



## Kansas Hospital ASSOCIATION

### COVID-19 Kansas Public Awareness Campaign

If the rate of community spread continues to increase at its current rate, Kansas hospitals will quickly be unable to meet the critical care needs of Kansans across the state. We need Kansans to change their behaviors and act fast to curb the spread of COVID-19. While we may not change the hearts and minds of everyone, this targeted public campaign can move key audiences to make changes that will ultimately be lifesaving.

#### Campaign Goals

1. Ignite a sense of unity, community and responsibility in doing everything we can to curb the spread of COVID-19.
2. Reduce COVID-19-related pressures on Kansas hospitals during the 2020-2021 winter season, in order to prevent hospitals from being overwhelmed, and threatening normal standards of care for Kansas citizens.
3. Encourage Kansans to wear masks, wash their hands, avoid large social gatherings and keep their distance during the holiday season.
4. Provide an environment where Kansas businesses, schools and other services can safely remain open.

#### Campaign Approach

This Public Awareness Campaign will foster:

- Awareness of the current COVID-19 crisis.
- Understanding of the personal responsibility to mitigate the spread of COVID-19.
- Adoption of prevention protection practices (wear masks, wash hands, social distance & avoid large gatherings).
- Advocacy for individuals to encourage others to adopt prevention protection practices.

Insight:

- Masks have become highly politicized. Many Kansans who resist wearing a mask say they do so because they believe it is an imposition on their freedom, and they resent being told what to do by state and regional authorities. The more assertive authorities are about masks, the more resistant these Kansans are likely to be.

Creative Strategy:

- Instead of reinforcing the mental frameworks of “freedom” or “authority/expertise” we should reframe the discussion as a matter of practical problem solving, empowerment, love of community and noble sacrifice—all values that are traditionally associated with Kansans. Simply put: We need to give people psychological permission to do the right thing, by appealing to the better angels of their nature.

## **Campaign Collaboration**

- The Missouri Hospital Association and the Kansas Hospital Association will be co-branding this campaign in the Kansas City Metro. MHA will also deploy a similar campaign in rural Missouri.
- KHA is working with a coalition of Kansas organizations to bring the campaign to ALL Kansas. Branded from those Kansas organizations. Current stakeholders being approached include Kansas Hospital Association, Kansas Medical Society, Kansas Chamber and Kansas Farm Bureau.
- Establishing an ever-broader group of Kansas stakeholder organizations and establishing a coalition name for this campaign will be discussed.

## **Campaign Details**

- Campaign will run for 10 weeks with no breaks from mid-November through January.
- Campaign messages will be strong and consistent.
- Campaign will have a landing page for all communication resources.
- Campaign will have Paid Media (TV, Radio, Digital and Social Media) to quickly build mass scale and reach.
- Earned Media to provide information and support.
- Influencer Engagement to drive awareness and credibility.
- Community Outreach to connect at a grassroots level with communities across our state.
- Campaign will target all Kansans 18 plus.

## **Current Timeline**

- November 10 and 18: Share concepts with KHA Board of Directors
- November 13: Share concepts with initial coalition members
- November 18: Finalize initial coalition members
- November 20: Coalition members announcements of the campaign
- November 23: Public announcement of coalition and campaign
- November 24: Public Awareness Campaign begins