

# Communicating COVID-19

The crisis that taught us the power of connection



Cat Calsetta | Creative



Background



## Background

Where were you during the pandemic? It's a discussion we will still be having with our grandchildren into our twilight years.

A health crisis of this magnitude had not been experienced in over a century and was not something the world had anticipated. The impact of this global event has changed how we work, play, live, and communicate.

Despite advancements in communications technology and multiple 24-hour news outlets covering the pandemic, misinformation and uncertainty were rampant. The public began to look to their local healthcare organizations for clarity.





Challenge



## Challenge

So where was I during the pandemic?

At the Health Care District of Palm Beach County in West Palm Beach, FL—a health care safety net organization dedicated to providing vital health care services to the underserved in our community.

Our Communications Team rose to the occasion, working to solve the challenges faced by both our patient base and staff:

- Combating misinformation on social media
- Effective and timely employee and patient updates
- Promoting and assisting in the set up for vaccination sites
- Building morale

This crisis affected us all.



All employees were required to distance and be tested weekly. Frontline workers were subject to even stricter safety protocols and administrative jobs were moved remote. In the beginning, Zoom and an increase in email traffic drowned out important organizational updates.



Social media became a major hub for information during the pandemic. Because of the lack of regulation early on, there were a lot of erroneous stories and fear tactics being used as clickbait. Finding trusted sources for local pandemic-related information was difficult.



Creating mass vaccination sites was an incredible undertaking: mapping a workflow, signage, forms, promotion, communicating openings and closures.



Solution



# Solution

*What we did:*

## 1. Educate

- Our team worked with partners at Palm Beach County and the Health Department to share accurate and poignant information through our website and social media, often making rolling updates around the clock. We also developed, recorded, and promoted our “Here For Your Health” podcast featuring staff and partners on COVID-19 related topics.

- We developed a campaign specifically for the Glades, the underserved western agricultural communities in Palm Beach County, to encourage social distancing, the use of masks, and hand hygiene. This campaign included a video PSA from local football hero Anquan Boldin.

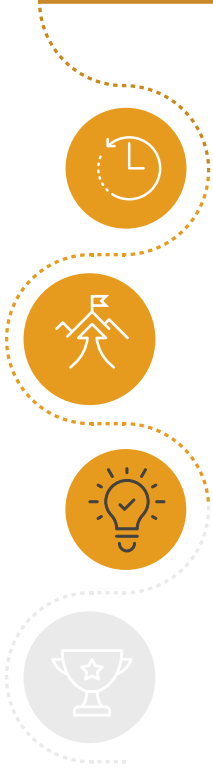
- We developed the idea, recorded, edited, and broadcasted weekly video updates from our CEO, Darcy Davis, called “Darcy Direct.” Videos were sent directly to all District computers via a pop-up to capture attention. We also created the morale-boosting “A Day in the Life” video series to showcase our frontline workers to both administrative employees and the public.

## 2. Vaccinate

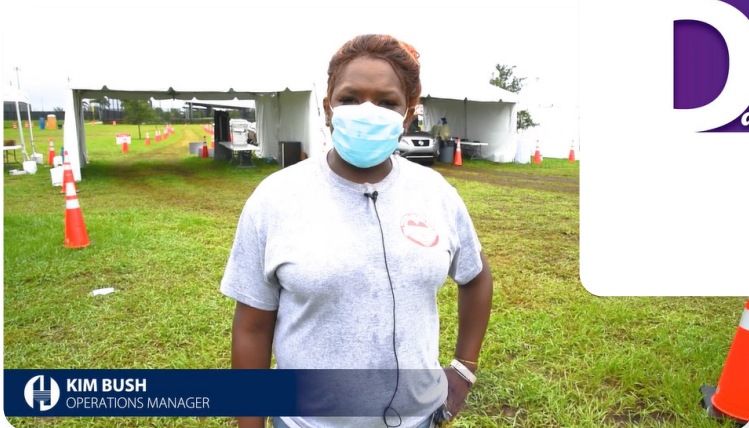
- Our team was integral to the testing and vaccination efforts. We worked with staff to develop workflows, traffic maps, forms, and flyers to create a nationally-recognized vaccination system.

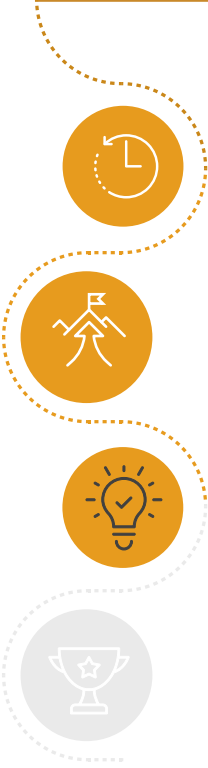
- We developed a program brand, “Project Community Immunity,” which included t-shirts, vaccination stickers, flyers, and more. We also assisted our HR department in the recruitment of additional vaccination site workers.





Solution





Solution

**Project Community Immunity**  
**Keeping Our Community Healthy, One Arm at a Time**

To date, the Health Care District of Palm Beach County has provided *over 200,000 COVID-19 vaccines* in our quest for community immunity.

Walk-up vaccinations are free, easy and convenient for all who are eligible. See where our mobile clinics are heading this summer by visiting [www.hcdpbc.org](http://www.hcdpbc.org) and clicking the blue, "COVID-19 Information Center" button.

The graphic features a blue bus with 'HERO' branding and a group of people holding signs that read '200,000!'.



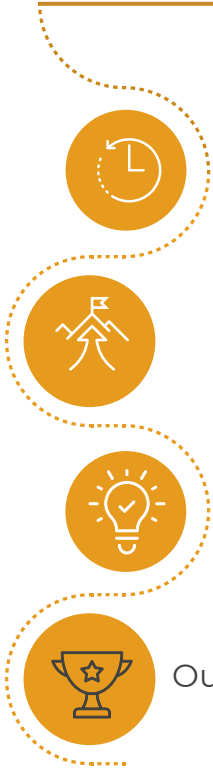
**Palm Beach County** @pbcgov · Apr 6  
Let's do this! Here's Stessy getting her 1st dose of the #COVID19 vaccine! If you are a #PBC resident and want to get vaccinated, see our vaccine sites at link: [ow.ly/pEBK50EhUi6](https://ow.ly/pEBK50EhUi6).

#PBCStrong #COVIDVaccine #CombatCovid #StrongerTogether #PBCGov



**Health Care District**  
PALM BEACH COUNTY





# Outcome

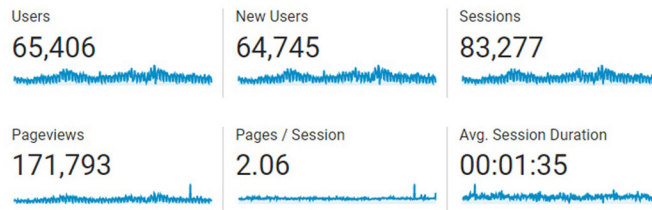
*What we gained:*

- Strengthened internal communications
- Increased brand recognition
- Nearly doubled website traffic
- Net social media audience growth of 304%
- Enhanced public reputation as a trusted expert
- Community champions

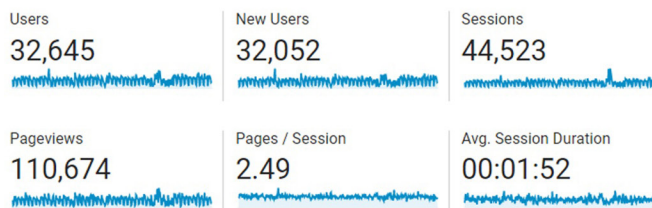
## Social Media Metrics for 3/15/2020 - 5/15/2021:

Audience Metrics	Totals	% Change
<b>Total Audience</b> ⓘ	11,971	↗ 167%
<b>Total Net Audience Growth</b> ⓘ	3,382	↗ 304%
Twitter Followers Gained	949	-
Facebook Page Likes	2,266	↗ 308%
LinkedIn Followers Gained	702	↗ 55.7%

## Website Metrics for 3/15/2020 - 5/15/2021:



## Compared to 3/15/2019 - 3/15/2020:







Outcome

It was a unique challenge that deepened our empathy, improved our ability to ideate and collaborate, and renewed our resolve to serve our community.



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