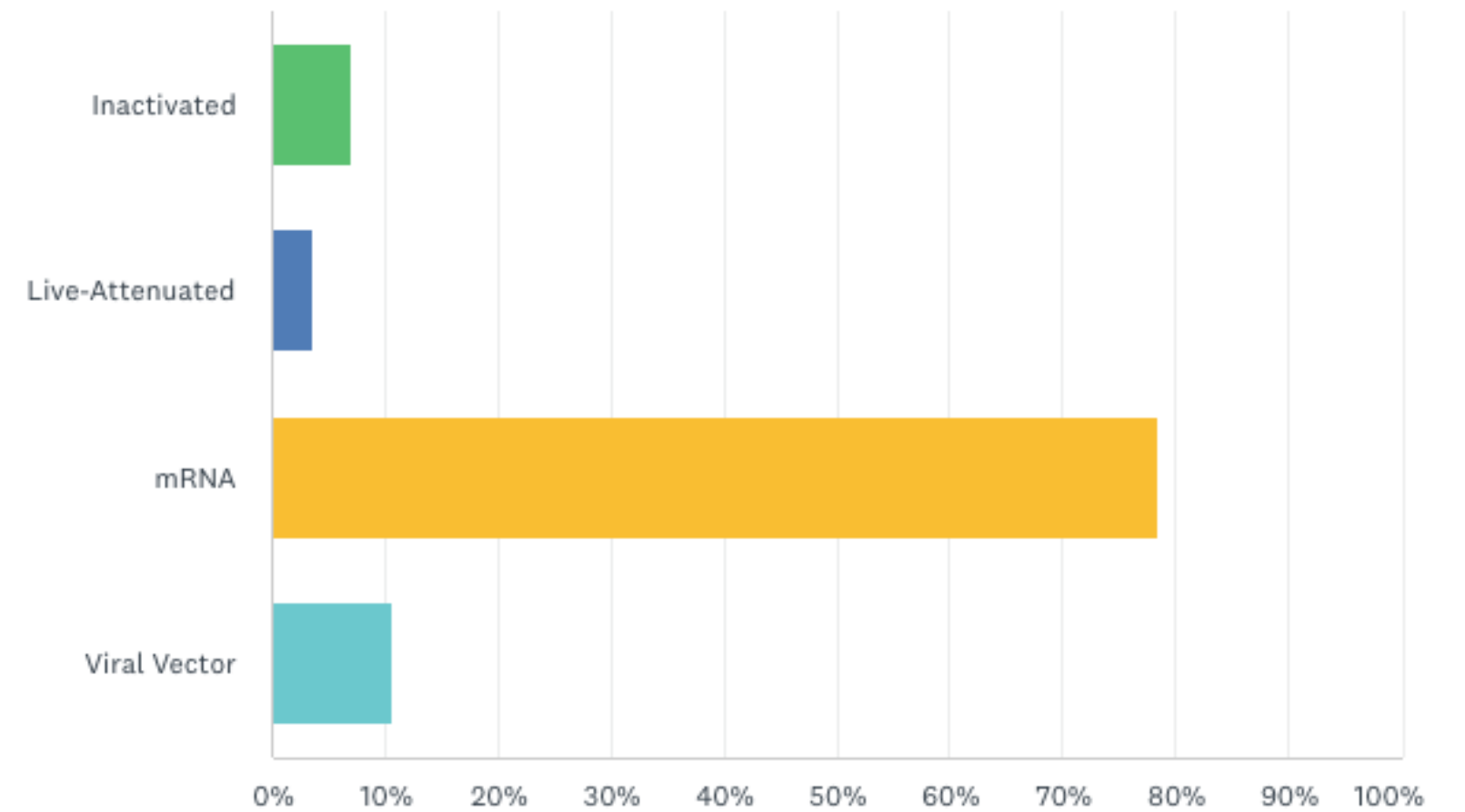
True or False: Covid-19 vaccines cause variants

Answered: 29 Skipped: 1



What type of vaccine is the Covid-19 vaccine?

Answered: 28 Skipped: 2



Ecological Model

U.S Government policies,
U.S Government Leadership
Quarantine Policies/Restrictions
Uncertainty in All Colleges
Workplaces

Public Policy

Family functioning/Dynamic
Social support
Social network effects
Student group communication

Community

Institutional

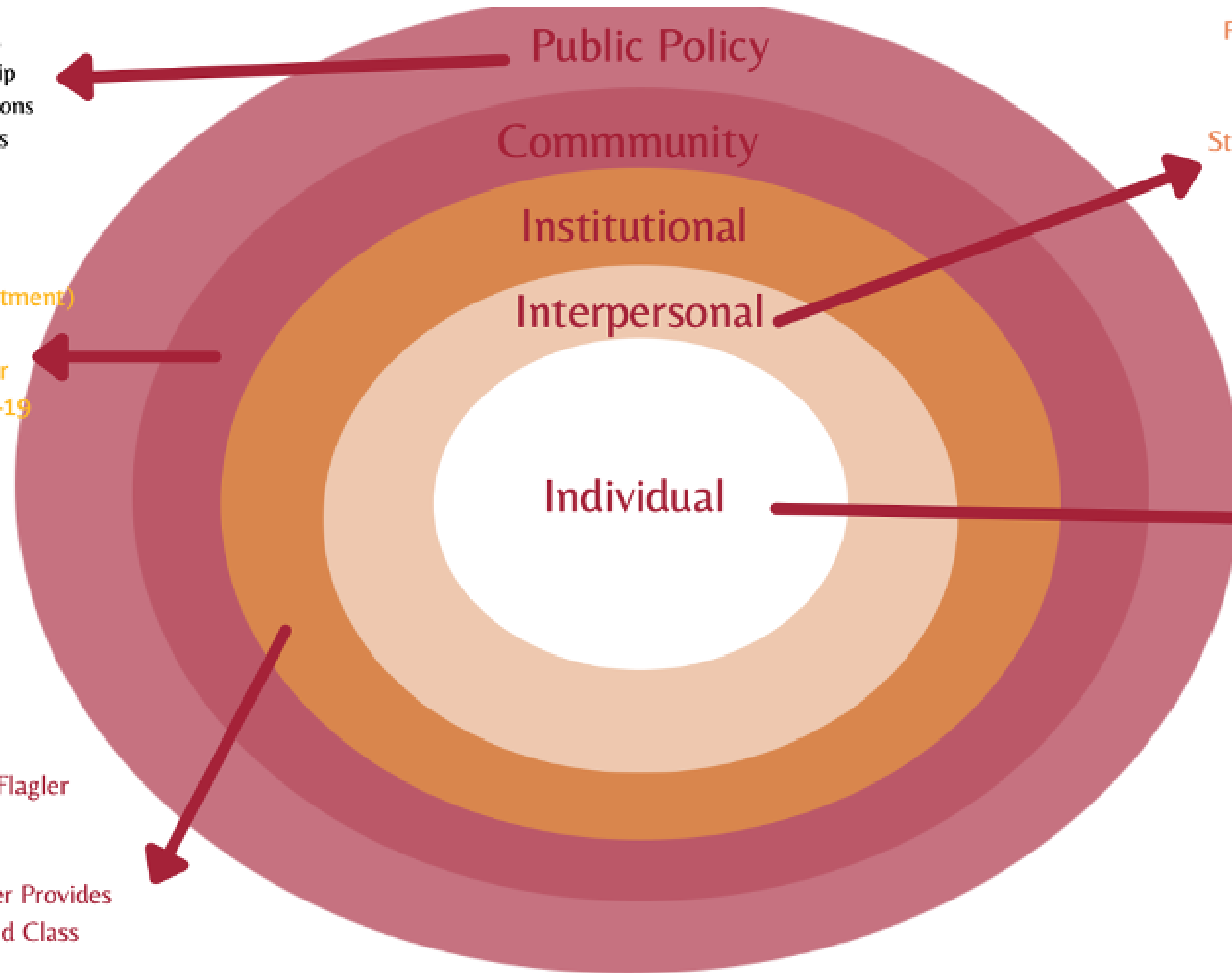
Scientific Knowledge (Treatment)
Media Coverage
Social Media Behavior
Stigmas tied to COVID-19

Interpersonal

Individual

Personal Health Practices
Poor mental Health
Lack of motivation for activity
Altered behavioral patterns
Information knowledge
Social Status

Formal and Informal Flagler
regulations
Management
Available Resources Flagler Provides
Tentative Schedules and Class
Modifications



Health Belief Model

We incorporated this model through our survey and statistics data, content from our Instagram account, and our podcast Talking Covid with the Saints. Through our Instagram posts, and podcast episodes we further instilled the susceptibility of the population and the severity of the virus to encourage students to get the vaccine.

Susceptibility: Bringing awareness to how college students are extremely susceptible to contracting COVID and experiencing lasting effects.

Severity: Focused on the effects COVID has on not only the community but also individuals overall (risk to immunocompromised population, long-haul COVID symptoms). Shared personal stories from frontline workers affected by COVID.

Effectiveness: Our shared data and statistics that are easy to access and understand to increase awareness of the safety and effectiveness of the vaccine. Our graphs and pie chart show the numbers of concern and the large amount of misinformation accessible.

Diffusion of Innovation

We utilized the diffusion of innovations theory to craft our messages and shape our audience segmentation.

Unvaccinated students may hold perceptions which are blocking them from adopting the innovation (the decision to get vaccinated).

We believe interpersonal interactions from the early adopters and early majority (personal stories/promoting a conversation) through our social media, podcast, and the one-day event will influence a change in the laggards.

Extended Parallel Process Model

We used this model to further instill the risks of not getting the vaccine.

This model has been incorporated into our podcast, Talking COVID with the Saints in episode #4 where we discuss the state of our hospitals and the negative effect COVID-19 has had on our students.

Risk communication discussed at our event and on our podcast will further encourage students to get vaccinated. Which is the ultimate goal, to have unvaccinated students receive the vaccine.

Daily Event Guidelines

Outside to promote social distancing
Free to local community
Guest speaking times:
Prizes for games
Saturday, 11AM-3PM
COVID Vaccination Tents
Giveaways
Fundraising for COVID Patients/Hospitals

VACCINATE THE SAINTS

SATURDAY EVENT LINEUP

Free to the St. Augustine Community

Bring your family & friends for a day of fun, food, and information



LISTEN TO PROFESSIONAL
SPEAKERS AND HIGHLIGHTS FROM
OUR STUDENT RUN PODCAST



DISCUSS ANY AND ALL HEALTH CONCERNS
WITH MEDICAL PROFESSIONALS



LOCAL FOOD TRUCKS WILL BE
PROVIDING FOOD AND DRINKS
THROUGHOUT THE DAY



OPPORTUNITY TO WIN PRIZES
WITH FUN GAMES AND
FRIENDLY COMPETITIONS



VACCINATION TENTS OFFERING
FREE VACCINES AND
INFORMATION

At the Flagler College Campus West

Lawn

11AM-3PM

Campus Poster

Will be hung:
Campus Main Buildings
On-Campus Housing
Common Areas (Outdoors)

***Let's keep our campus
Clean, Safe & Germ-Free!***

***A reminder for
Flagler College Students***

1.
***Keep a safe
distance
from each
other at all
times.***

2.
***Wash your
hands
frequently, and
scrub with soap
for at least 20
seconds***

3.
***Do not
come to
class if you
are not
feeling well***

***Check out our daily podcast
"Talking COVID-19 with the
Saints"***

***More safety guidelines at
@vaxthesaints on Instagram***

Instagram

vaxthesaints ▾

Vaccinate The Saints +

4 Posts 3 Followers 3 Following

Lets End This Pandemic!
We are committed to providing resources for Flagler College students to become more confident in their decision regarding the COVID-19 vaccine!
www.surveymonkey.com/r/PQYHLNK

Edit Profile ▾

DID YOU KNOW? COVID-19 Vaccines WORK!
They are SAFE & EFFECTIVE!
Everyone 5 years and older is now eligible to get a FREE COVID-19 Vaccination.
If you are fully vaccinated, you can resume many activities that you did prior to the pandemic.
WOO HOO!
SOURCE: CDC

Vaccinate The Saints

OUR MISSION: We are committed to providing resources for Flagler College students to become more confident in their decision regarding the COVID-19 vaccine!

WHO WE ARE: We are fellow students who believe in the power of vaccination to end this pandemic! We are here to give you the resources needed so you will be ready to make a decision regarding yourself and the COVID-19 vaccine.

vaxthesaints

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For info and resources about COVID-19, visit the COVID-19 Information Center.

vaxthesaints We are here for YOU! ❤️ We believe that together we can END this pandemic for good. Follow along to learn more about our campaign and it's initiative! 📌

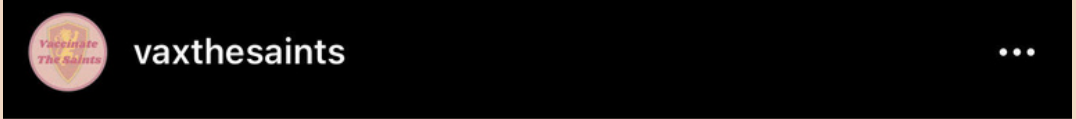
vaxthesaints

Introducing Our Podcast

5 Episode Mini-Series: Talking COVID With the Saints

vaxthesaints We know you guys love podcasts! Take a listen to ours, Talking Covid With The Saints, to gain more insight on the vaccine from fellow students, disease experts, those on the front line, and how to make the right choice for YOU 🙌

Instagram

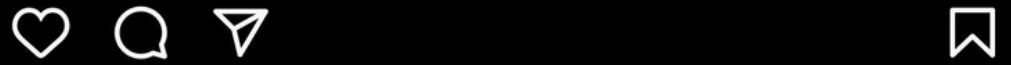


DID YOU KNOW COVID-19 Vaccines WORK!
???

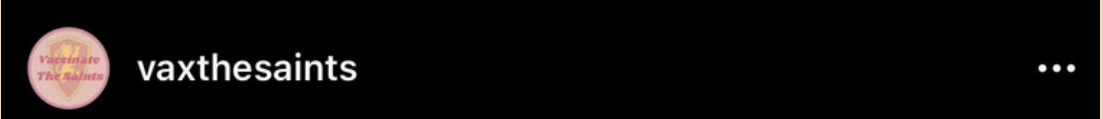
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vaxthesaints Sharing the SCIENCE driven FACTS is what we are here for! Are you ready to get back to your normal life before the pandemic?! I think we all are Follow along for more information regarding the vaccine!

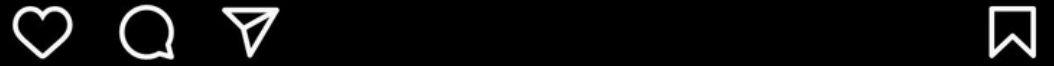


VACCINATE THE SAINTS EVENT



DECEMBER 10TH
WEST LAWN
11:00AM-3:00PM

FOLLOW ALONG FOR MORE DETAILS!



vaxthesaints CALLING ALL SAINTS! Introducing the Vaccinate The Saints Event! This event revolves around gaining information on the vaccine from professionals, local food trucks providing all the yums, the opportunity to win prizes, AND vaccination tents offering FREE COVID-19 vaccines! You don't want to miss this, see you there!

Podcast Mini-Series: Talking COVID With the Saints

What you may not know about Covid-19.

Why a podcast?

43% of Gen-Z respondents listened to podcasts weekly (Statista Research Department, 2021).
Over half of Americans 12-34 listen to at least one podcast per month. This statistic has grown by 7% compared to 2020 (Convince and Convert, 2021).

How?

In order to get college students to listen to this podcast series, the episodes will be no longer than 25 minutes and, although very educational, delivery will be enjoyable, fun and easy to grasp.

Mission of the podcast

Provide credible and reliable COVID-19 and vaccine information for Flagler College students in a simple, but effective format.

Podcast Mini-Series: Talking COVID with the Saints

5 Episode Mini-Series

The Ideas:

Ep. 1: Introductory episode; **“Flagler Students Talk COVID-19”**

- Hear college students’ perspectives on the vaccine, mandates, and changes to college life.

Ep. 2: **“Hear from an Infectious Disease Expert”**

- Infectious disease expert explains how COVID-19 spreads, what makes it different from other viruses, and the future of the pandemic.

Podcast Mini-Series: Talking COVID with the Saints

5 Episode Mini-Series

The Ideas Continued:

Ep. 3: “Breaking Down the Vaccine with Darcey Howe”

- Using analogies to simply explain the vaccine and common vaccine “assumptions”.

Ep. 4: “Stories from our Front-line Workers, Sitting Down with Flagler Hospital Doctors”

- The reality of our hospitals and the impacts of COVID-19.

Ep 5: “Making the Right Choices as a College Student”

- Final episode with Flagler College’s Nurse Practitioner, Holly Doucette.

Radio Advertisement for WFCF

In order to promote our Vaccinate the Saints one-day event, our podcast "Talking COVID with the Saints", and our Instagram @vaxthesaints, we will produce a 60-second advertisement which will be aired on the campus's radio station WFCF.

Title: Vaccinate the Saints

Length: 60 seconds



Radio Script for WFCF

Hey Flagler Students. It's the Vaccinate the Saints crew here.

We are on a mission to provide reliable and accessible information so that everyone feels confident in their decision to receive the Covid-19 vaccine.

At our Vaccinate the Saints event on December 10th, you will have the opportunity to get your Covid-19 vaccine and learn from local medical professionals, right here on campus! We will have games with prizes and food from some of your favorite St. Augustine businesses.

Follow us on Instagram @vaxthesaints to receive the latest COVID and vaccine stats and some updates on our campus initiatives. And before we go, we have to let you know about our podcast mini-series, "Talking COVID with the Saints". This series, made just for you, will contain everything you may not know about Covid-19. Take advantage! And we'll see you around campus.



Questions