

INTRODUCTION + PURPOSE

In recent years, gaps in regular health screenings and routine immunizations along with misinformation and confusion around vaccine recommendations have contributed to increasing outbreaks of diseases like measles and pertussis, putting babies, families, and communities at risk for vaccine-preventable illnesses. To help address these gaps, The BLK+Cross, a community-based health equity research and communications organization, led a phased, two-year-long pilot campaign to share information and answer common questions about recommended vaccines for infants and expectant moms, including vaccine schedules for children, how to access free vaccines, questions to ask your prenatal care team and your child's healthcare provider, and ways to prioritize self-care during pregnancy.

Best Start for Baby+Mom Atlanta sought to reach parents and caregivers in the Atlanta metro area and the Macon-Bibb counties whose children were eligible for free vaccines through the Vaccines for Children (VFC) program, as well as expectant moms seeking information on recommended vaccines during pregnancy. Families were encouraged to find a VFC provider, schedule prenatal and well-baby visits, and stay updated on routine immunizations.

CAMPAIGN DESCRIPTION

The BLK+Cross partnered with the Morehouse School of Medicine Prevention Research Center and the Georgia CEAL RESTORES community coalition board to launch **Best Start for Baby+Mom ATL** — to help inform expecting mothers, parents, caregivers, and trusted messengers with essential information about the importance of keeping themselves and their babies up to date on recommended vaccines. Originally launched in 2024, Best Start for Baby and Mom ATL resources help parents and caregivers learn more about routine vaccines and how to access free and low-cost vaccines near them.

The campaign offered English and Spanish-language resources to reach target audiences with key information, including a vaccine locator, tailored content for providers and patients, bilingual information through a variety of social media channels and local paid advertising, and forming partnerships with like-minded community-based organizations who serve as trusted local messengers.



EDUCATIONAL RESOURCES

The campaign's English and Spanish-language educational resources included easy-to-read vaccine schedules for children, informational flyers about the VFC program and well-baby visits, FAQ handouts on vaccines for babies and pregnant women, and more.

These resources were uploaded to a bilingual campaign website where readers could download materials and find a vaccine provider near them using the campaign's vaccine locator tool for immunization locations in Fulton County.



www.beststart4babyandmom.com

LOCAL PARTNERS

Best Start for Baby+Mom ATL partnered with nine local academic, public health, and community-based organizations to help shape campaign activities and amplify resources with their networks.



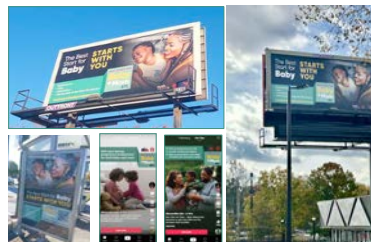
Partners were instrumental in disseminating campaign resources throughout the community, including at health center locations, county health programs, and local events such as the Greater Atlanta Women's Healthcare's Meet the Doctors Prenatal Educational Expo & Baby Shower, GPCA's Maternal Health Summit, and MSMPRC's Community Engagement Day.

Campaign partners also developed and shared content with target audiences through digital platforms. For example, HHCGA amplified Spanish-language social media posts to Spanish-speaking audiences through its social media network, and GPCA's Medical Director filmed three Public Service Announcement videos about vaccines for amplification online.

AMPLIFICATION TACTICS

To reach our primary target audience (Black & Latina women ages 18-44) we developed an initial paid media strategy in 2024 focused on a broad, multi-platform awareness-building. Tactics included paid social media ads on Instagram and Facebook, hyper-local display advertising targeting attendees at Morehouse School of Medicine's Community Engagement Day, and out-of-home ads displayed at public transit shelters and popular roadways.

In 2025, the campaign consolidated paid efforts into a single-platform approach using targeted TikTok ads. Over 5 weeks of advertising, TikTok delivered strong algorithmic amplification and engagement, reaching more than 1 million Black women in Atlanta.



CAMPAIGN OUTCOMES

18 bilingual campaign resources were developed to provide evidence-based, culturally relevant vaccine information to parents and pregnant women, including **3 PSA-style videos** about vaccinations developed by a partner physician.

Over **2,000 print copies** of campaign materials were shared with local partners, who distributed them at local events. **243 campaign toolkits** with social media posts and information on the campaign **were downloaded** from the website by trusted messengers and advocates.

The campaign reached more than **12 million Georgians** through social media, weekly newsletters, website visits, and local paid ads. The TikTok ad campaign delivered a **2.09% click-through rate** (over 2x the industry benchmark of 0.9%) and a **2.37% profile visit rate** (373% over the industry benchmark of 0.5%) — indicating that the campaign's content motivated action beyond passive viewing.

With vaccine-preventable diseases on the rise amid complexity related to vaccine recommendations for infants and pregnant women, **Best Start for Baby+Mom Atlanta provides credible information to support parents and caregivers in socially vulnerable communities of color** as they make health decisions for their families.