In order to promote a strong and equitable recovery from COVID-19 and its negative economic impacts, Buncombe County invested federal funds into projects like this one.

### Project Spotlight

**COVID Vaccine Promotion**

**Lead Organization**

BUNCOMBE COUNTY

HEALTH & HUMAN SERVICES

**Amount**

$17,496 actual (vs $17,500 award)

**Project Dates**

October 2021

**Impact Area**

COVID-19 Vaccination

**How the Funds Were Used**

Buncombe County Health and Human Services (BCHHS), in collaboration with the Communications and Public Engagement (CAPE) department, launched a short-term media campaign in October 2021. This program covered the advertising costs necessary to promote Buncombe County’s outreach campaign aimed at increasing COVID-19 vaccination rates within Buncombe County by utilizing television, radio, and online media with three (3) vendors: (1) WLOS-TV, (2) Spectrum, and (3) iHeartMedia Entertainment. BCHHS implemented localized messaging and public service announcement (PSA) strategies for geographic areas of the community with relatively lower vaccination rates.

**Results**

- **48** prime time TV commercials
- **200** iHeartRadio spots
- **1,176** web-based ad spots
- **286,375** estimated people reached
- **66%** residents at least partially vaccinated*

*Vaccination Data as of December 6, 2021

**Online Links for the BuncombeReady Media Campaign**

**“The more people who are up-to-date on their recommended vaccines, the better we are as a community and keeping people safe.”**

Dr. Jennifer Mullendore,
BC Medical Director

For a complete listing of Buncombe County’s American Rescue Plan Act (ARPA) Coronavirus State and Local Fiscal Recovery Fund (CSLFRF) investments, visit www.buncombecounty.org/recoveryfunding.