

Date	Key Phases of Work	Outcomes
	PROJECT 1: COVID-19 CAMPAIGN	
August – October 2022	Review of interview and focus group materials collected by team members during the previous year	Foundational research on West Philadelphia based, African American communities’ attitudes toward the COVID-19 vaccination
October – November 2022	Further research on existing COVID-19 vaccination messaging and drafting of AR scripts by our research team	COVID-19 scripts (8 versions in total). Four featured parents delivering a message and 4 featured professionals delivering the same message
November 2022	First Community Advisory Board meeting and review of COVID-19 scripts	Feedback and script changes
November 2022	Actors’ review of COVID-19 scripts	Further script refinement and filming of first set of AR videos on COVID-19
January – March 2023	Focus group testing of materials and team evaluation of project	Obtain feedback on messaging and technology for refinement
August 2023	Community event in local church for live testing of materials	Survey responses and feedback on materials
	PROJECT 2: INFLUENZA CAMPAIGN	
May 2023	Second Community Advisory Board meeting. Topic: New Influenza AR Campaign	Review of previous materials and discussion about new Influenza AR campaign
May 2023	Youth Advisory Board meeting: visit to local high school and meetings with students	Further foundational research on West Philadelphia based, African American communities’ attitudes toward the Influenza vaccination
May – August 2023	Review of published research on vaccination messaging	Additional research, idea refinement
July 2023	Meeting with actors to generate new script ideas	Brainstorming ideas. Draft 1 of Influenza scripts (2 versions created)

September 2023	Meetings with community partners to refine poster placement	Decision on poster placement in community
October 2023	Filming of Influenza scripts and further refinement by actors	Influenza AR video materials: 2 videos created
November 2023	Placement of posters in community. Automated data collection begins	Data Collection 1
November 2023 – February 2024	Team members repeatedly visit community sites to facilitate survey collection and continue partnerships with location managers	Data Collection 2
December 2023 – January 2024	Per community and team feedback, we create and disseminate AR postcards to supplement our posters and eventually to substitute them	Creation of AR postcards
March – August 2023	Focus group testing of materials and team evaluation of project	Data Collection 3 and evaluation
	PROJECT 3: COVID-19 BOOSTER CAMPAIGN	
September 2023	Research team preparations and review of further vaccination messaging materials	Foundational research to inform campaign
October 2023	Team members draft new scripts on COVID-19 boosters	First draft of scripts created (4 scripts in total)
November 2023	Actors review scripts and give feedback	Script refinement
November 2023	Filming of Influenza AR videos	Influenza AR materials created: 4 versions
December 2023 – March 2024	Placement of posters and postcards in community.	Data Collection 1

	Automated data collection begins	
December 2023 – March 2024	Team members repeatedly visit community sites to hand out postcards, do survey collection, and continue partnerships with location managers	Data Collection 2
March – June 2024	Focus Group testing of materials and team evaluation of project	Data Collection 3 and evaluation
July 2024	Two events for showcasing work to the communities and organizations we worked with	Celebration of community work plus further review of materials