

## Purchasing Summary

<b>EVENT #</b> 9201	<b>TITLE:</b> Know the Facts + Get the Vax Campaign	<b>COST:</b> \$28,658.71
<b>TYPE OF PROCUREMENT:</b> Emergency	<b>ANNUAL CONTRACT</b> <input type="checkbox"/> <b>ANNUAL MAINTENANCE AGREEMENT</b> <input type="checkbox"/>	<b>ONE TIME PURCHASE</b> <input checked="" type="checkbox"/>
<b>CONTRACT TERM (IF APPLICABLE)</b> N/A		
<b>S/DBE (IF APPLICABLE)</b> N/A		
<b>MATRIX (IF APPLICABLE)</b> N/A		
<b>NOTES</b>		
<p>Notification of an emergency procurement for Know the Facts + Get the Vax Campaign with Healthy Savannah, Inc. in the amount of \$28,658.71. The Office of the City Manager (Michael Brown) initiated this campaign during a time of emergency and lockdown due to the spread of COVID-19 and the resulting hospitalizations and deaths. This campaign was a joint campaign between the City of Savannah and Chatham County to educate and encourage more testing and vaccinations. Healthy Savannah, Inc. already had in place the experience, medical knowledge, technical skills, and community connections to reach everyone in the community with this critical information.</p>		
<p>The City of Savannah agreed to pay for the public information portion of this campaign while Chatham County paid for the community-wide drive-thru testing administration. The purpose of the COVID Vaccination Marketing Strategy was to encourage vaccine acceptance among Savannah and Chatham County’s Black and Hispanic communities, especially younger residents, who were less likely to have an interest in receiving the vaccination. This was accomplished through social media outlets, communication channels, digital ads, etc.</p>		
<p>Healthy Savannah, Inc. provided the following services for the City of Savannah:</p> <ol style="list-style-type: none"> <li>1. Collaborate with the COVID Vaccination Marketing Strategy Team. This includes providing input, guidance, and suggestions on marketing materials for the campaign as well as research insights and recommendations on reaching the identified target audience.</li> <li>2. Share all relevant content created in the COVID Vaccination Marketing Campaign on Healthy Savannah’s public-facing digital media platforms including the agency’s social medial site/sites and agency-managed website/websites.</li> <li>3. Assist the COVID Vaccination Marketing Strategy Team in identifying, procuring, and/or negotiating advertisement contracts and opportunities for and on behalf of the campaign team.</li> <li>4. Coordinate with necessary vendors and/or contractors to evaluate the COVID Vaccination Marketing Campaign’s effectiveness. Overall results shall be provided to the City within 30 days of the campaign's completion.</li> </ol>		
<p>Healthy Savannah, Inc. in collaboration with the City of Savannah and Chatham County sent out these key messages to the public encompassed in the Covid Vaccination Marketing Strategy.</p> <ol style="list-style-type: none"> <li>1. Encourage vaccine acceptance with scientifically based information.</li> <li>2. Provide facts about COVID-19 vaccine safety.</li> <li>3. Educate younger community members about the importance of getting a COVID-19 vaccine.</li> <li>4. Enlist trusted community voices to share why they received their vaccine.</li> <li>5. Create personal connections with familiar faces to encourage vaccination acceptance among residents throughout the community.</li> </ol>		

Delivery: Immediately. Terms: Net 30 days. The vendor was:

E.P. Healthy Savannah, Inc. (Savannah, GA) \$28,658.71