



RAISE YOUR GUARD, KY!



FOUNDATION FOR A
HEALTHY
KENTUCKY

Kentucky Foundation
for Medical Care



PUBLIC HEALTH CAMPAIGN ENCOURAGES KENTUCKIANS TO SEE THEIR PHYSICIAN AND UPDATE VACCINATIONS

The Kentucky Medical Association (KMA), the Kentucky Foundation for Medical Care (KFMC), the Foundation for a Healthy Kentucky and Anthem Blue Cross and Blue Shield in Kentucky launched a new public health campaign in August 2020 aimed at encouraging Kentuckians to schedule well-visits with their physician and update their immunizations to maintain optimal health.

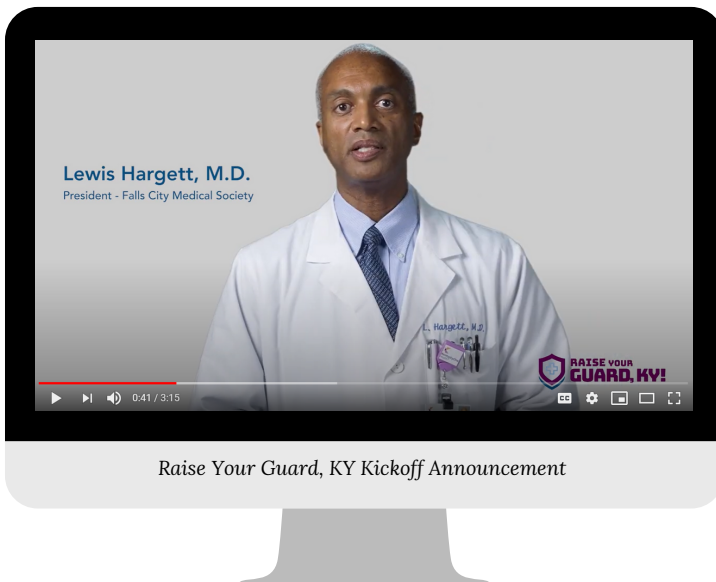


KMA President Dale Toney, M.D.

The statewide campaign coincided with Immunization Awareness Month and featured billboards, advertisements on radio and streaming services such as Hulu and Crackle, as well as targeted social media and web ads in areas of the state where there had been a drop in vaccination rates due to the COVID-19 pandemic.

More than 1.1 million targeted social media messages were distributed. An estimated 3.7 million people viewed the Raise Your Guard, KY billboards, in addition to a reach of more than 142,000 through streaming service advertisements.

1.1
MILLION
SOCIAL MEDIA
IMPRESSIONS



"Raise Your Guard, KY" was announced by Gov. Andy Beshear during his 4pm press conference on Aug. 20 with a video that included KMA President Dale Toney, M.D., Falls City Medical Society President Lewis Hargett, M.D., Anthem Blue Cross and Blue Shield in Kentucky Medical Director Jeff Reynolds, M.D., Foundation for a Healthy Kentucky President and CEO Ben Chandler, and Kentucky Public Health Department Director of Health Equity Vivian Lasley-Bibbs. The video also included a message of support from Lt. Gov. Jacqueline Coleman.

In addition to the video, Raise Your Guard, KY created a website, www.RaiseYourGuardKY.org (www.levantalaguardiaky.org), with resources and information on vaccinations and a link to KMA's Physician Finder tool. Information on the website is also available in Spanish.



A Raise Your Guard, KY billboard in Louisville



LEVANTA LA
GUARDIA, KY!

Raise Your Guard, KY materials were also provided in Spanish