

## ABOUT THE CHALLENGE

The Georgia Municipal Association (GMA) is calling on youth leadership councils and youth community groups across the state to develop innovative ways to share the importance of the COVID-19 Vaccine with your peers in your communities. This can be in the form of (but not limited to) a creative social media campaign, safe in-person events, local partnerships or enticing incentives.

## THE GOAL

While the participation options are endless, the goal of this challenge is the same: Relay reliable information about the COVID-19 vaccine to newly eligible young people in order to vaccinate as many Georgians as possible during summer 2021 and before heading back to school.

## CHALLENGE AWARDS

In addition to bragging rights, the winners of GMA's "Teens & Vaccines" Challenge will have a spotlight feature in the *Georgia's Cities* magazine, which is circulated across the nation; be recognized at GMA's Cities United Summit in January 2022 and receive an all-expense-paid dinner in Downtown Atlanta during their visit for the 2022 Cities United Summit.

# CHALLENGE CRITERIA

### TEENS & VACCINES IMPACT CHALLENGE

- **Quantify It:** How many people did you reach?
  - Example: How many people:
    - Cited your campaign as the reason they were vaccinated?
    - Participated in an event or used your campaign hashtag?
    - Took advantage of one of your campaign incentives?
- Did your campaign reach a variety of groups within the community (neighborhoods, different languages spoken, extracurricular/interest groups [like Boy/Girl Scouts, sports leagues, youth groups, etc.]?)
- Did you partner with other community groups (your city council, local health department, small businesses, colleges, etc.) to reach more teens?



### TEENS & VACCINES CREATIVITY CHALLENGE

#### *Let your Creativity Serve the Community!*

- Make this challenge unique to your group, your city and your community. Evaluate the needs and challenges your community is facing and meet them head on.
- Was your idea unique and innovative?
  - Put a spin on a traditional method, like community partnerships and incentives
    - Example: Work with your local high school to provide incentives like a free T-shirt or sweatshirt, free pass to skip a practice or rehearsal, free lunch for a week, etc.
- Reach people through new platforms
  - Example: TikTok dances or audio, social media challenge (i.e., Ice Bucket Challenge of 2014)
- Did you reach people in a way that only you could? It's important to reach teens in ways that are familiar, comfortable and not condescending, and you can reach your peers in ways that adults simply cannot.