



Department  
of Health

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**FOR IMMEDIATE RELEASE**

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## **Williams County COVID-19 Defense Team Uses Video Campaign to Encourage Residents to Get Vaccinated**

*Businesses, medical providers, service agencies, schools, and county leadership meet weekly to discuss COVID-19 vaccine strategies*

COLUMBUS –The Williams County COVID-19 Defense Team of businesses, medical providers, service agencies, schools, and county leadership developed and continues to use a video campaign to increase COVID-19 vaccination confidence and vaccine clinic opportunities.

Led by the Williams County Health Department, the COVID-19 Defense Team video campaign features local partners, such as healthcare workers and students, from various areas of the county sharing why they chose to get the COVID-19 vaccine to encourage others to get vaccinated. Photos and quotes are also collected from community members to share online through the health department’s social media pages.

The COVID-19 Defense Team meets weekly to review local data and discuss strategies, including addressing common questions and misinformation. The team set up an interview with a local journalist who was given the opportunity to interview two well-respected family physicians from Parkview Physicians Group—Glen Seaman, MD, and Kevin Park, MD. The recorded interview was shared on social media, on local television stations, and streamed in medical office waiting rooms. The video of the interview was also distributed through the health department’s weekly community talking points that are sent to local partners, churches, businesses, service organizations, schools, and other local leaders and groups.

Video clips were also included in a packet of educational materials compiled for employers to use to promote to their employees the COVID-19 vaccine and their on-site clinics. Williams County Health Department staff work with these employers to schedule flexible worksite clinics to empower employees to get the COVID-19 vaccine at a convenient, accessible location. The packets, including the video clips, are shared with human resources staff to distribute to employees before an on-site clinic.

Innovative Ideas is a 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](https://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](https://coronavirus.ohio.gov/vaccine).

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