

# Let's Do This

## A COVID-19 vaccination awareness campaign

February 2023



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## Acknowledgement of Country

The Department of Customer Service acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

We pay our respects to Elders past, present and emerging and acknowledge the Aboriginal and Torres Strait Islander people that contributed to the development of this document.

We advise this resource may contain images, or names of deceased persons in photographs or historical content.

Let's Do This

Published by the Department of Customer Service

[customerservice.nsw.gov.au](https://customerservice.nsw.gov.au)

First published: February 2023

### Acknowledgements

Fifty Five 5 for conducting the research for this campaign.

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# Executive Summary

On 7 January 2021, the Federal Government of Australia announced the COVID-19 vaccine national roll-out strategy. The roll-out was progressive, starting with those identified as most vulnerable. Plans were adjusted from the rapid onset of the Delta variant of COVID-19 which prompted a nationwide push to get a COVID-19 vaccination. NSW reached the 80% vaccination target (1<sup>st</sup> and 2<sup>nd</sup> dose) for those aged 16 years and over ahead of expectations.

NSW achieved the outcome of 93.3% of people aged 16 years and over fully vaccinated as at 15 December 2021. The vaccination rate is testament to the success of the NSW Government's COVID-19 public health response to protect NSW residents from severe illness and death caused by COVID-19. As part of this response, the *Let's Do This* COVID-19 advertising campaign was launched on 29 August 2021. While quantifying the contribution of *Let's Do This* is not possible, the purpose of this program evaluation was to investigate the effectiveness of the *Let's Do This* campaign in terms of its creative performance to influence the behaviour of vaccine uptake.

This program evaluation responds to three key questions:

1. To what extent did the advertising campaign reach the general population of NSW residents 18-65 years old, and contribute to vaccination uptake (message comprehension and intention)?
2. To what extent did the advertising campaign resonate with culturally and linguistically diverse (CALD) communities in NSW (in-language and in English) to encourage vaccination?
3. How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?

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## Key Findings

This evaluation demonstrates the effectiveness of the *Let's Do This* campaign in terms of creative performance and contribution to the final outcome of reaching the vaccination target for the NSW population. The effectiveness can be seen across general population, CALD and Aboriginal audiences. There were some variations in performance, particularly seen for Aboriginal audiences. This included the higher rates of connection and talkability for the Aboriginal creative. Five key findings of this evaluation were:

### 1. Communications is effective in mobilising awareness and action

The achievement of vaccination targets (Dose 1 and 2) earlier than anticipated is evidence of the contribution communications can make when needing to mobilise the community to change behaviour. The high levels of understanding (over 92%) across all audiences indicates the importance of ensuring key communication messages are simple and easy to understand.

### 2. Creative performance is not influenced by media investment

Standardised evaluation measures for creative performance (informative, understanding, relevance, interest, talkability and believability) enabled creative comparisons across audiences and revealed the similarities and differences in creative performance despite varying levels of media investment.

Recognition can be strongly influenced by the total media expenditure. However, the media channel selection for both Aboriginal and CALD communities is limited to what is available in NSW. Investing a higher budget may not have resulted in higher recognition given each media channel has a limit in their potential reach (depends on the size of the audience that engages with these targeted channels).

### 3. Diverse representation is important to create relevance and talkability

Diversity within creative reflects the NSW population. The similar levels of relevance for the CALD creative indicates the gains that can be achieved by ensuring diversity is a foundational element of creative development. However, the Aboriginal creative achieved higher relevance and talkability

which indicates the importance of having bespoke creative for Aboriginal audiences to ensure messages have personal relevance and social influence (talkability).

#### **4. Translation responds to a need beyond creative performance**

Proficiency in the English language is a key barrier for many diverse community members. It can prevent understanding of critical and complex messages. Understanding the target audience is important to understand the extent to which campaigns need to be translated, particularly in terms of number of languages, creative formats and media channel selection. For both the Aboriginal and CALD communications, community leaders and health professionals were used in addition to advertising creative. This is an important element for communications when considering who are the trusted voices within community.

#### **5. Engagement of key stakeholders is critical to the success of Aboriginal targeted creative**

Communications that are culturally respectful and inclusive are critical for overall effectiveness. Stakeholders bring with them connections with community which are important for identifying community voices or amplifying messages. Having dedicated working groups to enable stakeholder engagement has been a success factor for both Aboriginal and CALD communications.

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## **Recommendations**

The results of the evaluation of *Let's Do This* demonstrate the effectiveness of this campaign in achieving its objectives and contributing to the state outcome of keeping people healthy through prevention and health promotion. The standardised approach to evaluation of creative performance has enabled comparisons between the audiences of general population, Aboriginal and CALD communities. This has been an important component of this evaluation, leading to important findings but also five recommendations for future NSW Government advertising campaigns:

#### **1. Promote the value of government communications as an effective and timely tool to mobilise action so that it is considered early in the policy making process**

Communications that is timely, targeted, relevant and authentic is an effective mechanism to drive change. The effectiveness of this multi-channel campaign was due to its timeliness at a critical moment of need (health impacts and vaccination access) which contributed to the achievement of targets earlier than expected.

#### **2. Develop mechanisms that can help government communicators make decisions at the start of a campaign planning process that will lead to more inclusive communications**

Decisions to be more inclusive in government communications needs to begin at the start of the campaign planning process. There is opportunity to develop greater guidance for government communicators on how to incorporate this in their strategic planning.

#### **3. Consider community voices/ambassadors to deliver communications to increase authenticity and relatability**

The inclusion of community members in support of key messages is an important strategy and needs to be considered for future communications. Community members are recognised as trusted sources of information which is critical in times of crisis or to help address complex issues. There is

an opportunity to work with community members who agree to be the ‘spokespeople’ for important messages.

#### **4. Establish a panel of diverse representation and lived experiences**

The establishment of a panel of expertise based on diverse representation and lived experiences can help to ensure communications is inclusive and approached in a culturally respectful way. Integrating panel feedback/discussion at various points throughout the campaign planning process can support the achievement of inclusive communications as well as provide access to expertise, different perspectives and guidance that may not be available in each Government agency.

#### **5. Execute evaluation across audiences to improve understanding of communications effectiveness**

Race, gender, culture, values, beliefs, ability and age strongly influence how communications are received and understood. Investment in the research and evaluation of communications across audiences, and the sharing of lessons is important. The establishment of the NSW Government evaluation standards has proved highly beneficial to enable a common approach to comparing effectiveness across audiences. This standardisation can facilitate better understanding of campaign effectiveness regardless of media investment.



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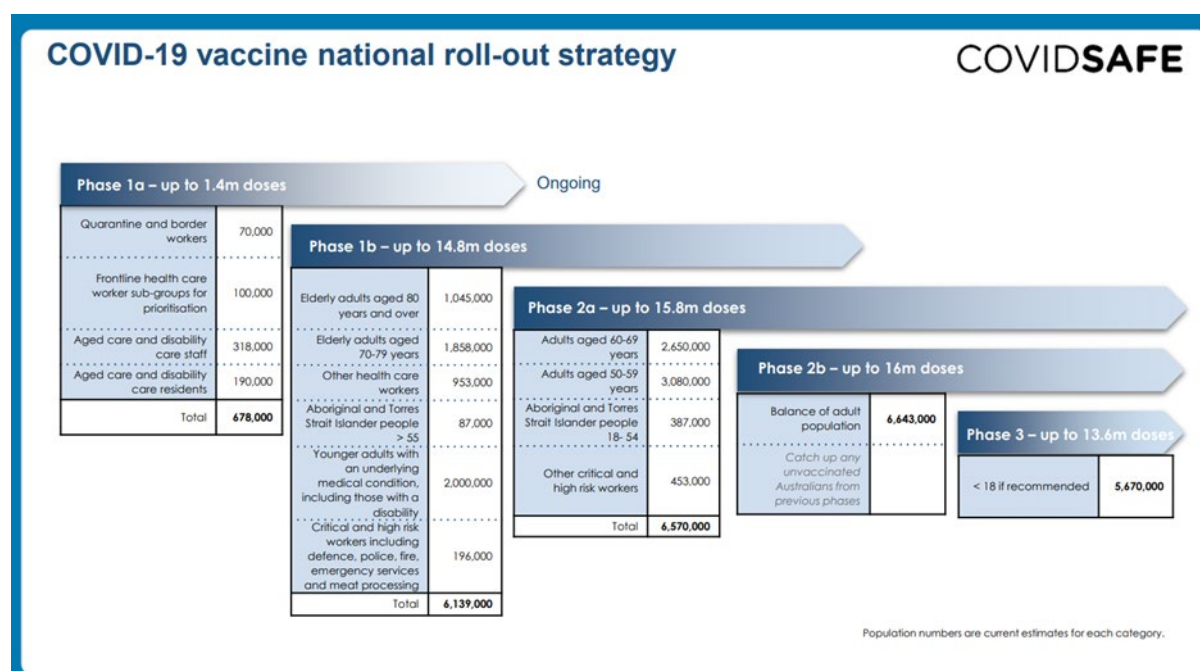
# 1

## Introduction

## 1.0 Introduction

On 7 January 2021, the Federal Government of Australia announced the COVID-19 vaccine national roll-out strategy. The roll-out was staged with the vaccine initially only available to those identified as most vulnerable. This included quarantine and border workers, frontline healthcare workers, aged care and disability care staff and residents (See Figure 1). While the roll-out was to be implemented progressively, it was the arrival of COVID-19 Delta cases that prompted a nationwide push to get a COVID-19 vaccination.

Figure 1: COVID-19 vaccine national roll-out strategy



In June 2021, New South Wales (NSW) experienced its first Delta case which resulted in the Sydney Eastern suburbs cluster and the start of restrictions in Greater Sydney. Restrictions were put in place to minimise the spread of the virus and NSW experienced a series of lockdowns, with the most serious implemented at the end of July in Western Sydney. Widespread vaccination was seen as the most effective action people could take to protect their health, avoid serious illness from the virus and help reduce the need for lockdowns and closed borders (Australian Government media release June 2021).

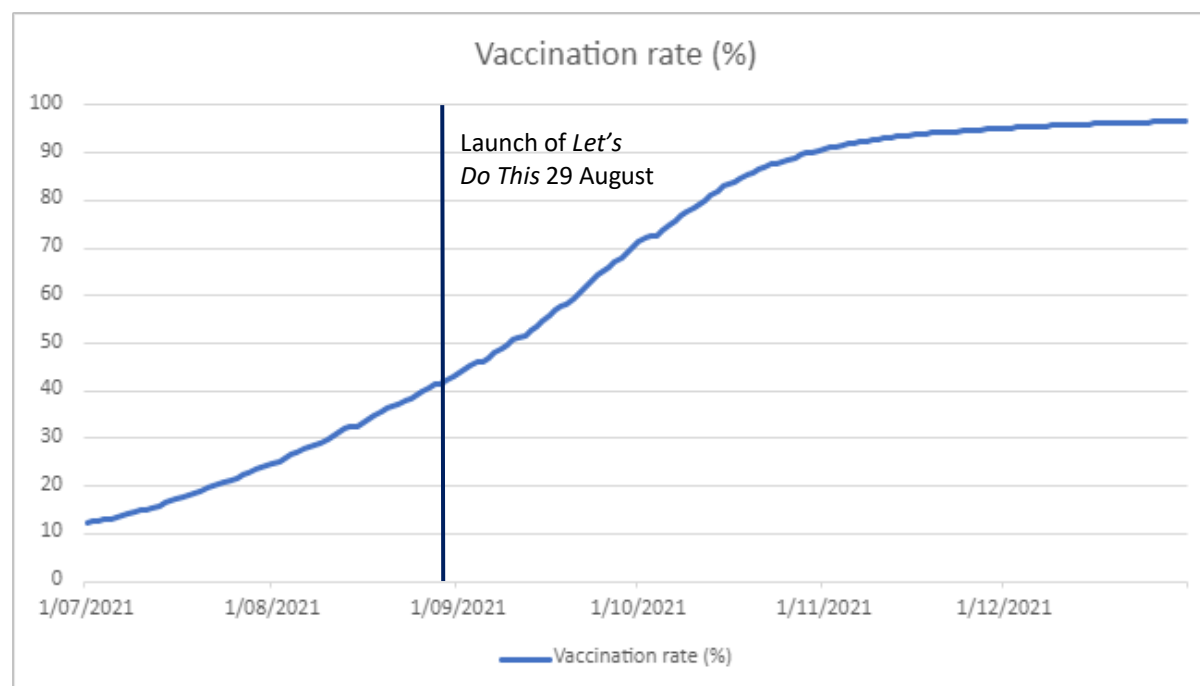
### 1.1 NSW Vaccination Target

A COVID-19 vaccination target of 80% (fully vaccinated = 2 doses of a COVID-19 vaccine) was announced<sup>1</sup> for NSW alongside a roadmap allowing eased restrictions for those who were fully vaccinated. This included such freedoms as having up to 10 people visit your home, participation in community sport, and access to hospitality venues. The 80% roadmap also removed the attendance limit for fully vaccinated guests at weddings and funerals and removed customer caps for personal services such as hairdressers. In October 2021, the vaccination target of 80% was reached for those aged 16 years and over, which was ahead of expectations. The vaccination intake across NSW can

<sup>1</sup> NSW Health. 2021. *NSW flying towards 80 percent double dose target*. Available at [https://www.health.nsw.gov.au/news/Pages/20211015\\_01.aspx](https://www.health.nsw.gov.au/news/Pages/20211015_01.aspx) (Accessed: 25 August 2022).

be seen in Figure 2. While there was some vaccine advertising from May 2021, *Let's Do This* was the major NSW Government COVID-19 vaccination campaign which launched in late August 2021. While the campaign was in market, the NSW Government updated its roadmap for easing restrictions, announcing that further adjustments to the previous settings would come into effect when NSW reached the target of 95% double dose or 15 December (whichever came first) <sup>2</sup>. On 17 December 2021, NSW recorded 93.3% of people aged 16 years and over as fully vaccinated<sup>3</sup>

Figure 2: Vaccination uptake in NSW



## 1.2 Program Logic

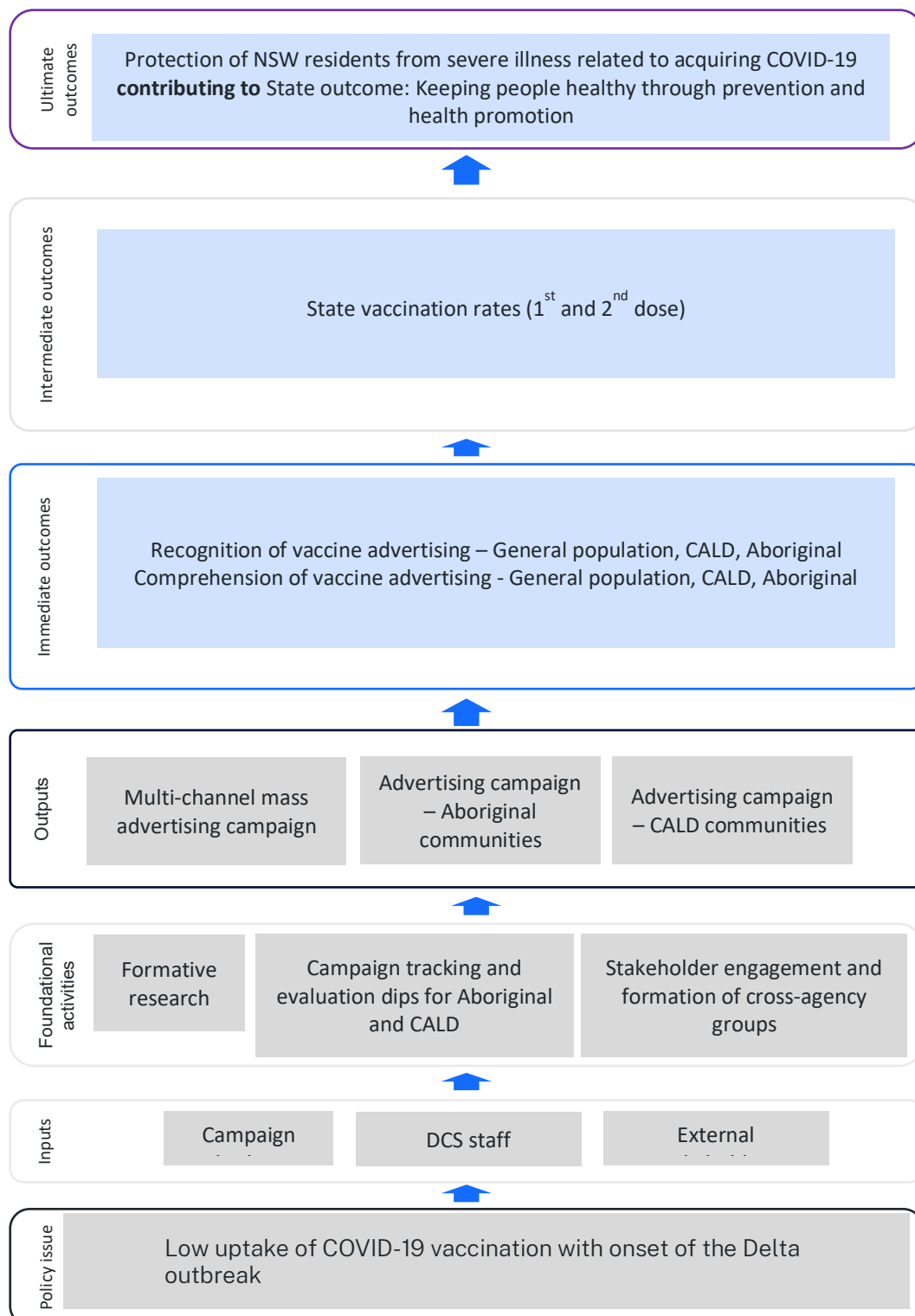
A program logic model was developed for the paid advertising COVID-19 vaccination campaign. Figure 3 outlines the various inputs, foundational activities, outputs relate to the policy issue, as well as how they ladder up to the immediate, intermediate, and ultimate outcomes. The ultimate outcome of protecting NSW residents from severe illness related to acquiring COVID-19 contributes to the State outcome of Keeping people healthy through prevention and health promotion. The intermediate outcome was defined as the state vaccination rates. At the time, two doses of the COVID-19 vaccination was defined as fully vaccinated. Therefore, two doses was used as the measure for intermediate outcomes. The immediate outcomes were defined as those relating to the creative performance of the advertising as described in Section 2.0 (Purpose of the program evaluation). The creative for this paid advertising campaign is described in Section 1.3 (*Let's Do This* campaign).

<sup>2</sup> NSW Health. 2021. *Update on further easing of restrictions*. Available at [https://www.health.nsw.gov.au/news/Pages/20211125\\_02.aspx](https://www.health.nsw.gov.au/news/Pages/20211125_02.aspx) (Accessed: 2 August 2022).

<sup>3</sup> NSW Health. 2021. *COVID-19 (Coronavirus) statistics*. Available at [https://www.health.nsw.gov.au/news/Pages/20211217\\_01.aspx](https://www.health.nsw.gov.au/news/Pages/20211217_01.aspx) (Accessed: 2 August 2022).

Figure 3 - Program logic for vaccination campaign

## NSW COVID-19 vaccination paid advertising



### 1.3 Let's Do This campaign

The *Let's Do This* COVID-19 vaccination campaign was developed in response to the need to motivate people in NSW to get their vaccinations. The *Let's Do This* campaign launched on 29 August 2021 and remained in market until the end of December 2021.

The objectives of the campaign were:

- To accelerate vaccine uptake to reach 80% of NSW population by mid-October 2021
- To create urgency and motivation to get vaccinated
- To reinforce the benefits of being vaccinated.

The campaign appealed to the key motivators of protection of self and others, freedoms and travel. These motivators were common across general population, Aboriginal and culturally and linguistically diverse (CALD) audiences. A high reaching campaign was needed due to the urgency of achieving a state-wide target of 80%. The campaign appeared on mainstream channels across television, radio, outdoor, social, digital and print, combining both state-wide and targeted components by geography, behaviour and community (Aboriginal and CALD communities). Targeted communications included community/location specific media channels, stakeholder engagement and local community engagement (see Figure 3). Total media spend was \$5.6 million. As per the NSW Government CALD and Aboriginal advertising policy, "at least 7.5 per cent of an advertising campaign media budget is to be spent on direct communications to multicultural and Aboriginal audiences. Spend may be on media or non-media communication activities (e.g. events, participation at cultural festivals, direct mail, competitions and websites)."<sup>4</sup> 4% of the media buy was dedicated to targeted channels to reach Aboriginal people (\$249K) and 12% of the media buy (\$674K) was dedicated to targeted channels to reach CALD communities, totalling 16%. This exceeded the policy requirement by 8.5%.

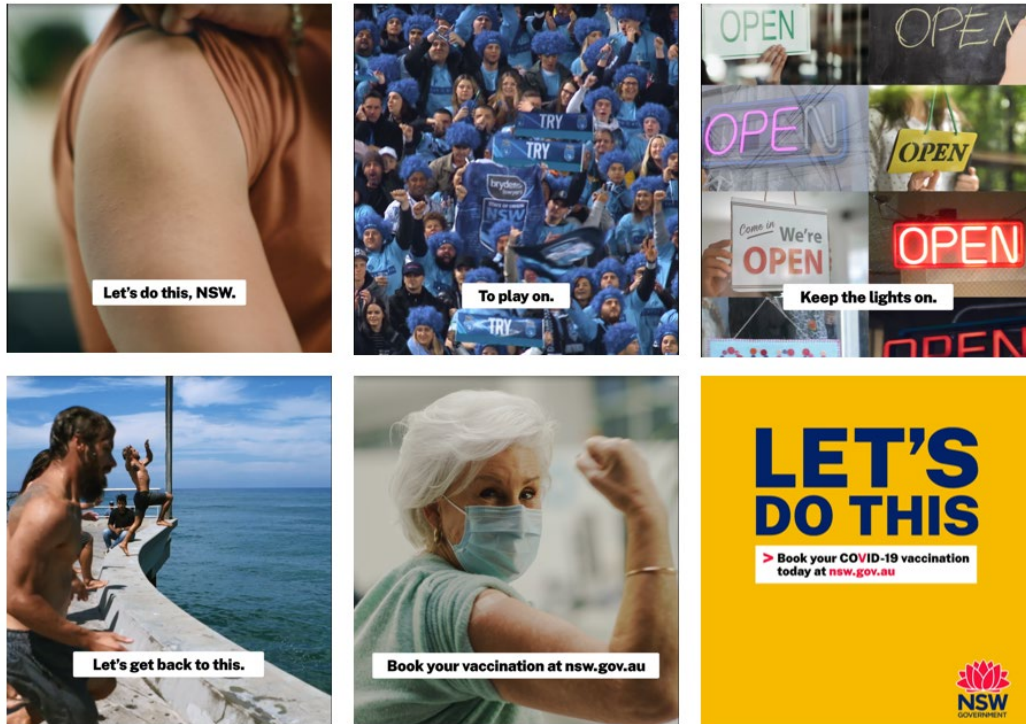
Figure 4: State-wide to targeted communications approach for *Let's Do This*

State Wide	Advertising	TV	Radio	Press
	Other communications	nsw.gov website Government social media	NSW Health website Media content partnerships	Influencer videos
Localised Metro and regional	Advertising	Local radio Digital Display	Out of Home Social Media	Regional and Community Press
	Other communications	Stakeholder and industry engagement Posters in community centres Media content partnerships	Service NSW push Social media by partner organisations Media appearances by Health and other spokespeople	Influencer videos Online and face to face forums to provide updated
Micro Targeting Geotargeted by postcode/ LGA, CALD, ATSI	Advertising	Targeted Social Media Targeted Digital Display	Targeted Out of Home Partnerships	In English and in 19 languages
	Other communications	SBS live press conferences in language Communication toolkits and engagement with councils, business, community groups, State MPs	Local Health District and Multicultural NSW on the ground engagement Religious and local community leader videos and collateral in relevant languages	Translated and tailored local fact sheets for community Multicultural and local media forums Police local community engagement Segmented and tailored emails

<sup>4</sup> NSW Government, 2022. *CALD and Aboriginal advertising policy*. Available at <https://www.nsw.gov.au/nsw-government-communications/government-advertising/advertising-campaigns-up-to-250000> (Accessed: 2 September 2022).

### 1.3.1 *Let's Do This* campaign creative

Storyboard of *Let's Do This* television commercial/video



The script for this television commercial was:

Let's do this, NSW.

Because we're over this.

And this.

This is our chance.

To play on.

Keep the lights on.

Keep her safe.

Keep them safe.

Got it?

Get it.

Let's do this.

Let's get far from home.

Really far.

Enough of this.

Let's get back to this.

Let's protect our lives.

Our way of life.

If we want all of this...

Book your vaccination at [nsw.gov.au](https://nsw.gov.au)

Let's do this.



Social media advertisement on the left and outdoor advertisement on the right for *Let's Do This*

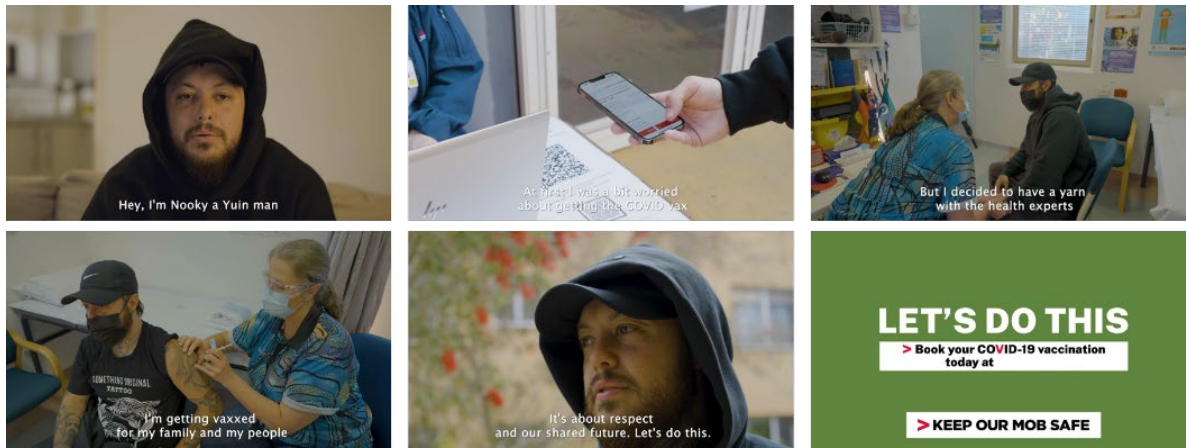


### 1.3.2 Targeted creative for Aboriginal people

Guidance from the Centre for Aboriginal Health and an Aboriginal owned creative agency resulted in the creation of an advertising platform for Aboriginal audiences that had a distinct style, more culturally relevant scenarios and an emphasis on protecting elders, gathering and connecting with community, as well as celebrating culture. The *Let's Do This* general population video (which was edited to include the *Keep Our Mob Safe* tagline and end frame) was used across NITV, regional mainstream TV/Imparja and digitally targeted channels from 29 August to 22 October. The campaign also included Aboriginal targeted radio and press. The general population video included Aboriginal talent put forward by the Aboriginal owned creative agency. From 23 October 2021, an Aboriginal specific video featuring Nooky, who is a proud Yuin & Thunghutti man and rapper, commenced. The Nooky video was used in the Aboriginal campaign evaluation.

Community ambassadors were also identified who could connect with community and motivate vaccine uptake. Ambassadors appealed to different age groups and included musicians, health professionals and representatives from local Aboriginal services.

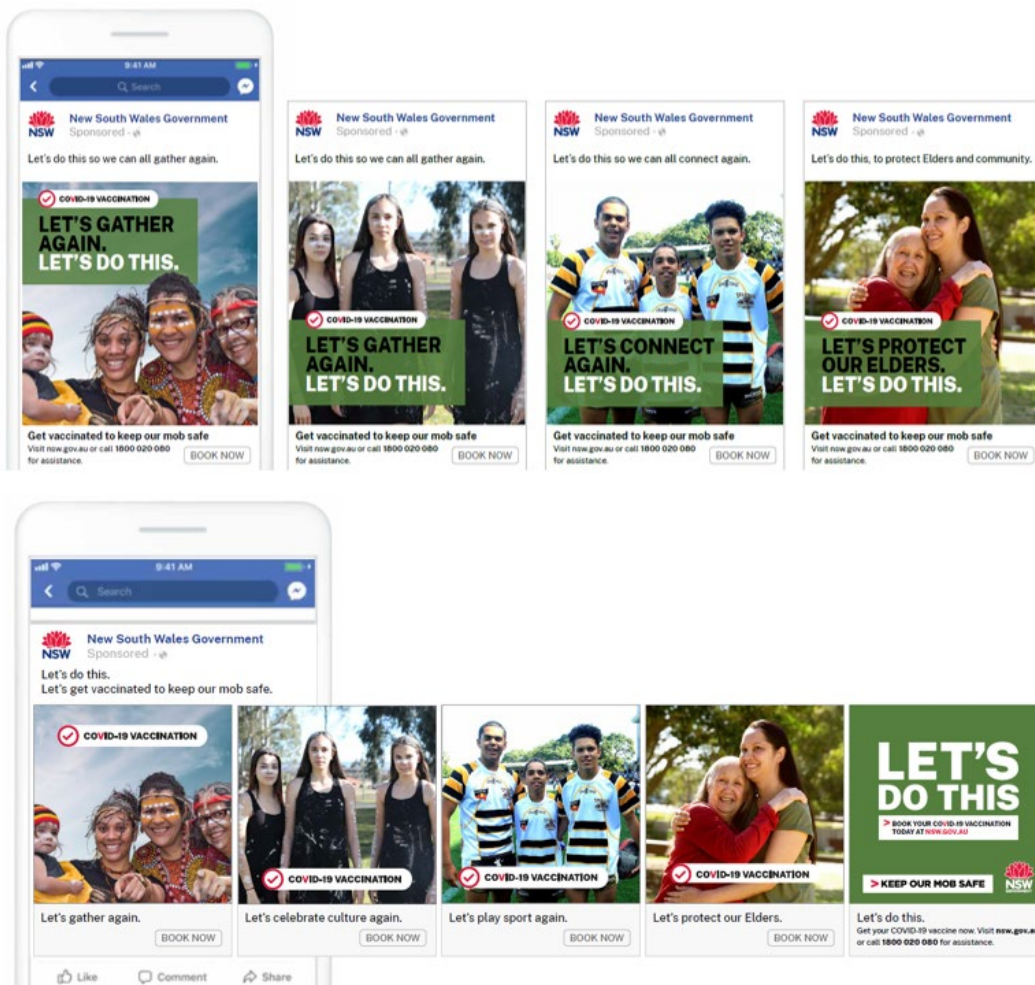
## Storyboard of Nooky video



## Nooky video script

Hey, I'm Nooky. A Yuin Man. At first I was a bit worried about getting the COVID VAX because I didn't know enough and I've got some health issues going on. But I decided to have a yarn with the health experts and they explained everything and they answered all my questions. Then always put the go and getting vaxxed from my family and my people, for my music and my voice. It's about respect now shared future. Let's do this.

## Examples of Aboriginal targeted creative on social media

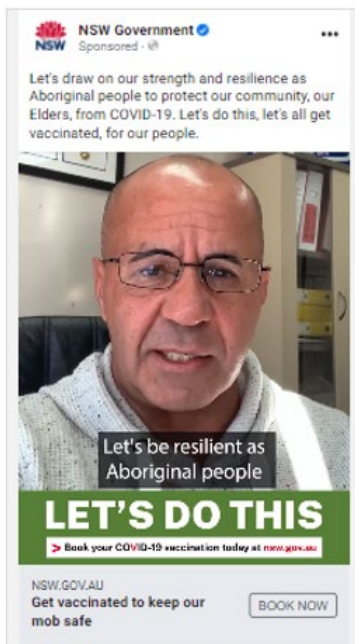




## Example of Aboriginal targeted creative on print



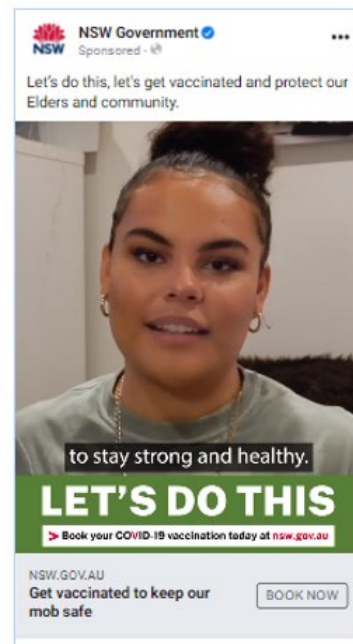
## Example of creative on social media using community ambassadors to motivate getting a COVID-19 vaccination in their own words



Jamie Newman is a proud Wiradjuri man and Chief Executive Officer of Orange Aboriginal Medical Service



Dr Kelvin Kong is a proud Worimi man and the first Aboriginal surgeon in Australia



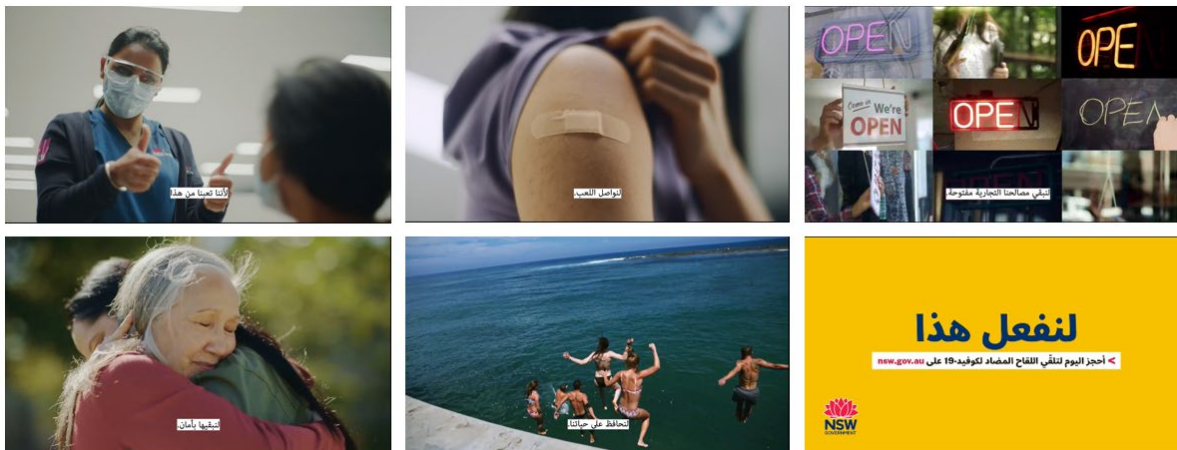
Mi-Kaisha is a proud Darumbal Murri and Tongan woman and hip hop artist

### 1.3.3 Targeted creative for CALD communities

The *Let's Do This* creative design was retained for targeted CALD creative but the tagline 'Let's Do This' was changed to 'Let's get vaccinated' to provide clarity on the promoted behaviour and to ensure accuracy for translation. The campaign was translated in up to 19 languages utilising available language targeted media channels in NSW.

The television advertisement was exactly the same as the general population advertisement but included in-language voiceovers and subtitles in six languages (Arabic, Cantonese, Hindi, Korean, Mandarin and Vietnamese). The video on social was translated into 10 languages (Arabic, Cantonese, Greek, Hindi, Italian, Korean, Mandarin, Spanish, Thai and Vietnamese). The radio advertisement was translated into 19 languages (Arabic, Assyrian, Bengali, Cantonese, Dari, Dinka, Farsi, Greek, Hindi, Khmer, Korean, Kurdish, Mandarin, Nepali, Punjabi, Samoan, Spanish, Thai and Vietnamese). The in-language CALD campaign was executed across language-targeted channels including television, radio, press, outdoor and digital. A key decision at the start was to ensure the English mainstream video included diverse talent to be more representative of the NSW community. Therefore, from a visual perspective, the general population and targeted CALD creative were strongly aligned.

Storyboard of *Let's Do This* television commercial/video with Arabic subtitles and voiceover



Script for television commercial:

Let's get vaccinated.

Because we're tired of this.

Get vaccinated

To keep playing.

Keep businesses open.

Keep everybody safe.

Let's do this.

Let's travel far.

Enough of this.

Let's get back to this.

Let's protect our lives.

If we want all of this.

Book your vaccination at [nsw.gov.au](https://nsw.gov.au)

Let's get vaccinated.

Example of social statics





Traditional Chinese



Italian



Arabic



Example of outdoor and print



The campaign included the voices of health professionals and community ambassadors due to higher community trust with these people as a source of information. These health professional and community voices delivered the messages in an authentic manner in language and assets featuring these voices were amplified across paid social.

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# 2

Purpose of this program  
evaluation

## 2.0 Purpose of this program evaluation

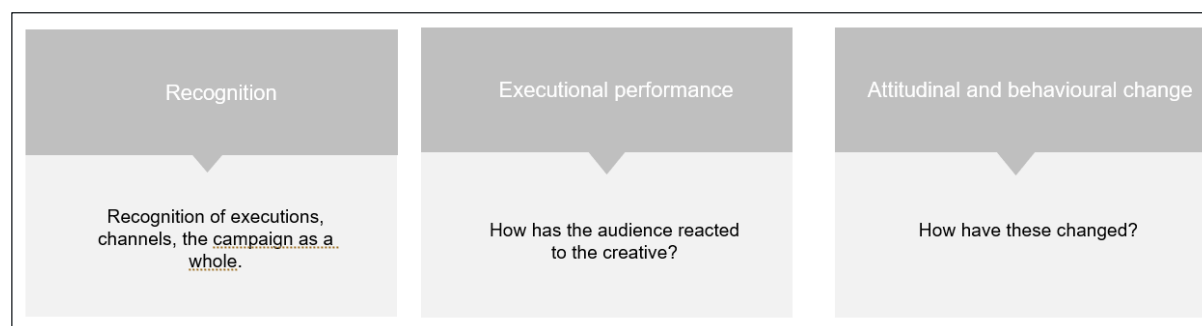
NSW was successful in reaching its vaccination targets for those over 18 years old, with the 80% vaccination target achieved prior to October 2021. As of 30 November 2021, the vaccination rate was 92.6%<sup>5</sup> for those aged over 16 years old. The vaccination rates are testament to the success of the NSW Government's COVID-19 public health response, which included its COVID-19 advertising campaign. While quantifying the contribution of *Let's Do This* is not possible, the purpose of this program evaluation was to investigate the effectiveness of the *Let's Do This* campaign in terms of its creative performance to influence the behaviour of vaccine uptake.

This program evaluation has been conducted to respond to three key questions:

1. To what extent did the advertising campaign reach the general population of NSW residents 18-65 years old, and contribute to vaccination uptake (message comprehension and intention)?
2. To what extent did the advertising campaign resonate with culturally and linguistically diverse (CALD) communities in NSW (in-language and in English) to encourage vaccination?
3. How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?

The first question explores the effectiveness of the advertising campaign with the general population in relation to the vaccination target set for NSW. Intention to vaccinate will no longer be used to assess effectiveness given the availability of actual vaccination data. In December 2020, the NSW Government created evaluation standards for advertising. These evaluation standards provide a standardised approach to understanding the performance of government advertising. The evaluation standards collect data across three key areas (Figure 4). These are recognition, executional (creative) performance, and attitudinal/behavioural change.

Figure 5: NSW Government evaluation standards for advertising



Campaign recognition is measured by the response to the question, “Have you seen/heard this ad recently?”. Recognition is a measure of awareness and indicates the effectiveness of the media investment in reaching the target audience.

Diagnostic measures are used to explore creative performance:

- Relevance to the audience – “the ad is for people like me”

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<sup>5</sup> NSW Health. 2021. COVID-19 (Coronavirus) statistics, 2 December 2021 <[https://www.health.nsw.gov.au/news/Pages/20211202\\_00.aspx](https://www.health.nsw.gov.au/news/Pages/20211202_00.aspx)>

- Whether the ad is informative – “the ad is informative”
- Ease of understanding/comprehension – “the ad is easy to understand”
- Emotional engagement – “I would talk to other people about this ad”
- Emotional engagement - “what the ad said and showed was interesting to me”
- Believability – “I found the message of the ad to be believable”

These standards were used to understand the performance of the *Let's Do This* campaign. They move the measurement from recognition/awareness to assessing whether the creative was effective in delivering the message in a way that resonated with the target audience.

The second and third research questions provided opportunity to explore the effectiveness of the advertising for two priority groups, culturally and linguistically diverse communities and Aboriginal communities. Similar to the general population campaign, the advertising evaluation standards were used to assess the performance of the advertising amongst these communities.

NSW is the most diverse state in Australia. Around 25% of the NSW population speak a language other than English. Proficiency in English varies between those who have low/nil English language proficiency and those who have medium/high English language proficiency. Language barriers may put people from culturally and linguistically diverse backgrounds at risk of not being able to access information during an emergency. Translations are one component of the Government's response to provide important information to CALD communities. Understanding the effectiveness of both English and in-language advertising has been included in this evaluation. The second research question explores the effectiveness of translated campaign executions, including a comparison with the version used to reach the general population that people of a CALD background would also have been exposed to.

Protecting the health, safety and wellbeing of Indigenous Australians during the COVID-19 pandemic has been a national priority<sup>6</sup>. Delivering COVID-19 communications in a culturally respectful way was prioritised by the NSW Government and a working group was established to guide the COVID-19 advertising campaign's creative development. The third research question explores the creative development process by assessing the engagement with stakeholders.

An analysis of the effectiveness of general population creative with CALD and Aboriginal audiences provides insight into the reach and creative impact of mass reaching campaigns on targeted communities.

## 2.1 Methodology

A mixed methods approach (quantitative and qualitative) was used to evaluate the *Let's Do This* campaign against the three questions. Evaluation was conducted in two stages. The first stage included quantitative surveys across the three audiences (general population, culturally and linguistically diverse communities and Aboriginal peoples). The second stage included interviews with stakeholders to respond to the third question of 'How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?'. A research partner was engaged to conduct the quantitative elements of this evaluation.

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<sup>6</sup> Australian Institute of Health and Welfare (2022) Cultural safety in health care for Indigenous Australians: monitoring framework, AIHW, Australian Government, accessed 29 June 2022

## 2.1.1 Stage One: Quantitative surveys

### General population

Two surveys were conducted with the general population.

#### 1. Customer Insights tracker

A campaign recognition question was included intermittently in an existing tracking study that measured community sentiment across a range of issues. Each week this tracking study surveyed approximately 750 NSW residents over the age of 18 years via an online 15-minute survey. Specifically the campaign recognition question was included:

- Weekly during: w/c 5 Jul – w/c 12 Jul
- Fortnightly during: w/c 30 Aug – w/c 13 Sep
- Weekly during: w/c 27 Sep – w/c 18 Oct

#### 2. Campaign evaluation

A 20-minute online survey was conducted at two time points in September/October with a total sample of 1041 participants:

- Wave 1 – 21 September to 5 October 2021
- Wave 2 – 13 October to 20 October 2021

### CALD communities

A 16-20 minute campaign evaluation online survey was conducted with a total of 151 participants between 20 January and 27 February 2022. Participants were NSW residents over the age of 18 years old who spoke Arabic, Mandarin or Vietnamese, and who spoke/understood English not very well or not at all. The target sample was 50 participants per language. For the Arabic group, there were 51 participants. Around 40-53% of each language group were participants from South Western Sydney which was a focus for this study. Surveys included both in-language and English text.

It should be noted that 'CALD communities' is a general term that encompasses an extremely diverse group of people that vary greatly in language, culture, values and beliefs. There are limitations in grouping this diverse mix as 'one' group (CALD communities). However, for the purposes of the campaign evaluation, the three language groups of Arabic, Mandarin and Vietnamese were selected due to the higher population size of these communities in NSW. While this report refers to CALD communities, it is not representative of the diversity of communities in NSW.

### Aboriginal communities

A 16-20 minute campaign evaluation online survey was conducted with a total of 200 participants between 7 December 2021 and 25 January 2022. Participants were NSW residents over the age of 18 years old and of Aboriginal or Torres Islander heritage.



## 2.1.2 Stage Two: Qualitative interviews

Six in-depth stakeholder interviews were conducted in September 2022.

Stakeholder Name	Role	Organisation
Helen Gardiner	Aboriginal Health COVID-19 Communications Lead and A/P Principal Advisor	Centre for Aboriginal Health, Ministry of Health
Nicole Douglas	Campaign Manager, COVID-19 Communications	Ministry of Health
Brendan Gullifer	Manager Communications	Department Premier Cabinet Aboriginal Affairs Communications
Lisa Ratcliff	Manager Communications	Department Premier Cabinet Aboriginal Affairs Communications
Chad Ritchie	Project Manager, Customer Engagement OSEC Engagement team	Department of Customer Service
Lauren Smith	COVID-19 Project Manager	Department of Customer Service

An evaluation matrix (Table 1) has been prepared to provide a summary of the evaluation questions, methodology and performance indicators attributed to success.

Table 1: Evaluation Matrix

Evaluation question	Attribution of success	Performance information and indicators	Body Text
1. To what extent did the advertising campaign reach the general population of NSW residents 18-65 years old, and contribute to vaccination uptake (message comprehension and intention)?	<ul style="list-style-type: none"><li>• Recognition of the Let's do this advertising campaign List Bullet</li><li>• Message comprehension</li><li>• Vaccination rates (1st and 2nd dose)</li></ul>	<ul style="list-style-type: none"><li>• Level of recognition</li><li>• Message comprehension</li><li>• Vaccination rates</li></ul>	<ul style="list-style-type: none"><li>• Quantitative survey on campaign performance</li><li>• Reported vaccination rates</li></ul>
2. To what extent did the advertising campaign resonate with culturally and linguistically diverse (CALD) communities in NSW (in-language and in English) to encourage vaccination?	<ul style="list-style-type: none"><li>• Recognition of the Let's do this advertising campaign in English by those who speak another language at home</li><li>• Recognition of the Let's do this</li></ul>	<ul style="list-style-type: none"><li>• Level of recognition</li><li>• Message comprehension</li><li>• Vaccination rates</li></ul>	<ul style="list-style-type: none"><li>• Quantitative survey on campaign performance</li><li>• Reported vaccination rates</li></ul>



Evaluation question	Attribution of success	Performance information and indicators	Body Text
	advertising campaign in-language (with a focus on Arabic, Chinese, Vietnamese) <ul style="list-style-type: none"> <li>• Message comprehension</li> </ul>		
3. How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?	<ul style="list-style-type: none"> <li>• Key stakeholders were engaged to provide input in the development of the campaign</li> <li>• Key stakeholders and community were satisfied with the execution of the campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Level of satisfaction among cross-agency stakeholders about the creative development process</li> <li>• Message comprehension and relevance of the campaign with Aboriginal communities</li> </ul>	<ul style="list-style-type: none"> <li>• Interviews with stakeholders</li> <li>• Quantitative survey on campaign performance</li> </ul>

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# 3

## Results

## 3.0 Results

### 3.1 General awareness of government advertising

In the lead up to and during the *Let's Do This* vaccination campaign, campaign recognition was measured in the Customer Insights tracking study. Specifically survey participants were asked the question: 'Have you seen any advertising encouraging you to get vaccinated from the following groups?' and were able to select all that applied, unless it was 'none'. To maximise sample size and smooth out any potential outliers, the results below are based on combined rolling survey periods.

Table 2: Awareness of any advertising encouraging vaccine uptake- general population

	Prior	Interim	Let's Do This				
%	w/c 5 Jul + w/c 12 Jul	w/c 12 Jul + w/c 30 Aug	w/c 30 Aug + w/c 13 Sep	w/c 13 Sep + w/c 27 Sep	w/c 27 Sep + w/c 4 Oct	w/c 4 Oct + w/c 11 Oct	w/c 11 Oct + w/c 18 Oct
NSW Gov	58	68	77	78	76	76	75
Aust Gov	51	51	56	58	54	54	57
Other	3	5	8	8	8	9	8
None	30	22	15	15	17	18	18
Sample size	1404	1414	2324	2317	1497	1517	1531

In Table 1, the 'Prior' column highlights the time period before any vaccine specific campaign was launched. The 'Interim' column shows the results during the time when an interim vaccine campaign was live. The 'Let's Do This' columns show the results at the time when the *Let's Do This* campaign was live. The campaign *Let's Do This* launched on 29 August 2021 and continued through to the end of December but the table provides results up to October. Increased awareness of NSW Government advertising in relation to vaccination can be seen at the start and throughout the advertising campaign. There were less people stating that they had not seen any advertising once the interim and *Let's Do This* campaigns started, reflecting the effective reach of NSW Government advertising regarding vaccinations. The increase from 58% in early July prior to any vaccination advertising to 77% in late August/early September after the launch of *Let's Do This* campaign is statistically significant (at a 95% confidence level).

In the context of small sample sizes, this pattern can also be seen amongst Aboriginal people (see Table 2). From the launch of *Let's Do This* campaign, the awareness of NSW Government advertising significantly increased (from 45% in early July to 73% in late August/early September) alongside a sharp decrease of people saying that they had not seen any advertising. However, these results are to be observed with caution due to the low base sizes.

Table 3: Awareness of any advertising encouraging vaccine uptake- Aboriginal or Torres Strait Islander

	Prior	Interim	Let's Do This				
%	w/c 5 Jul + w/c 12 Jul	w/c 12 Jul + w/c 30 Aug	w/c 30 Aug + w/c 13 Sep	w/c 13 Sep + w/c 27 Sep	w/c 27 Sep + w/c 4 Oct	w/c 4 Oct + w/c 11 Oct	w/c 11 Oct + w/c 18 Oct
NSW Gov	45	58	73	85	85	79	80
Aust Gov	41	29	45	49	52	54	49
Other	2	2	4	8	9	4	2
None	39	36	17	5	9	11	11
Sample size	35	36	55	57	46	49	53

The data could also be extracted by those who speak another language at home and are born overseas. As this survey is conducted in English, it is assumed that respondents have a medium to high English proficiency so are likely to consume information in English and via mainstream channels. As per Table 1 and Table 2, similar patterns can be seen where the uplift in awareness of advertising from NSW Government is in line with the launch and continuation of *Let's Do This*. The increase from 69% in early July to 83% in late August/early September is statistically significant (at a 95% confidence level). The corresponding decline in those who state that they have not seen any advertising indicates the effective reach of government advertising on vaccination.

Table 4: Awareness of any advertising encouraging vaccine uptake- speak another language at home and born overseas

	Prior	Interim	Let's Do This				
%	w/c 5 Jul + w/c 12 Jul	w/c 12 Jul + w/c 30 Aug	w/c 30 Aug + w/c 13 Sep	w/c 13 Sep + w/c 27 Sep	w/c 27 Sep + w/c 4 Oct	w/c 4 Oct + w/c 11 Oct	w/c 11 Oct + w/c 18 Oct
NSW Gov	69	77	83	82	84	85	81
Aust Gov	56	55	56	60	64	62	58
Other	3	3	3	6	4	1	1
None	23	17	13	12	12	11	14
Sample size	178	192	252	235	163	146	132

The increases in awareness of NSW Government advertising across the various audiences, particularly between pre- and post- launch, indicates that NSW Government advertising on vaccinations achieved cut through. As a top line overview, these results are positive, but it is important to use the campaign specific evaluation to better understand the effectiveness of the *Let's Do This* campaign.

## 3.2 Let's Do This Campaign targeting the general population

### 3.2.1 Creative performance

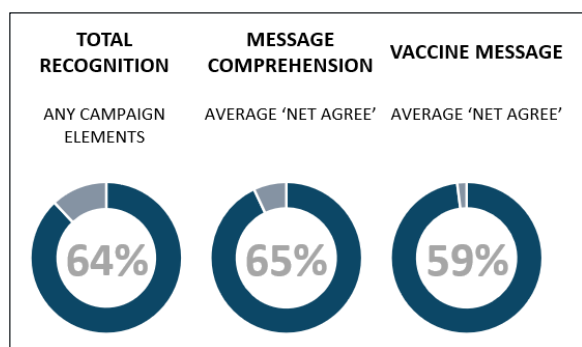
Campaign recognition of the *Let's Do This* campaign was 64% (wave 2 results). Message comprehension and agreement on the vaccine were at 65% and 59% respectively. (See Figure 6). Message comprehension was the average net agreement to the following statements:

- I found this ad's message was relevant to me;
- Book your vaccination now to protect yourself, loved ones and the community;
- Let's get back to our way of life and connecting and gathering again. Let's Do This NSW;
- To make a COVID-19 vaccination booking, go to xxxx.

Vaccine message agreement was the average net agreement to the following statements:

- Vaccination is the best way to protect yourself;
- Vaccination is the best way to protect those around you;
- Vaccination is the best way to get back to the life we enjoy;
- Everyone can contribute to keeping us safe by being vaccinated.

Figure 6: *Let's Do This* Performance for recognition and message comprehension



The creative performance of the *Let's Do This* campaign was strong for the general population (see Figure 7). More than nine out of 10 people found the *Let's Do This* advertisement to be informative, easy to understand and believable. More than eight out of 10 people found the advertisements relevant and interesting. Talkability was the lowest performing creative diagnostic albeit a high score of 70%.

Figure 7: *Let's Do This* (general population) performance against creative diagnostics

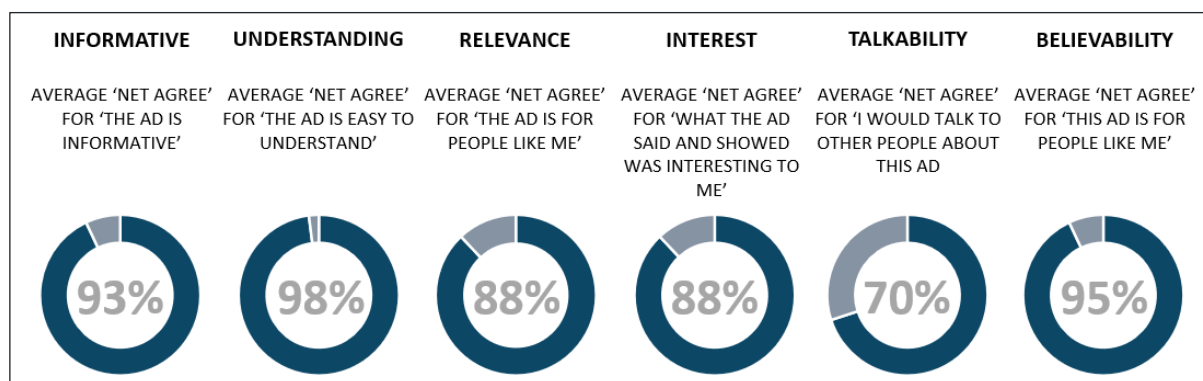
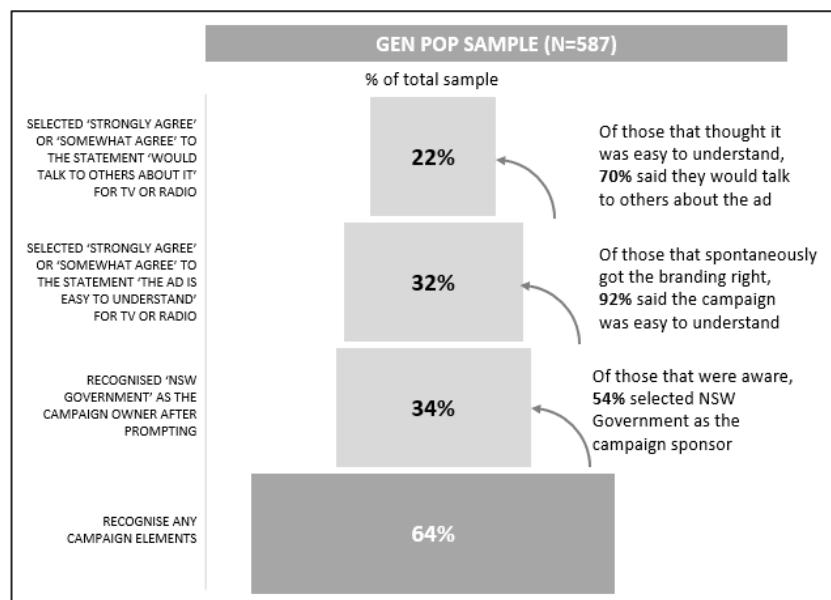


Figure 8 is a combination of results that are presented in the form of a funnel. This aims to respond to the second part of the first research question which seeks to understand the relationship between the campaign and its contribution to vaccine uptake. The research question specifically highlights message comprehension and intention as key drivers to the final action of getting a COVID-19 vaccination. The funnel is made up of the following data inputs:

- Awareness – this is the foundation layer that identifies the percentage of people that state that they recognise the campaign. It is important to extract those who recognise the campaign to understand the campaign’s impact on intended action.
- Brand recognition – the second layer is made up of those that recognised the campaign and that it is from the NSW Government. This is important to include to understand if people are still receptive to the messages knowing it is from NSW Government.
- Comprehension – the third layer includes those that recognised the campaign, are aware it is from NSW Government and agreed that the ad was easy to understand. In order for people to take action, understanding what the ad is asking them to do is the first fundamental step.
- Drive – the final top layer uses the creative diagnostic of talkability. This is the one indicator of social influence. Talkability indicates the advertisement’s ability to motivate a person to discuss and share information/news. This is in the context of that person recognising and understanding the information as a message from the NSW Government (brand).

Figure 8 provides indication that the *Let’s Do This* campaign did have social influence. Of those who recognised the ad, were aware that it was from NSW Government, and found the ad easy to understand, 70% said that they would talk to others about the ad. This group represents 22% of the total sample. The funnel demonstrates that at each level, a majority proportion move upwards from branding, to comprehension and drive.

Figure 8: Campaign funnel for the general population campaign



### 3.3 Campaign targeting CALD communities

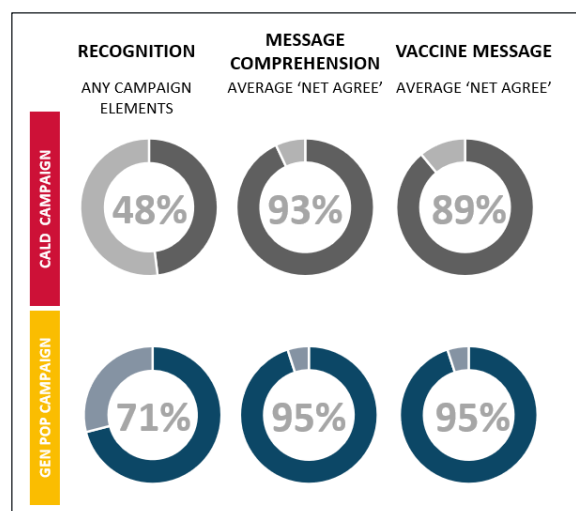
CALD communities could be exposed to the general population campaign via mainstream media channels or the in-language versions via language-targeted channels. There are finite multicultural media channel options in New South Wales, with many of the long-standing outlets covering radio

and print. Social provided the ability to target by language group, but the utility of this approach was limited by size of those language groups. For the in-language campaign results, the sample included only those who spoke Arabic, Mandarin and Vietnamese. As reported above, the campaign was executed in 19 languages so this represents only three language groups. Furthermore, sample sizes were small with 50 per language group. The smaller sample sizes need to be taken into consideration when interpreting these results.

### 3.3.1 Creative performance

Amongst the CALD in-language sample, nearly half recognised the campaign. Of those that recognised the campaign, 93% agreed with the message and nearly nine out of 10 understood that it was vaccine messaging (see Figure 9). There was higher recognition of the English campaign at 71% with message comprehension and vaccine messaging at 95%. For the general population campaign, one assumption could be that those who participated in the survey may not seek in-language channels for their media consumption. There was also higher media expenditure across mainstream channels so it was likely that the exposure to the English campaign would have been higher. There are a limited number of media channels available in NSW that target CALD communities in-language.

Figure 9: Recognition and message comprehension of the Let's *Do This* campaign in-language and English



Both the in-language and general population campaign performed well with over nine out of 10 agreeing that the campaign was informative, easy to understand, relevant, interesting and believable (see Figure 10). For the diagnostic of talkability, seven out of 10 agreed that they would talk about the in-language version, and eight out of 10 saying they would talk about the general population campaign. These results are very positive, and interestingly less variation in performance between the English and in-language versions.

Figure 10: *Let's Do This* (in-language and English) performance against creative diagnostics

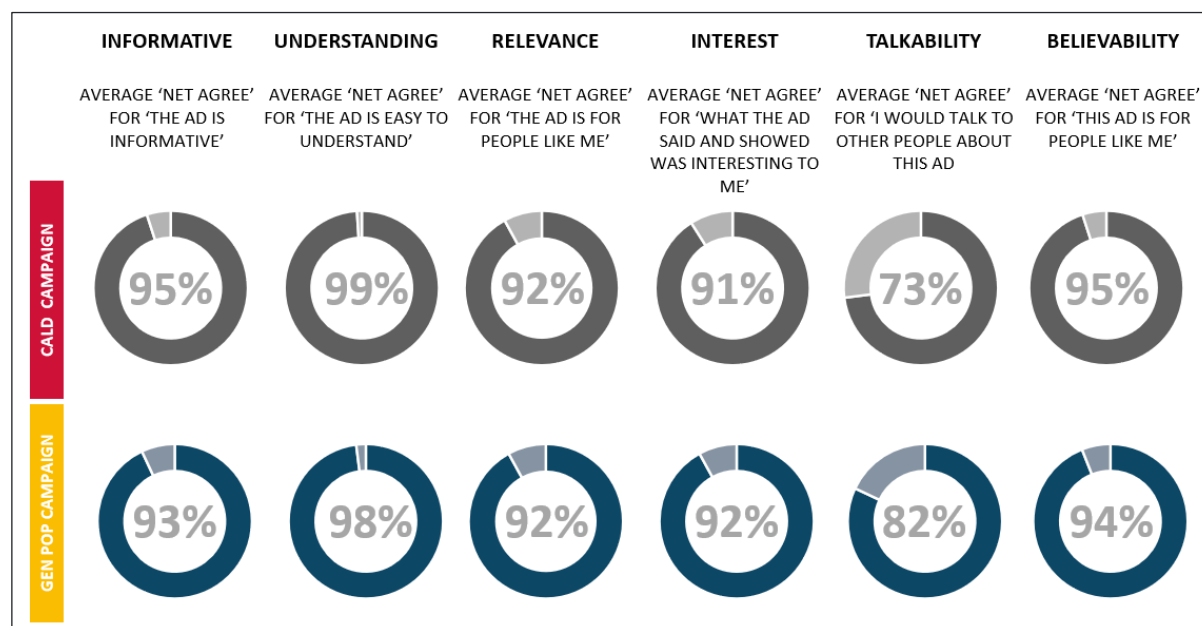


Figure 11: Campaign funnel of the CALD in-language campaign and general population campaign

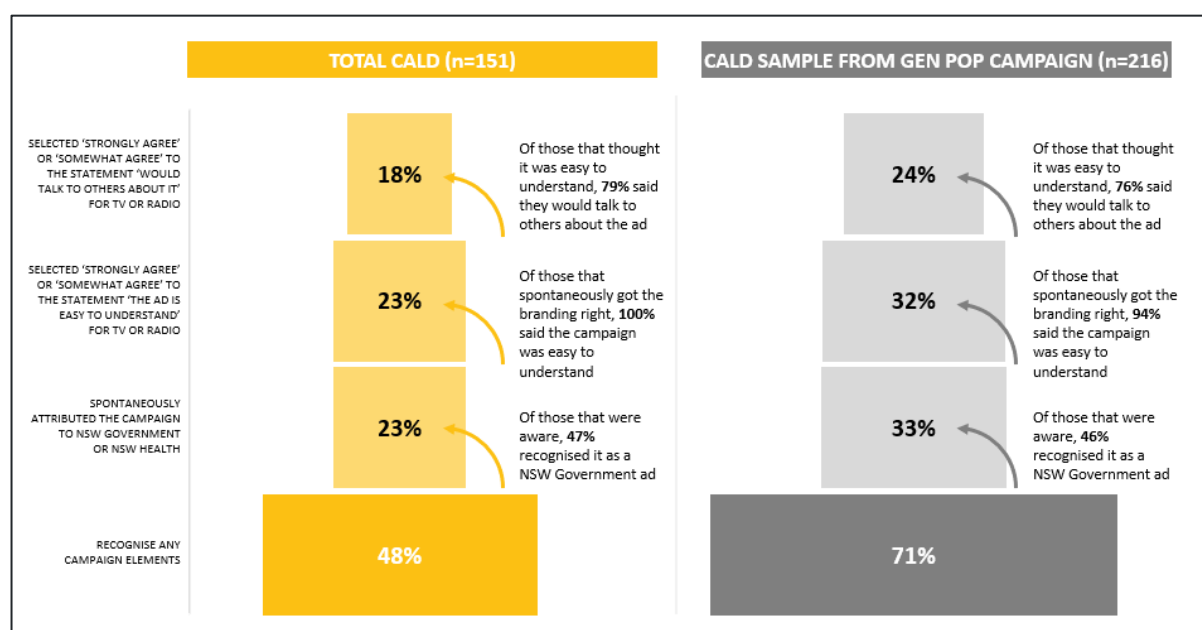


Figure 11 provides the campaign funnel for the CALD in-language campaign and the general population campaign for participants who speak a language other than English. The campaign funnel shows a positive progression from awareness, brand recognition, comprehension and drive for both campaigns. Of those who recognised the in-language ad, were aware that it was from NSW Government, and found the ad easy to understand, 79% said that they would talk to others about the ad. This was similar for the general population ad where 76% of those that spoke a language other than English said that they would talk to others about the ad. This represents 18% and 24% of the total sample respectively.

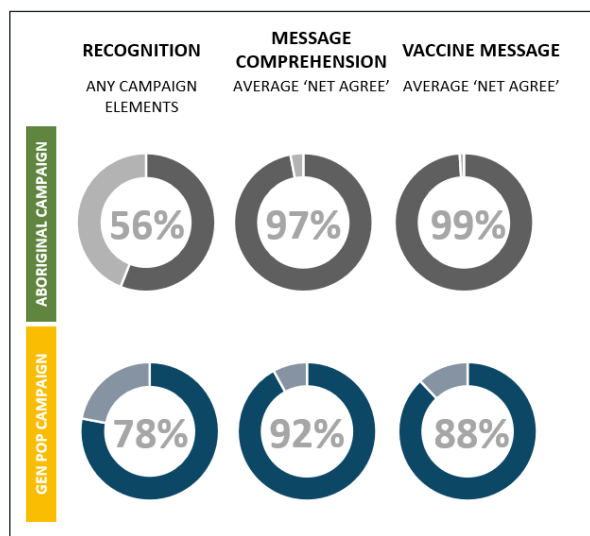


## 3.4 Campaign targeting Aboriginal people

### 3.4.1 Creative Performance

Aboriginal people would have been exposed to both the campaign targeting general populations and Aboriginal audiences. As per Figure 12, recognition of the general population *Let's Do This* campaign was higher at 78%, compared to the *Keep Our Mob Safe* campaign (56%). This may indicate higher exposure and consumption of mainstream channels than specific Aboriginal-targeted media channels. Out of those who recognised the campaign, message comprehension and agreement on the vaccine messaging was high for both campaigns, with vaccine messages stronger for the *Keep Our Mob Safe* campaign.

Figure 12: Recognition and message comprehension of the Nooky *Keep Our Mob Safe* and *Let's Do This* campaigns



For those who recognised the two campaigns, creative performance was stronger for the Aboriginal-targeted *Keep Our Mob Safe* campaign, particularly for the diagnostics of relevance, interest and talkability (see Figure 13). The creative was also rated as more believable. Interestingly, the lowest score for talkability was amongst Aboriginal people for the general population *Let's Do This* campaign.

Figure 13: *Keep Our Mob Safe* and *Let's Do This* performance against creative diagnostics

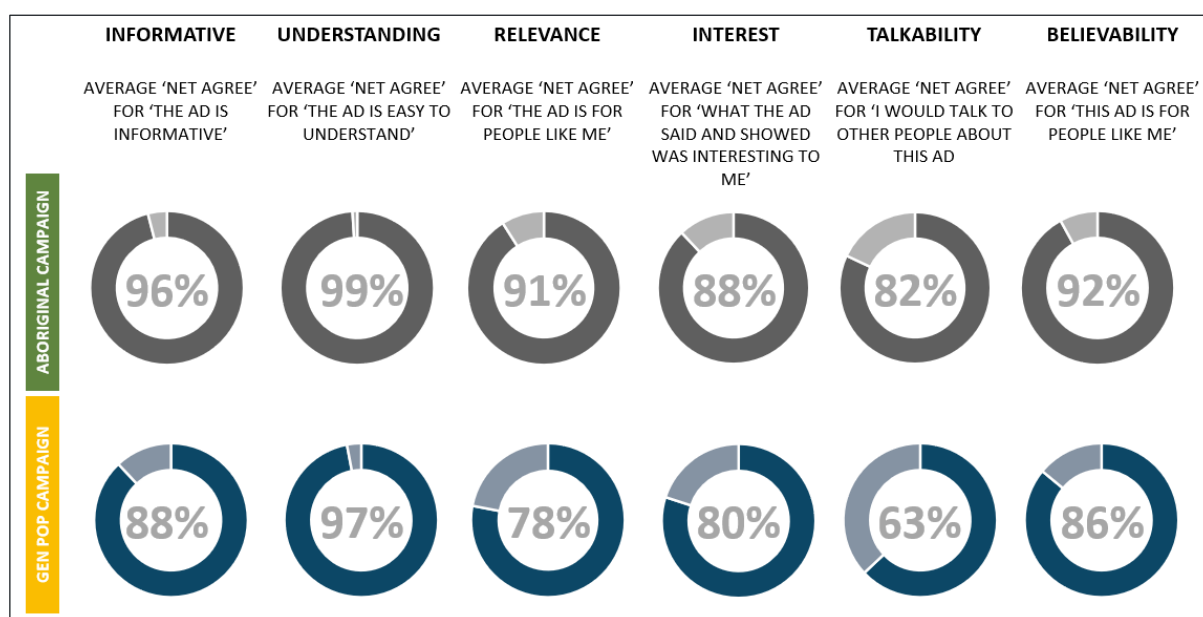


Figure 14: Campaign funnel for the Aboriginal campaign and general population campaign against those who identify as Aboriginal

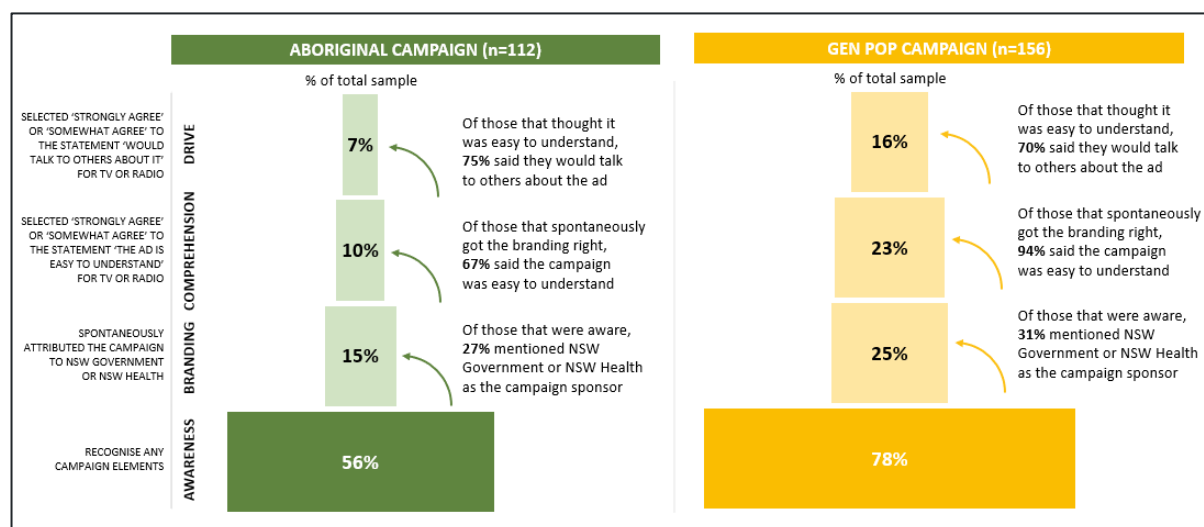


Figure 14 provides the campaign funnel for the Aboriginal campaign and the general population campaign for Aboriginal audiences. Figure 13 provides indication that the general population campaign performed better overall. However, the Aboriginal *Let's Do This* campaign had heightened social influence, with three quarters of those who thought the ad was easy to understand also saying that they would talk to others about the ad.

### 3.4.2 Stakeholder Feedback

An Aboriginal communications working group was established to guide the creative development process of for the *Keep Our Mob Safe* creative. Interviews were held with stakeholders to understand satisfaction with their involvement in the creative process that led to the creation of an Aboriginal targeted campaign.

To respond to the research question of 'How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?', additional questions were included to understand this further. Key questions were:

- How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign? *Were key stakeholders engaged to provide input in the development of the campaign?*
- *Were key stakeholders and community satisfied with the execution of the campaign?*
- *What was the level of satisfaction among cross-agency stakeholders about the creative development process including message comprehension and relevance of the campaign with Aboriginal communities?*

Results of these interviews are summarised below:

*How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?*

- All stakeholders were satisfied with the creative process engagement.
- All noted the importance of collaboration given the context of what was happening at the time of the campaign and the vulnerability of communities.

- Stakeholders raised the importance of harnessing the different departmental expertise to reach and engage Aboriginal communities.

Were key stakeholders engaged to provide input in the development of the campaign?

- All stakeholders reported that they were engaged as part of the development of the campaign. This meant different things to different stakeholders.
- Being clear about roles and responsibilities at the beginning of campaign development and then checking back in throughout is important.
- There was recognition that different stakeholders have different expertise, responsibilities, connections, contacts in community and their input would vary dependent on this.

Were key stakeholders and community satisfied with the execution of the campaign?

- All stakeholders spoke of high satisfaction with the campaign execution, especially against the backdrop of a very difficult and challenging time of the pandemic. There was heightened crisis within certain Aboriginal communities given outbreaks in particular parts of NSW and how the priority was to mobilise vaccinations by reducing operational barriers to get people vaccinated.

What was the level of satisfaction among cross-agency stakeholders about the creative development process including message comprehension and relevance of the campaign with Aboriginal communities?

- There was generally high satisfaction with the creative development process and the final development of the campaign.

Key themes that emerged from the stakeholder feedback are outlined below.

### ***Acknowledgement of crisis context***

- For some stakeholders there was discussion that the state of the public health crisis meant that there was a stronger focus on community safety. This meant that communications initially focused on awareness of where to access vaccinations and to address barriers to access.
- Communications prioritised supporting local services through simple messages on the importance of getting vaccinated and the higher risk to the Aboriginal community.
- *Keep Our Mob Safe* advertising evolved to include greater use of known community representatives to deliver key messages.

### ***Self-determination & communicating with cultural sensitivity***

- Stakeholders raised the importance of transparency and self-determination. It has been critical to demonstrate respect and authenticity with the community so they are empowered to make their own decisions, particularly around their health.
- Government has a role to provide information to the community on side effects, health information and benefits, and to address myths and concerns.
- Community need to feel well-informed and able to make their own personal and community decisions.
- Trust in government continues to be an issue for some with an example being the roll out of the vaccine where Aboriginal people were prioritised. Some members of the community were hesitant, and questioned why Aboriginal community were being vaccinated first. Government needs to be mindful of the trauma that can arise from the way it implements policy, programs and services.

### *Community ambassadors and partnerships*

- All stakeholders emphasised the importance of using Aboriginal and community voices. This was seen to reflect the importance of respect, authenticity and trust in sharing public health messages.
- Partnerships allowed health professionals and community ambassadors to share a message with community in their own way, using their own experiences and their own voice. This was vital to cut through with segments of the communities such as younger people, e.g. Nooky could appeal to younger audiences. It was important to have non-government voices delivering messages.

### *Creative decision making & Keep Our Mob Safe creative platform*

- Stakeholders reported working well together and that “having defined roles was great - we didn’t need to formalise, it just happened.”
- The *Keep Our Mob Safe* brand was seen as a flexible and successful public health campaign platform which evolved its look and feel across different phases of the COVID-19 campaign. Concept testing was important to ensure creative would be effective for Aboriginal audiences. This led to more family-focused creative and video content.
- Engaging a dedicated Aboriginal owned creative agency was a critical element of success to ensure creative would resonate with community and be delivered in authentic and relevant ways.
- The importance of empowerment and choice, not enforcement when developing Aboriginal community health messages.

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# 4

## Findings

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## 4.0 Findings

The results have demonstrated the effectiveness of the *Let's Do This* campaign in terms of creative performance and contribution to the final outcome of reaching the vaccination target for the NSW population. The effectiveness can be seen across general population, CALD and Aboriginal audiences. There were some variations in performance, particularly seen for Aboriginal audiences. Key findings include:

### 4.1 Communications is effective in mobilising awareness and action

The achievement of vaccination targets (Dose 1 and 2) earlier than anticipated is evidence of the contribution communications can make when needing to mobilise the community to change behaviour. There is a clear correlation between the increased awareness of vaccination advertising from the NSW Government and the launch of *Let's Do This*. This was seen not only for the general population but for diverse audiences as well. The rapid achievement of second dose vaccination targets demonstrates the value of communications, particularly when timed with policy announcements. The NSW Government implemented clear targets for reopening, with vaccination highlighted as the enabling behaviour. The communications campaign was a positive and motivating reinforcement of what the NSW community needed to do to meet the set targets. The taglines '*Let's Do This*' (general population and Aboriginal) and 'Let's get vaccinated' (in-language) were simple and clear, appealing to the whole community to take action. The high levels of understanding (over 92%) across all audiences indicates the importance of ensuring key communication messages are simple and easy to understand.

### 4.2 Creative performance is not influenced by media investment

The media investment varied between general population, Aboriginal targeted media and CALD (in-language) targeted media. The results revealed the difference in campaign recognition. Recognition was lower for the Aboriginal targeted campaign (56%) and CALD (in-language) targeted campaign (48%), compared to the general population campaign (64%). The media channel selection for both Aboriginal and CALD communities is limited to what is available in NSW. Investing a higher budget may not have resulted in higher recognition given each media channel has a limit in their potential reach (depends on the size of the audience that engages with these targeted channels).

While the attitudinal and behavioural measures will be different for each campaign, having standardised evaluation measures for creative performance enables comparisons between creative. As for this campaign, it has enabled the comparison between different audiences to understand the creative impact by audience.

The results indicate that the campaign performed strongly across the creative performance diagnostics which provides evidence of its contribution to vaccination awareness and uptake. While recognition can be strongly determined by the total media expenditure, the strong performance of the creative is demonstrates the campaign messages were on target and resonated with the different audiences.

### **4.3 Diverse representation is important to create relevance and talkability**

Diversity within creative better reflects the NSW population. The positive performance of *Let's Do This* indicates the strength of including different 'voices' in all NSW Government advertising. Particularly for the CALD creative, the similar levels of relevance with general population shows the gains that can be achieved by ensuring diversity is a foundational element of creative development. Embedding creative versatility in creative development enables creative to be used across general population and in-language channels.

This was a differentiating factor for Aboriginal creative. The Aboriginal Nooky creative achieved higher relevance and talkability demonstrating the importance of having bespoke creative for Aboriginal audiences to ensure messages have personal relevance and social influence (talkability). These results indicate the importance of community representation in the creative assets to enable audiences to connect with the message and understand that the communication is directed at them. A strength of the Aboriginal creative was featuring real community members who vocally supported the vaccination message. The potential recognition of these community members may have led to the increased talkability related to the creative.

### **4.4 Translation responds to a need beyond creative performance**

Proficiency in the English language is a key barrier for many diverse community members. It can prevent understanding of critical and complex messages. Translations are standard practice to enable comprehension. Understanding the target audience is important to understand the extent to which campaigns need to be translated, particularly in terms of number of languages and creative formats. English proficiency can be different within a community language group, indicating the importance of clearly defining a target audience for a communications campaign. For example, the translation needs may be different for a younger or older audience. Understanding community needs and the channels with which they consume information are important factors when forming a translation approach for communications. For both the Aboriginal and CALD communications, community leaders and health professionals were used in addition to advertising creative. This is an important element for communications when considering who are the trusted voices within community.

### **4.5 Engagement of key stakeholders is critical to the success of Aboriginal targeted creative**

Communications that are culturally respectful and inclusive are critical for overall effectiveness. The results from the stakeholder interviews indicate the importance of bringing key stakeholders on the journey for their guidance and expertise. Stakeholders also bring with them connections with community which are important for identifying community voices or amplifying messages. A dedicated working group seems critical in having a consistent forum to bring stakeholders together. This has also been a critical factor for the effectiveness of CALD communications.

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# 5

## Conclusions



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## 5.0 Conclusions

This program evaluation included three questions that aimed to understand the effectiveness of the *Let's Do This* campaign across the audiences of general population, CALD communities and Aboriginal communities. These were:

1. To what extent did the advertising campaign reach the general population of NSW residents 18-65 years old, and contribute to vaccination uptake (message comprehension and intention)?
2. To what extent did the advertising campaign resonate with culturally and linguistically diverse (CALD) communities in NSW (in-language and in English) to encourage vaccination?
3. How well did the creative process engage key stakeholders in the creation of an Aboriginal targeted campaign?

Findings have outlined the effectiveness of the campaign and how communications can contribute to behaviour change in the context of a health pandemic. Vaccination targets were reached much earlier than anticipated. This evaluation has shown the campaign did well across creative performance indicators beyond just recognition. The campaign aimed to resonate with various community groups and this evaluation provides insights into its effectiveness across CALD and Aboriginal communities.

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# 6

## Recommendations

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## 6.0 Recommendations

Recommendations for future NSW Government advertising campaigns include:

### 6.1 **Promote the value of government communications as an effective and timely tool to mobilise action so that it is considered early in the policy making process**

Communications that is timely, targeted, relevant and authentic is an effective mechanism to drive change. This campaign has demonstrated the effectiveness of a multi-channel campaign amongst various audiences at a critical moment when population-wide vaccination was needed quickly to minimise serious illness and death in the community from COVID-19. The launch of the communications strategy meant the campaign was well-timed with vaccine access and contributed to the achievement of targets earlier than expected.

### 6.2 **Develop mechanisms that can help government communicators make decisions at the start of a campaign planning process that will lead to more inclusive communications**

NSW is a diverse state and the communications issued by NSW Government need to represent the diversity of its people. Community representation should be considered standard practice. The results demonstrate that participants across the Aboriginal and CALD communities recognised both the targeted and general population campaign. This reinforces the importance of making sure the general population version is communicated in a way that is simple and easy to understand for all. It raises questions about the term 'general population' and its appropriateness given the diverse nature of NSW. NSW Government agencies should aim for an inclusive approach from the start and lessons learned from *Let's Do This* need to be shared.

Creative considerations include but are not limited to representation in talent selection and using inclusive and easy to understand language. A strength of *Let's Do This* was the positivity of the creative and simplicity of the message. The pursuit of positive community empowerment, diverse representation, and to challenge common stereotypes and assumptions are important factors for future communications. It will be important for NSW Government agencies to also consider how to ensure suppliers understand and advocate for diverse representation and inclusiveness.

Inclusive communications must meet the needs of those for whom English is a barrier to understanding. In addition to keeping English versions simple and easy to understand, the translation of messages will be necessary for those with low levels of English proficiency. The appropriateness of channels for different language groups needs to be assessed.

Decisions to be more inclusive in government communications needs to begin at the start of the campaign planning process. There is opportunity to develop greater guidance for government communicators on how to incorporate this in their strategic planning.

### 6.3 **Consider community voices/ambassadors to deliver communications to increase authenticity and relatability**

Personal relevance and relatedness are important factors for effective communications. Finding the community voices that can support a campaign and communicate it in their own words for their community is impactful. The inclusion of community members in support of key messages is an important strategy and needs to be considered for future communications. Community members are recognised as trusted sources of information which is critical in times of crisis or to help address complex issues. The inclusion of health professionals, local representatives and known artists

enabled messages to be delivered in an authentic and relatable manner, using the words or language that people would understand. There is an opportunity to work with community members who agree to be the 'spokespeople' for important messages. Photography or video footage that can be used for future communications, particularly during a crisis where there are rapid turnaround times, should be considered.

## **6.4 Establish a panel of diverse representation and lived experiences**

The establishment of a panel of expertise based on diverse representation and lived experiences can help to ensure communications is inclusive and approached in a culturally respectful way. This panel could provide all of government support on various communications that is targeted to all people of NSW. Integrating panel feedback/discussion at various points throughout the campaign planning process can support the achievement of inclusive communications as well as provide access to expertise, different perspectives and guidance that may not be available in each Government agency. It also enables continuous connection to communities that can provide valuable local insights.

## **6.5 Execute evaluation across audiences to improve understanding of communications effectiveness**

The evaluation of COVID-19 campaign activity for Aboriginal and CALD communities is valuable to better understand the effectiveness of communications to targeted audiences. This is not standard practice across NSW Government but the learnings are important. This is even more important as the diversity of NSW evolves. In the 2021, there were more people than 2016 identifying as Aboriginal and Torres Strait Islander and one in four people in NSW spoke a language other than English. As race, gender, culture, values, beliefs, ability and age strongly influence how communications are received and understood, investment in the research and evaluation of communications, and the sharing of lessons is important. The establishment of the NSW Government evaluation standards has proved highly beneficial to enable a common approach to comparing effectiveness across audiences. This standardisation can facilitate better understanding of campaign effectiveness regardless of media investment.

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# 7

## Appendix

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# Stakeholder Discussion guide

## 1. Introduction

- Introduce myself Deb Fernon Senior Research and Engagement Advisor | Brand, Digital and Communications
- *Discuss Keep Our Mob Safe/Let's Do This campaign (End August – End December 2021)*
  - While KOMS was implemented for the vast majority of COVID-19 communications, this focuses on the time period where vaccinating the NSW population was the primary goal.
  - *During this time, Aboriginal talent was used in the gen pop Let's Do This TVC execution, and KOMS continued with targeted creative using a range of ambassadors and local talent.*
- The information is being gathered as part of a NSW Government Campaign Evaluation report which is written by xxx and shared with xxx
- As a key stakeholder, we would like to hear about your engagement in the creation of the campaign
  - *How were you engaged to provide input into the development of the campaign*
  - *How satisfied with the execution of the campaign were you*
  - *Level of satisfaction about the creative development process*
  - *Feedback on the ways of working, sharing of insights, working group effectiveness*
  - *Any learnings & ideas re opportunities to use this engagement model going forward*
- Confidential, no right or wrong answers, please be open, it's important to hear the feedback and experiences of key stakeholders
- Next steps
  - *We will be collating the discussion from these interviews with the quantitative survey results (post campaign evaluation of the campaigns). This feeds into a written report that is prepared by DCS will be submitted to close off the evaluation.*
  - *We can share the draft report with you so you can see how we have included your valued input*
- Any questions?

## 2. Role & responsibilities (10mins)

- *Can you tell me what your role and responsibilities were within this campaign?*
  - *Did this change throughout the campaign period at all? (Explore)*
- *How were you engaged throughout the project over the 5 months?*
  - *Explore methods of communication, email, teams meeting, working groups, workshops*
  - *Was there the right amount of engagement/communication, not enough or too much?*
    - *Explore timings, amount of information, quality of information*
    - *Why do you say that?*
    - *What would have been the ideal engagement for you?*

### **3. Campaign effectiveness (20mins)**

As a key stakeholder, we would like to hear about your engagement in the creation of the campaign:

Thinking about the **‘Ways of Working’** effectiveness

- What was your experience like within the cross agency working group?
  - What worked well?
  - Any areas for improvement?
  - Roles and responsibilities

Thinking about the **‘Creative development process’**

- What was your experience like within the cross agency working group?
  - What worked well?
  - Any areas for improvement?
- How satisfied with the execution of the campaign were you? Why do you say that?
- Any feedback on content/strategy of the campaign?
- Any feedback on the agency 33 Creative?

Thinking about the **‘Sharing of insights’**

- What was your experience like within the cross agency working group when it came to sharing of insights?
  - What worked well?
  - Any areas for improvement?
- How satisfied with the insights sharing? Why do you say that?
- Any feedback on insight sharing you’d like to share?

### **4. Learnings & recommendations for future (20mins)**

- Any learnings & ideas re opportunities to use this engagement model going forward?
- How might we enhance the engagement, cross agency ways of working model?
  - What keep, what drop/stop doing, what update/introduce?
  - Any other working groups that we could tap into in the future with similar projects?
  - Anything/anyone missing from the project to enhance the outcome?
- What is the ideal engagement for you and your agency in the future

### **5. Final comments, anything else to share? Please do! (5mins)**

### **6. Many Thanks, Next Steps & Close (3mins)**

- Next steps
  - will be collating the discussion from these interviews with the quantitative survey results (post campaign evaluation of the campaigns). This feeds into a written report that is prepared by DCS will be submitted to close off the evaluation.
  - We can share the draft report with you so you can see how we have included your valued input

## Let's Do This program evaluation

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2-24 Rawson Place  
Sydney NSW 2000

GPO Box 7057  
Sydney NSW 2001

Office hours:  
Monday to Friday  
9:00am to 5:00pm

E: [nswgovcomms@customerservice.nsw.gov.au](mailto:nswgovcomms@customerservice.nsw.gov.au)  
W: [nsw.gov.au](http://nsw.gov.au)

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