



# NEWS RELEASE

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For more information, contact Wanda Heard at (205) 930-1483 wanda.heard@jcdh.org Chris Osborne at (205) 930-1023 chris.osborne@jcdh.org Sunasia Mims at (205) 215-2016 sunasia.mims@jcdh.org

## Health Department Hosts Social Media Contest to Promote COVID-19 Vaccines

**September 29, 2021, Birmingham, AL,** The Jefferson County Department of Health (JCDH) is hosting a county-wide TikTok Competition to encourage all residents to get the COVID-19 vaccine. The Tiktok competition comes in part of JCDH kicking off its new campaign called “Let’s Kick COVID Together.” According to the Alabama Department of Public Health, 43.90% of residents received both doses of the COVID-19 vaccine in Jefferson County. Mayo Clinic currently ranks Alabama in 48th place for states whose population is fully vaccinated. As COVID-19 cases continue to rise in the state, JCDH wants to make a creative effort to get everyone excited about getting the vaccine. Any resident of Jefferson County can participate. The competition kicks off on **October 4, 2021**, and will last until **December 3, 2021**. The best TikTok video will receive a grand prize of swag gear and football tickets to big games such as the Magic City Classic and the Iron Bowl! JCDH will announce bi-monthly winners during the competition.

“This competition will allow residents to change the narrative of receiving the COVID-19 vaccine. Social media has a great way to influence and engage with communities. It is important for us at JCDH to bring awareness to the importance of receiving the vaccine. As COVID-19 cases rise, we are doing our part to get as many people vaccinated as possible to have a safer Jefferson County.”  
Dr. Mark E. Wilson, Health Officer

For one to enter, they must create a video and upload it to TikTok. Residents can get creative to show why getting the COVID-19 vaccination and practicing safety precautions is essential. Make sure to tag @jeffcodepthealth on TikTok in the caption of your video to be entered in the competition. In addition, the JCDH page will feature the TikTok videos.

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### **About JCDH**

*The Jefferson County Department of Health (JCDH) was established in 1917. JCDH serves as the primary resource for public health issues in Jefferson County. JCDH has three health centers strategically located throughout the county. JCDH is responsible for providing health care, preventing the spread of diseases, and protecting against outbreaks. JCDH provides outpatient health care for Jefferson County’s underinsured and uninsured residents. JCDH health centers provide child health, dental health, family planning, immunizations, maternity care, nutrition (WIC), case management, and Medicaid enrollment. JCDH Disease Control Specialty Clinics include: Tuberculosis, Sexual Health, and International Travel Clinics. Vital Records can be obtained for birth, death, or marriage events that occurred in the state of Alabama. Environmental Health Services is responsible for Air and Radiation, Food and Lodging, Community Assessment and Community Environmental Protection. For additional information please visit [www.jcdh.org](http://www.jcdh.org).*