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## **Innovative Idea: “Strong. Healthy. Together.” in Stark County Shows Importance of Vaccination for Community**

*Campaign highlights ways vaccination protects community, businesses, people*

COLUMBUS – The Stark County Health Department has started a campaign to encourage COVID-19 vaccination by reminding the local community of ways the vaccine will keep their people and businesses strong.

The health department created the "Strong. Healthy. Together." campaign after doing informal focus groups with their staff, COVID-19 Response Team, and other members of the general public. The emphasis is on the three words that stand together as one message, but each word has its own individual meaning.

“Our hope is that this campaign will strike something in our people to do what is right, to seek the truth about the vaccine, and help to save their community,” said Chris Cugini, MPH, communications specialist at Stark County Health Department.

The campaign includes posters throughout the community, standing signage within county government buildings and partner pharmacy locations, social media promotion, and a video ad that will be placed on cable and digital streaming services. The video is expected to reach more than 71,000 county residents.

Innovative Ideas is a new feature from the Ohio Department of Health highlighting ways providers and organizations are encouraging COVID-19 vaccinations. You can find more featured examples on the Ohio Department of Health’s Innovative Ideas page at <https://coronavirus.ohio.gov/wps/portal/gov/covid-19/healthcare-providers-and-local-health-districts/innovative-ideas>.

If you are interested in hosting a vaccination clinic, the Ohio Department of Health has a toolkit for businesses and organizations available at <https://coronavirus.ohio.gov/wps/portal/gov/covid-19/covid-19-vaccination-program/businesses-and-organizations>. This toolkit contains a collection of resources vaccine providers and Ohio employers and organizations can consider using to build partnerships across the state to offer convenient vaccinations to their employees and members.

All Ohioans age 12 and older are currently eligible to be vaccinated. Ohioans can find additional vaccination opportunities and schedule appointments by visiting [gettheshot.coronavirus.ohio.gov](http://gettheshot.coronavirus.ohio.gov) or by calling 1-833-4-ASK-ODH (1-833-427-5634). Walk-in appointments are available at many providers statewide. Anyone with questions regarding COVID-19 vaccination within the state of Ohio can learn more at [coronavirus.ohio.gov/vaccine](http://coronavirus.ohio.gov/vaccine).

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