



Sedgwick County COVID-19 Vaccination Mobile Clinic Marketing & Media Guidelines

Thank you for partnering with the Sedgwick County Health Department (SCHD) by hosting an on-site COVID-19 vaccination clinic at your workplace or organization. Vaccinations are an essential component of a healthy, productive community. We are excited to partner with you!

This document is intended to assist you in planning and promoting the event. It contains guidance on facilitating media interviews, tools to use in social media, and other helpful guidelines for successfully executing the County's COVID-19 Mobile Clinics.

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1. Vaccines Offered at Mobile Clinics

SCHD provides Pfizer vaccine to ages 12 and older and Johnson and Johnson (J&J) vaccines for ages 18 and older at Mobile Clinics. Pediatric doses of Pfizer for ages 5-11 are provided at some clinics. All clinics are walk-in (no appointment needed), and vaccine is offered at no cost.

SCHD provides initial dose(s) and boosters of these vaccines. Third (or additional) doses may be administered to people who qualify. For further clarity, visit <https://www.sedgwickcounty.org/covid-19/vaccine/additional-dose-information/>.

2. SCHD Procedures for Vaccinating People under 18

- **Children and teens under 16 years old** require in-person consent from their parent or legal guardian.
- **Teens between 16-17 years old** must present proof of birthdate (birth certificate, driver's license or identification card). If no documentation is presented, a parent/guardian may attest to this information and sign documentation accordingly.
 - Parent/guardian in person with the minor signs consent form at the vaccine clinic
 - If no parent/guardian is present and the minor has an identification card (driver's license, official school ID), staff will need to contact the minor's parent/guardian for verbal consent. A video call or phone call are acceptable formats for receiving permission.

3. Timeline for Mobile Clinic Implementation

Once you have requested a SCHD Vaccine Mobile Clinic, you will be scheduled for an on-site visit. On-site visits are an essential part of the planning for a successful event. Among other things, we will determine whether vaccines for children 5-11 are appropriate for the event, any signage needs particular to the location, and any further details our team will need to prepare.

After the on-site visit occurs and a date is set for the Mobile Clinic, the following approximate timeline of events will occur:

- 14 business days (~2 weeks) prior:
 - SCHD begins processing mailers to be sent to your surrounding community
- 7 days prior:
 - Begin posting on social media about your event (see Sections 6 and 10)
 - Please tag Sedgwick County in your social posts for added exposure!
 - Send a news release to your local media outlets
- 5 days prior:
 - Post on social media about your Mobile Clinic – remind people of your upcoming event!
- 2 days prior:
 - SCHD will post "Coming Soon" signage at your Mobile Clinic site
 - Post on social media about your event – remind people of your upcoming event!
- Day of Event
 - 60-90 minutes before Mobile Clinic:
 - The SCHD team will arrive and begin setting up the Mobile Clinic
 - SCHD will put out active event signage
 - When the event is complete:
 - SCHD team will remove signage and pick up the site
- 1-2 Business days after the event
 - The SCHD will schedule a call/meeting to review activities and attendance numbers

4. Media Guidelines for COVID-19 Vaccine Clinics

See attached PDF for complete details.

In general, Sedgwick County Communications & Health Department allows media to attend Mobile Clinics and capture photographs and video. Sedgwick County requests that the media does not photograph/video faces unless the person grants consent. If the media requests to interview people who attend the clinics, the permission defers to your organization and your preferences.

5. Sample Press Release

We encourage you to contact local media to help you promote your upcoming Mobile Clinic. We have included a sample press release that you can customize with details of your event. Please feel free to contact Sedgwick County Communications (Section 8) if you need assistance distributing the release.

6. Social Media Advertising & Images

Sedgwick County has images that can be customized for your event to use on your website and social media. If you choose to promote your event(s) on social media, please tag Sedgwick County in your posts. We will share on our platforms to help promote your event. Contact Sedgwick County Communications (Section 8) if you need assistance with posting.

- Facebook: @sedgwickcounty
- Twitter: @sedgwickcounty
- Instagram: @sedgwickcountyks
- LinkedIn: @sedgwickcounty

7. Protesting at a Mobile Clinic

Be prepared for the possibility that people may protest your Mobile Clinic; we cannot stop or prevent protests from occurring. However, protesters must stay 30 feet away from mobile clinics. If protesters come closer than 30 feet, you can contact the police to have them assist with managing the situation. Mobile Clinic staff are aware of these procedures.

8. Questions

- Clinic or Vaccine related questions
 - Health & Medical Systems Preparedness Coordinator - SCHED
 - (316) 660-1022 (Ask for Vaccine Planning staff)
 - meddistribution@sedgwick.gov
- Marketing or Media questions
 - Nicole Gibbs, Community Relations Specialist – SC Strategic Communications
 - 316-660-9370
 - communications@sedgwick.gov
- **FOR THE PUBLIC**
 - Call Center – 316-660-1022
 - General Questions: COVID19@sedgwick.gov

9. Sample Press Release

If using the following press release, please update the yellow-highlighted areas to match the details of your scheduled SCHED vaccine mobile clinic.

Eligibility for vaccine is constantly changing. To ensure that your release contains up-to-date information, we request that you submit it to communications@sedgwick.gov for review prior to media distribution.

For Immediate Release:

September 1, 2021

Contact:

Nicole Gibbs | (316) 660-9370 | communications@sedgwick.gov

--Business-- to host a Sedgwick County Health Department COVID-19 Testing Clinic

(Sedgwick County, Kan.) – In partnership with Sedgwick County Health Department (SCHED), **--Business--** is hosting a walk-in COVID-19 vaccination clinic **--Date--** from **--Time--**. The location of the clinic is **--location--**. The SCHED provides no-cost Pfizer vaccine for ages [5 or 12]+ and Johnson & Johnson (J&J) for ages 18+. First doses through boosters will be administered according to eligibility.

“We are excited to partner with the Sedgwick County Health Department to increase access to vaccine and support efforts to prevent and contain the spread of COVID-19,” said **--Owner/Executive Leadership--**. “Vaccinations are an important component of a healthy and productive community.”

The SCHED also offers no-cost, walk-in vaccines at its [Community Vaccine Clinic](#) at 223 S. Main in Wichita and no-cost COVID-19 testing at 4115 E. Harry St in Wichita. Please visit the SCHED [COVID-19 website](#) for more information on hours of operation.

To learn about hosting an on-site COVID-19 vaccination clinic at your business or organization, please visit <https://www.sedgwickcounty.org/covid-19/vaccine/request-an-on-site-vaccine-clinic/> and complete the request form.

If you have general questions about COVID-19, please call (316) 660-1022.

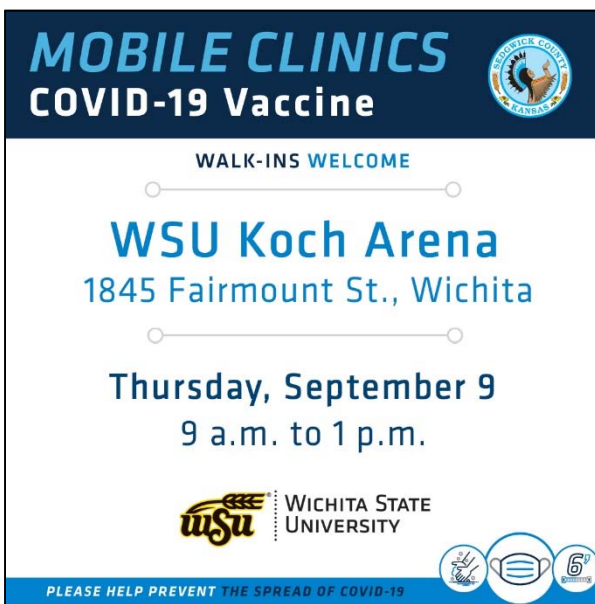
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10. Sample Social Media Artwork

You have the option of receiving Adobe Illustrator files and supporting graphics and fonts or a link to a Canva file to edit online. Don't hesitate to get in touch with communications@sedgwick.gov to request your preferred format.



FACEBOOK EXAMPLE



INSTAGRAM EXAMPLE

11. Sample Communications for School Districts

Sample Social Media text:

The Sedgwick County Health Department is holding a mobile walk-in COVID vaccination clinic from --TIME-- --DATE-- at --LOCATION--, --ADDRESS-. This clinic is open to the public and occurs after school. SCHD will be administering initial dose(s) and boosters of the Pfizer vaccine for ages [5 or 12] and older and the Johnson and Johnson (J&J) vaccine for ages 18 and older. No appointments are necessary.

Sample Email to Parents:

To help curb the spread of COVID-19 and in the interest of the health and safety for all, --DISTRICT NAME-- is working with the Sedgwick County Health Department (SCHD) to host a mobile walk-in COVID vaccination clinic from --TIME-- --DATE--, at --LOCATION--, --ADDRESS-. This clinic is open to the public.

SCHD will be administering initial dose(s) and boosters of Pfizer vaccine for ages [5 or 12] and Johnson and Johnson (J&J) vaccine for ages 18 and older. No appointments are necessary. The county will observe its guidelines requiring parental permission for minors. The district will not distribute COVID vaccinations to students.

Click here to view the event informational flyer: (add link to flyer).

Thank you for helping to keep our schools open and our community safe and healthy.

Simplified Sample Email to Parents:

--SCHOOL-- Parents,

The school is hosting a COVID-19 Vaccination Clinic on --DAY--, --DATE-- from --TIME-- in the --LOCATION--. Sedgwick County Health Department will provide Initial dose(s) and boosters of Pfizer and Johnson & Johnson vaccines to ages [5 or 12] and over. Anyone under 18 will require the permission of a parent or guardian.

No appointments are necessary to get vaccinated, and the vaccine is available to anyone at no cost.

Learn more about the COVID-19 vaccine at <https://www.sedgwickcounty.org/covid-19/vaccine/>.



Sedgwick County Media Guidelines for COVID-19 Vaccine Clinics

(12-16-21)

This document clarifies the Sedgwick County Government's role in facilitating media interviews and events related to the County's COVID-19 permanent and mobile clinics.

We rely on the media to keep the public informed of our activities to assist county residents in getting vaccinated and to protect ourselves and each other.

These guidelines are designed to make our work with reporters, camera crews, and designated spokespeople smooth and productive.

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1. Guidelines

Members of the media have the same access to public buildings as the general public. They may choose to visit any of the vaccine clinics at any given time – regardless of whether they contacted the Strategic Communications Office in advance.

Any member of the media who visits a facility, mobile clinic or another county-sponsored health event can contact Strategic Communications with questions or concerns:

Nicole Gibbs Community Relations Specialist nicole.gibbs@sedgwick.gov (316) 660-9370	Akeam Ashford Strategic Communications Director akeam.ashford@sedgwick.gov (316) 660-9370
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A. Media Requests for Interviews

1. Media must first contact Strategic Communications to arrange for an interview or information about Sedgwick County's COVID-19 vaccine clinics. **No interviews should be given without prior approval.**
2. If media arrives on-site without prior interview approval, staff should provide them with the Strategic Communications contact information listed above.

B. Footage at the Community Vaccine Clinic at 223 S. Main

1. Media should contact Strategic Communications to obtain footage of vaccines being dispensed, vaccines being pulled from the vial to syringe, different stages of the vaccine clinic process, etc.
2. Strategic Communications will notify the Vaccine Branch Manager of advance requests for on-site filming. The media may gather footage during the vaccine clinic's regular hours of operation.
3. Filming will only be allowed if it is in accordance with HIPAA regulations (no faces are shown) and as long as safe distancing can be maintained.

C. Footage at Mobile Vaccine Clinics

1. Media should contact the host facility to obtain footage of vaccines being dispensed, vaccines being pulled from the vial to syringe, different stages of the vaccine clinic process, etc.
2. If the host facility permits, the media may gather footage during the mobile vaccine clinic's hours of operation.
3. Host facilities should share with media what footage is allowed under HIPAA (no faces) and any additional host-specific policies.

D. Exterior Footage of COVID-19 Vaccine Clinic

1. Media does not need to contact Strategic Communications for authorization to take exterior footage of vaccine clinics. As a courtesy, media may notify Communications of its intent to capture exterior footage.

E. Vaccine Clinic Tours

1. Media should contact Strategic Communications to tour Sedgwick County's COVID-19 vaccine clinics.
2. Strategic Communications will work with the Vaccine Branch Manager to determine a time to tour the clinic that will be least disruptive to vaccinations.
3. Tours will generally be allowed before the clinic opens for scheduled appointments at the beginning of the day.

2. Approved Sedgwick County Interviewees for COVID-19 Vaccine Clinics

Adrienne Byrne | Health Director



Tim Kaufman | Deputy County Manager



Tom Stolz | County Manager



3. Location(s), Map(s)

COVID-19 Community Vaccine Clinic

Former Wichita Central Library | 223 S. Main

Vaccine Clinics Around the County

Varies day-to-day

<https://www.sedgwickcounty.org/covid-19/vaccine/clinic-locations/>

4. Encouraged Behavior

- A. Staff at the vaccine clinic are expected to provide quality customer service to media on-site, guiding them to approved media spaces at the vaccine clinic. This ensures the safety of media, staff and residents receiving the vaccine.
- B. Media are expected to follow directives from the Health Director and the Site Supervisor to ensure that they capture footage safely while maintaining the privacy of residents seeking the vaccine.

Discouraged Behavior

- A. Staff who do not acknowledge media, offer support and work to ensure media are in approved locations.
- B. Media filming outside of approved locations or dismissing guidance from the Vaccine Branch Manager, site supervisor or designated staff.