

Raising COVID-19 awareness among travelers

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CATEGORY: **Epidemiology and Laboratory Capacity (ELC)**

The Missouri Department of Health and Senior Services implemented a statewide media campaign to raise awareness of ways for travelers to continue to travel safely and not spread COVID-19.



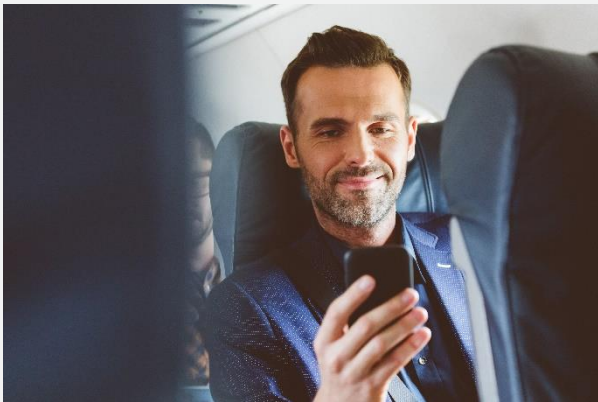
The “What”

The Missouri Department of Health and Senior Services (DHSS) used Epidemiology and Laboratory Capacity for the Prevention and Control of Emerging Infectious Diseases (ELC) funding to implement a statewide media campaign specifically targeting travelers with assistance from an approved statewide advertising services vendor, Elasticity. The objective of the campaign was to raise awareness of ways for travelers to continue to travel safely and not spread COVID-19 by sharing the identified, developed, and implemented solutions for domestic and international travel.

Thus far, this campaign has run in four flights surrounding heavier travel periods throughout the year. During the campaign flights, messaging heavily saturated areas frequented by travelers or those looking to experience local entertainment, sports, or self-care options. The messaging fell into two categories: “Know Before You Go” and “Don’t Travel If...”. Messaging and imagery were altered to coordinate with the time of year (types of travel, weather, etc.).



The campaign thus far has accumulated **57,655,343 impressions** and **100,312 clicks** to the website.



The “So What”

The campaign thus far has accumulated 57,655,343 impressions and 100,312 clicks to the website. Additionally, among video and audio messages run, viewers and listeners consumed these entire spots 5,421,443 times. Following each flight, messaging and metrics were reviewed for each type of media used. Tactics were adjusted each flight to focus on mediums and specific assets that were receiving the highest levels of engagement. Social media advertising and digital display advertising proved to be most effective regarding messaging being viewed/heard and acted upon by clicking through to MOStopsCOVID.com/travel.

Media placements began in November 2022 and will occur through the summer of 2024. The mix of media included Meta, TikTok, YouTube, programmatic display banners (interactive and static), video and audio, and out-of-home advertising including gas station ads, digital board and screen Billups, and in-store audio.

Audiences for this campaign are adults 18 and older with an interest in travel. Depending on the type of medium used, the advertisements would target parents/guardians of those under the age of 18, older adults, and younger adults.

The “Now What”

As the Centers for Disease Control and Prevention (CDC) recommendations change (and COVID-19 is combined with the “respiratory illness” group with the common cold, flu, and RSV) adjustments are being made to the messaging for the final spring 2024 messaging

flight as well as the web resources. The audiences and media mix will remain the same, and messaging will be focused on weeks most associated with spring break travel. Those engaging with campaign pieces are directed to MOStopsCOVID.com/travel which provides CDC resources around travelers’ health.