

# BUNCOMBE COUNTY COVID RECOVERY FUNDING

## Project Spotlight



In order to promote a strong and equitable recovery from COVID-19 and its negative economic impacts, Buncombe County invested federal funds into projects like this one.

### Project

**COVID Vaccine Promotion**

### Lead Organization



**BUNCOMBE COUNTY**  
HEALTH & HUMAN SERVICES

### Amount

**\$17,496 actual (vs \$17,500 award)**

### Project Dates

**October 2021**

### Impact Area

**COVID-19 Vaccination**

### How the Funds Were Used

Buncombe County Health and Human Services (BCHHS), in collaboration with the Communications and Public Engagement (CAPE) department, launched a short-term media campaign in October 2021. This program covered the advertising costs necessary to promote Buncombe County's outreach campaign aimed at increasing COVID-19 vaccination rates within Buncombe County by utilizing television, radio, and online media with three (3) vendors: (1) WLOS-TV, (2) Spectrum, and (3) iHeartMedia Entertainment. BCHHS implemented localized messaging and public service announcement (PSA) strategies for geographic areas of the community with relatively lower vaccination rates.



Online Links for the  
BuncombeReady Media Campaign

### Results

- 48 prime time TV commercials
- 200 iHeartRadio spots
- 1,176 web-based ad spots
- 286,375 estimated people reached
- 66% residents at least partially vaccinated\*

Vaccination Data as of December 6, 2021

“The more people who are up-to-date on their recommended vaccines, the better we are as a community and keeping people safe.”

Dr. Jennifer Mullendore,  
BC Medical Director



Promotional Material for  
Buncombe County's COVID-19 Let's Talk Sessions