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Center for Community Inclusion and Disability Studies

AUCD Network News

Friends and Family Campaign

Published: November 19, 2021

Think College Awarded Us Dept. of Education Grant to Increase Access to and Visibility of Inclusive Post-Secondary Education Programs Nationwide

Published: November 18, 2021

PATHS Virtual Open House

Published: November 18, 2021

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CCIDS and Partners in Maine DD Network Collaborate on COVID-19 Vaccination Video PSAs

November 4, 2021 | [CCIDS News](#)

CCIDS and partners in the Maine Developmental Disabilities Network (the [University of Maine Center for Community Inclusion and Disability Studies](#), [Disability Rights Maine](#), [Maine Developmental Disabilities Council](#), and [Speaking Up for Us](#)) collaborated with Gray Media Group (WAGM-TV) to design, produce and broadcast seven video public service announcements (PSAs) to help increase COVID-19 vaccinations among people with disabilities and direct support professionals; the individuals who support people with disabilities where they live and work.

WAGM-TV is Aroostook County's home to 4 networks – CBS, NBC, FOX, and the CW. They are coordinating the broadcast and digital campaign, as well as a digital Audience Targeting (AT) campaign that will deliver 100,000 targeted ads statewide over the next 8 weeks.

Seven video public service announcements were produced. The following four PSAs feature two residential managers and a direct support professional from [Group Main Stream](#) in Westbrook, ME:

- [Ryan Brown \(Spot 1\)](#)
- [Ryan Brown \(Spot 2\)](#)
- [Bethany DeLorenzo](#)
- [Apollo Karara](#)

The following three PSAs feature two individuals from Maine who live with a disability:

- [Michael Nealey](#)
- [Abbott Philson \(Spot 1\)](#)
- [Abbott Philson \(Spot 2\)](#)

The campaign's website, [MaineVax.org](#), automatically redirects to [VaccinateME](#), Maine's Vaccination Appointment System. The campaign's toll-free number, 1-888-445-4111, is Maine's Community Vaccination Line.

The Maine DD Network partners are currently exploring additional TV/broadcast options in the central and southern Maine media markets.

Funding for this COVID-19 vaccination campaign was provided by the U.S. Department of Health and Human Services, through a partnership between the Centers for Disease Control and Prevention and the Administration for Community Living. Grantees included the University of Maine Center for Community Inclusion and Disability Studies (90DDC50040), the Maine Developmental Disabilities Council (2101MESCC5), and Disability Rights Maine (2101MEPAC5). Other contributing sponsors included Speaking Up for Us (Maine's statewide organization run by and for people who live with intellectual and developmental disabilities) and WAGM-TV, which provided a 100% match of air time to the campaign.

The views expressed in these public service announcements are those of the participants and do not necessarily represent the official views of, nor an endorsement by, the Administration for Community Living, the U.S. Department of Health and Human Services, or the U.S. Government.

Photo credit: Image of Michael Nealey by Daniel Stairs/WAGM-TV

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