



Richland Library

**COMMUNITIES FOR IMMUNITY
PROJECT TOOLKIT**

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Richland Library's Communities for Immunity Toolkit is a product resulting from the Communities for Immunity grant made possible by the Institute of Museum and Library Services (IMLS) and the Centers for Disease Control and Prevention (CDC).

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Richland Library's Communities for Immunity Project

1 Project Summary

Richland Library is a place of refuge for vulnerable populations, including people experiencing homelessness, mental illness, and those in crisis, known causes of social determinants of health. Richland Library's Health Literacy Initiative (HLI) team was tasked with increasing the understanding of COVID-19 and related vaccines, addressing barriers, and increasing access to the vaccines. The Richland Library Health Literacy Initiative team was created in 2020, out of HLI we created a smaller strategic project committee, the Communities for Immunity Grant (CFI) team. The CFI team consists of 25 staff members from multiple departments throughout the library system, led by a project manager who was responsible for planning, organizing, and directing the completion of project activities. Through a \$28,920 Communities for Immunity grant, the CFI team engaged in activities to disseminate educational materials and messaging to reduce vaccine hesitancy surrounding COVID-19 vaccines and hosted vaccine clinics at Library locations. Each activity engaged unvaccinated individuals to boost vaccine confidence in Richland County.

Activities included:

- Tele-Town Halls
- Distribute Vaccine Information
- Vaccine Clinics
- Outreach

TARGET AUDIENCE

Richland Library's target audience for this initiative was the general public who had not received their first dose of the vaccine. Richland Library focused on unvaccinated young adult African American males ages 18 – 29 and families with children ages 5-17. These two sub-groups have the highest unvaccinated rates in Richland County.

The information outlined in this toolkit will assist other organizations in creating their own vaccine education programs. The toolkit includes project activities, timelines, metrics, marketing, and promotion samples, and lessons learned.

TIMELINE

NOVEMBER/DECEMBER

- Execute MOU from Cooperative Health
- Promote and host four vaccine clinics
- Set up Grant in financial software
- Purchase incentives
- Receive and execute the grant award agreement
- Assemble the project team
- Begin tracking outcomes/metrics
- Document processes and procedures for the project toolkit
- Set up a project team in project management software (BaseCamp)
- Create to-do's for the project team
- Create a marketing and promotions plan and identify the target audience
- Identify and bring healthcare partner on board (Cooperative Health)
- Create a vaccine clinic schedule
- Track program participation and metrics

JANUARY

- Promote and host two vaccine clinics
- Contact tele-town hall vendor, secure tele-town hall date/time
- Identify tele-town hall panelists
- Hold the first raffle
- Participate in two community outreach events (Soda City Market)
- Continue tracking outcomes/metrics
- Design postcards, obtain quotes from USPS, and send for printing
- Initiate contract with Columbia Moms blog as part of the communications plan
- Identify and initiate contracts with social media influencers
- Create event marketing signage and print
- Create t-shirt design and get vendor quotes
- Create children's mask design and get vendor quotes
- Identify and order books to distribute and add overages to the Library's collection
- Create and design canvas and grocery bags to distribute to vaccine recipients
- Create sticker and button designs
- Set up Spotify account and facilitate contract
- Host bi-weekly update meetings with the team
- Allocating expenditures
- Begin gathering participant surveys to send back to CFI
- Track program participation and metrics
- Continue documenting processes and procedures for the project toolkit

FEBRUARY

- Promote and host two vaccine clinics
- Implement a communications plan
 - Produce a mailing list and send out a postcard mailing
 - Secure moderator and panelists for tele-town hall
 - Write and record PSA script for Spotify Ad
 - Share information via Open Mic night
 - List CFI events and tele-town hall on the Library's website
 - Engage participants on our social media sites
 - Increase marketing and promotions surrounding CFI events and activities
- Ordered and received incentive items
 - iPads
 - COVID-19 themed coloring books (English and Spanish)
 - Children's books (various authors/genre/age-groups)
 - Grocery and canvas bags
 - Stickers and buttons
 - Medical notebooks
 - Pencils
 - T-shirts
 - Children's mask
- Hold the third raffle
- Continue bi-weekly team meetings
- Continue receiving and sending participant surveys
- Finalize processes and procedures, timelines, and other items for the project toolkit
- Begin working on project toll-kit
- Track program participation and metrics

MARCH

- Promote and host two vaccine clinics
- Continue working on marketing/promotions plan
- Host tele town-hall and gathered metrics
- Begin receiving some metrics back from influencers and Spotify ads
- Purchased more Spotify ads
- Hold the fourth raffle
- Participate in community outreach event (St. Patrick's Day)
- Continue tracking outcomes/metrics
- 30-day grant extension granted
- Continue receiving and sending participant surveys
- Move bi-weekly meetings to monthly
- Finish contract with Columbia Moms blog and Social Media Influencers
- Receive public relations final report
- Continue working on project tool-kit
- Track program participation and metrics

APRIL

- Promote and host two vaccine clinics (scheduled through June 2022)
- Received communications plan report
 - Social media specs
 - Columbia Moms blog specs
 - Influencers specs
 - Website specs
 - Spotify specs
 - Boosted events specs
 - Direct mail specs
- Hold the last raffle
- Hold a final team meeting
- Submit final participant surveys
- Submit awardee survey
- Share survey with partners to complete
- Project performance period ends
- Track program participation and metrics

MAY

- Finalize tool-kit
- Submit final grant report
 - Budget
 - Event participant tracking sheet
 - Final report
 - Project manual

2 Project Activities, Procedures, and Metrics

2.1 TELE-TOWN HALL

Richland Library hosted a tele-town hall to educate the community on the importance of COVID-19 vaccines and present an open forum where health professionals can answer questions and dispel vaccine misconceptions and misinformation. Town halls are an excellent way to reach individuals with limited or no internet access and those who struggle with technology or lack physical access to our buildings.

2.1A TELE-TOWN HALL DATA

DATE	LOCATION	PARTICIPANTS
3/3/2022	ZOOM	566

2.1B TELE-TOWN HALL PROCEDURE

- Identify target audience (Using CDC and SCDHEC findings, we identified demographics with the lowest vaccination rates in Richland County.)
- Contact tele-town hall vendor to check for date and time availability (3 months before the proposed event date)
 - Tele-Town Hall, LLC.
3033 Wilson Blvd, Suite 700, Arlington, VA 22201
Chris Elizondo, CCO (Chris@teletownhall.com)
- Schedule tele-town hall with the vendor
 - Provide opted-in call list, landlines only (Call list was created from cardholder list)
 - Complete stir-shaken form for FCC compliance
 - Provide web registration verbiage for link
 - Provide legal text for web registration verbiage
- Identify panelists and moderator
 - Panelists
 - Rozalynn Goodwin, FACHE, VP of Engagement for S.C. Hospital Association
 - Dr. Jane Kelly, M.D., Internist, Asst. State Epidemiologist for SCDHEC
 - Dr. Peter Loper, Jr., M.D., MEd, FAAP, Pediatrician/Psychiatrist, Prisma Health
 - Dr. Ada Stewart, M.D., FAAFP, Family Physician, Cooperative Health
 - Moderator
 - Fraendy Clervaud, Anchor, Good Day Columbia, WACH FOX 57
- Send out invitations to panelists and moderator
- Confirm panelists and moderator
- Create and confirm marketing for the event with the Marketing and Communications Department (press release, website calendar)
- Create and send opt-in lists of approved numbers to tele-town hall vendor to be used as dial out for calls
- Add all registration links and numbers for participants on all promotional materials
- Set up zoom link for panelists
- Sign in to tele-town hall account and provide zoom information to tele-town vendor
- Schedule and complete run-through of event 2-3 days before the event with vendor

2.1C TELE-TOWNHALL METRICS (PROVIDED BY TELE-TOWN HALL, LLC.)

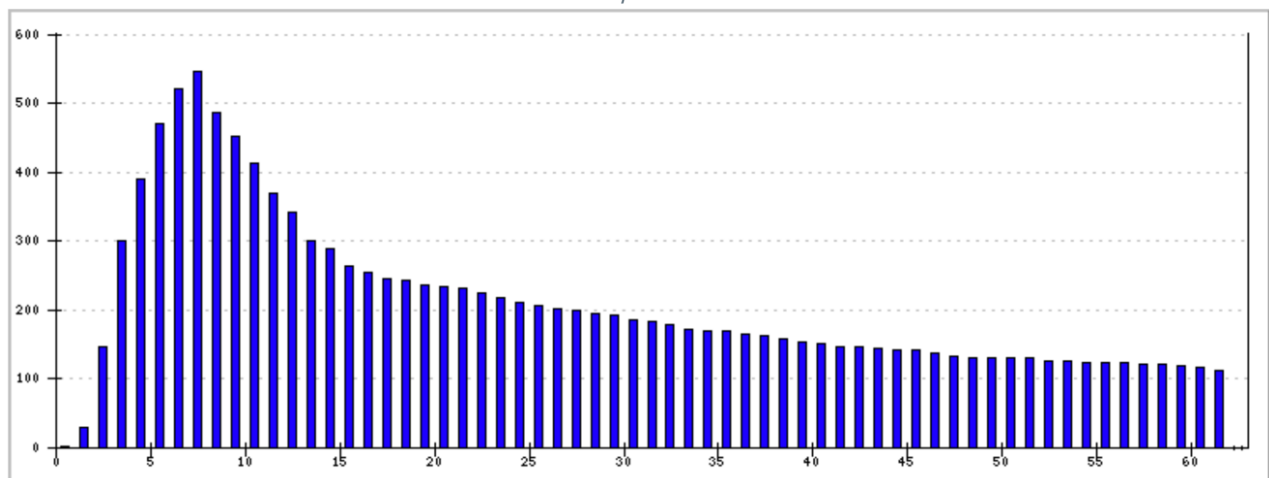
Started at 17:58:11. Duration 01:01:17

Average Acceptant Duration 9.18
MAX Number of People in Conference 566

Answered Calls

NAME	NUMBER
Selects for Event	20,953
Accepts	1,523
TF Calls	0
Toll Inbound Calls	24
Answering Machines	10,537
Declines	5,931
Total Answered Calls	17,991
Talked	11
Speaker Queue	7
Screener Queue	1
WEB Participants	0

In Conference NOW / Conference Minutes



Non-Connects

NAME	NUMBER
NON-CONNECTS	1,011
FAXES	19
BUSY	565
NO-ANSWER	1,367

2.2 EDUCATIONAL VACCINE CONTENT

Richland Library disseminated information helping to dispel misinformation surrounding COVID-19 and the vaccines. The vaccine messaging campaign used up-to-date information from the CDC and SCDHEC.

Messaging was disseminated through blogs written by library staff on www.richlandlibrary.com. A sample blog post is included in the Appendix.

2.2A BLOG DATA

PUBLISHED	TITLE	AUTHOR(S)	BLOG VISITS (JANUARY – APRIL 2022)
10/27/2021	Whom Can You Trust? Reliable, Factual COVID-19 Information	Charlotte Dunn	592
11/19/2021	Children and the COVID-19 Vaccine – Are There Cardiac Risks?	Anthony Young, Lindsey Taunton	290
12/3/2021	Traveling During COVID-19	Megan Mathis	106
12/27/2021	What Exactly Is DHEC?	Dusty Roether	14
1/24/2022	United States' Federal Employment Requirements	Ariel Hackett	53
1/28/2022	Vaccine Costs vs. Hospitalization Costs	Charlotte Dunn	29
2/18/2022	Are Influencers and Content Creators Reliable Sources for COVID-19 Information?	Anthony Young, Lindsey Taunton	119
2/25/2022	What is the CDC?	Sara McBride	19
3/14/2022	Know Before You Share	Sara McBride	47
3/25/2022	Quarantining with Families	Lindsey Taunton	22
5/20/2022	Which COVID-19 Test Should I Take?	Charlotte Dunn	TBD
6/3/2022	How Do I / Should I Tell My Contacts I Have COVID-19?	Megan Mathis	TBD
6/17/2022	COLA Mom's Blog (Tentative)	Laura Morris	TBD
Total Number of People Reached:			1,291

2.2B BLOG PROCEDURE

The Health Literacy Initiative (HLI) team formed a subgroup of 10 staff members called the HLI education team to create digital content for Richlandlibrary.com. The content aims to educate the public about the vaccines themselves, governmental institutions like the CDC and SCDHEC, vaccine myths/information, how to stay safe socially, and personal accounts of receiving the vaccine and talking to family members about COVID-19.

HLI education team members utilized Basecamp to organize their content and allow easy review by other team members. The team leader stored all content ideas in an accessible spreadsheet and encouraged members to post their rough drafts to Basecamp to allow other members to review them to ensure high-quality, accurate work.

2.3 VACCINE CLINICS WITH COOPERATIVE HEALTH AT LIBRARY LOCATIONS

Richland Library partnered with Cooperative Health, an extensive healthcare network providing primary and specialty medical services across four counties in the Midlands of South Carolina, to present COVID-19 vaccine clinics at Richland Library locations. They provided staff to operate the clinics and assist in clinic promotions. In addition, Cooperative Health attended community outreach events where we could operate pop-up vaccine clinics.

Fourteen vaccine clinics were held between November 2021 and April 2022 at two Richland Library locations as well as pop-up clinics at Soda City Market. One hundred and sixty vaccines were given at Library clinics by April 30, 2022. Vaccine clinics will continue to be held through June 2022.

To help increase attendance, Richland Library gave away bags with branded stickers, pencils, COVID-themed coloring pages, buttons, masks, and other items to each participant. Each participant was also entered into a drawing for iPads (6) and canvas branded tote bags (25).

Richland Library marketed the vaccine clinics through signage at library locations, social media, www.richlandlibrary.com, Spotify radio ads, influencer marketing, press releases, and targeted library events. More information on our marketing and promotion efforts can be found in Section 3 of this document.

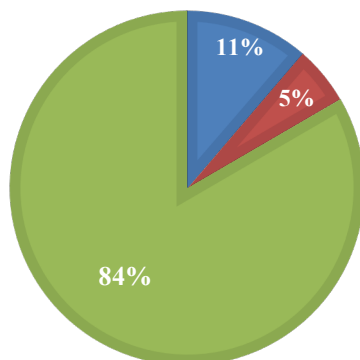
2.3A VACCINE CLINIC DATA

DATE	LOCATION	1ST VACCINE	BOOSTER SHOTS
11/3/2021	Richland Library Main	0	28
11/11/2021	Richland Library St. Andrews	0	9
12/1/2021	Richland Library Main	4	55
12/16/2021	Richland Library St. Andrews	2	22
1/6/2022	Richland Library Main	2	7
1/20/2022	Richland Library St. Andrews	3	2
1/29/22	Soda City Market	0	3
2/3/2022	Richland Library Main	0	4
2/17/2022	Richland Library St. Andrews	1	2
2/26/2022	Soda City Market	0	2
3/3/2022	Richland Library Main	0	4
3/17/2022	Richland Library St. Andrews	0	4
4/7/2022	Richland Library Main	1	3
4/21/2022	Richland Library St. Andrews	0	1
Total		13	147

The following charts show the demographics of those receiving vaccinations at Richland Library vaccine clinics. Cooperative Health collected this data from each participant.

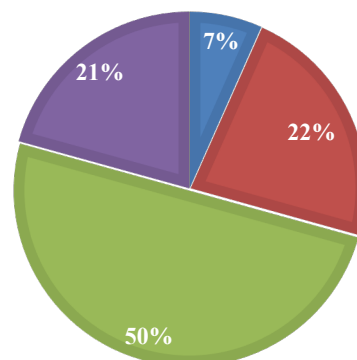
VACCINES ADMINISTERED

■ 1st Dose ■ 2nd Dose ■ Booster



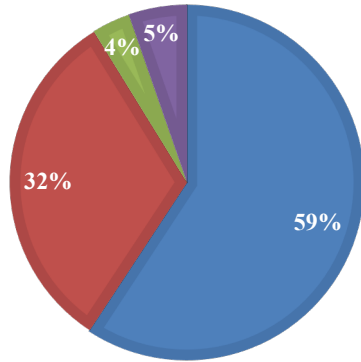
AGE

■ 0-17 ■ 18-40 ■ 41-64 ■ 65+



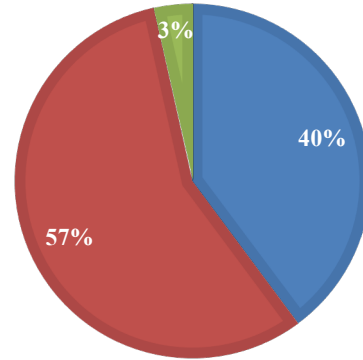
RACE

■ African American ■ White ■ Other ■ Not Disclosed



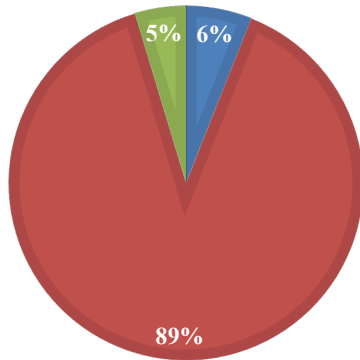
GENDER IDENTITY

■ Male ■ Female ■ Not Disclosed



ETHNICITY

■ Hispanic/Latino ■ Non-Hispanic/Latino ■ Not Disclosed



TOP 5 ZIP CODES OF VACCINE RECIPIENTS

29203
29204
29223
29210
29201

2.3B VACCINE CLINIC PROCEDURES

PREPARATION

STAFFING

The Library's Volunteer Coordinator managed vaccine clinic staffing and recruited staff members to work in each clinic (two per shift). Vaccine administrators (2 -3 people) were provided by Cooperative Health.

SUPPLIES USED

- Pens for sign-in
- Dirty/clean pen cups
- Stapler
- Clipboards for walk-in registrations
- Sign-in sheets
- Raffle tickets

- Hand sanitizer
- Disinfectant wipes
- Flyer with future clinic dates
- Vaccine card protectors
- Bottled water for staff and customers
- QR code sign to register online
- Sandwich board signs for roadside advertising

Supplies were delivered to each clinic location the day before. Sandwich board signs were stored at each location.

CLINIC SET UP

Collaborate with Cooperative Health on clinic setup needs. Tables are needed for intake/crowd control, registration with the vaccine administrator, and vaccine administration. A waiting area with chairs is needed for those waiting on appointments and those being observed after their vaccination.

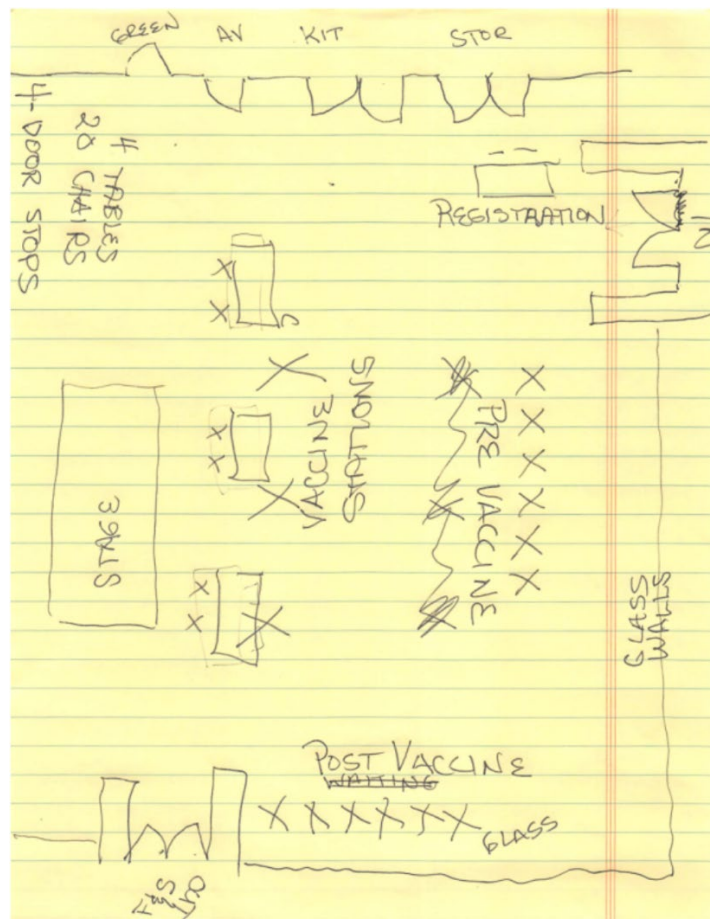


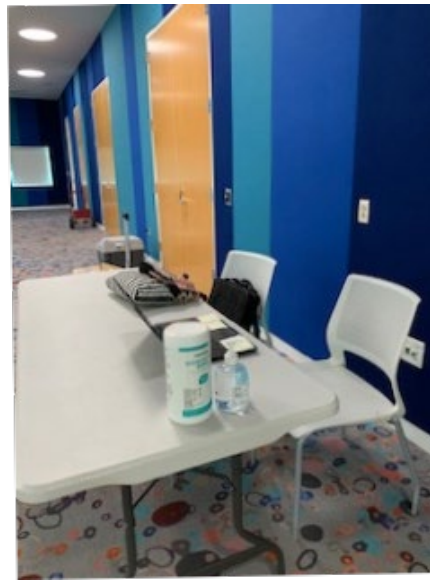
Figure 1: Set-up at Richland Library Main (Created by Dennis Oberlin)

SHIFT DUTIES

FIRST SHIFT (8:30 - 11:00AM)

1. Determine if supplies have arrived at the clinic location. If not, go to Richland Library Main to gather supplies.
2. Set up tables and chairs outside clinic doors with sign-in sheet and distribute supplies:

- a. Intake Table: cups with pens, sanitizer, clipboards, stapler, disinfectant wipes, flyers, tickets, card protectors
 - b. Vaccine Administrator Registration Table: sanitizer, disinfectant wipes, bottled water
 - c. Vaccination Tables: N/A
3. Set-up chairs for waiting before and after vaccination.
4. Set up sandwich board signs inside and outside location as appropriate
5. Collect registration paperwork from Cooperative Health and assemble clipboards with Pfizer and Moderna forms.
 - a. Consult Cooperative Health staff for any updates in forms.
 - b. Stock clipboards with paperwork Cooperative Health provides, a raffle ticket, and a survey for customers to complete (surveys for 18+, only)



Figures 2A and 2B: Intake Table and Vaccine Administrator Registration Table at Richland Library Main

6. Ask Cooperative Health for the number of preregistered each time slot
7. Proceed to the workflow section

SECOND SHIFT (10:00AM-1:00PM)

1. Connect with first shift staff for direction
2. Proceed to the workflow section

THIRD SHIFT (11:00AM-2:00PM)

1. Connect with second shift staff for direction
2. Proceed to the workflow section
3. Confirm daily numbers and demographic data. Report to Head Honcho. Data to include:
 - a. How many customers came
 - b. If there were any first doses. Confirm this information on the raffle ticket.
 - c. Cooperative Health will collect all demographic data.
4. Break down areas and pack materials to be delivered to the next clinic location

(Adjust shift lengths as appropriate.)

WORKFLOW

1. Greet customers and ask them to sign in
 - a. Ask customers:
 - i. If they have pre-registered
 - ii. Which vaccine do they prefer
 - iii. If this is their first, second, or third vaccine
 1. Note their answer on the sign-in sheet and raffle ticket
 - iv. Provide appropriate paperwork and pen
 - v. Ask how they heard about the clinic and note on the sign-in sheet (Sample provided in the Appendix)
 - b. Provide raffle information
 - c. Offer vaccine card protector
 - d. Provide 18+ customers with funder requested survey or QR code to complete survey online. Explain they can complete paper surveys and return to you before vaccination. Surveys will be scanned and submitted to HLI team leaders. (Survey is included in the appendix.)
2. Send customers to the Cooperative Health registration table.
 - a. If the table is clear, send them immediately. If there is a wait, send the next customer from the sign-in sheet (prioritizing those who pre-registered) as the table clears.
3. Depending on location, staff volunteers may be asked to monitor vaccinated individuals for 15-minutes post-injection.
4. Keep used pens and clipboards sanitized. Restock with registration paperwork as needed.

MEDIA TIP SHEET

Provide a media tip sheet to field any media inquiries with the contact information for Richland Library's Community Relations Manager. (The media FAQ is included in the appendix.)

2.3C RAFFLE PROCEDURE

1. Raffle tickets will be given at the intake desk.
2. Recipient will self-designate vaccine status on cards, along with contact information.
3. Raffle will be held approximately every two weeks, depending on the number of clinics added.
5. After each raffle, those who have entered will be taken out (i.e., no roll-over entries into the next raffle).
6. Raffle winners will be given one week to claim. After that, a new recipient will be selected. Winners will collect their prizes at either Richland Library Main or Richland Library St. Andrews.
7. Indicate if a person is under 18 on the raffle ticket.

2.4 OUTREACH

Richland Library participated in community events in order to reach our target audience to distribute information about vaccines and to promote the Library's vaccine clinics.

2.4A SODA CITY POP-UP CLINICS

DATE	LOCATION	NUMBER OF PEOPLE REACHED
1/29/22	Soda City Market (Outreach and Pop-up Clinic)	200 (4 vaccines given)
2/26/22	Soda City Market (Outreach and Pop-up Clinic)	200 (3 vaccines given)
Total		400



2.4B ADVERTISING VACCINE CLINICS BEFORE RICHLAND LIBRARY PROGRAMS

Richland Library promoted the vaccine clinics at library events that targeted young adult African American males.

DATE	PROGRAM	NUMBER OF PEOPLE REACHED
2/23/22	Outreach event - Open Mic: Voices of Our People	54
2/24/22	AFRO: A Mirrored REFLEXion!	16
3/3/22	A Seat At The All-White Table: Diversity, Equality, and Inclusion	36
Total		106

3 MARKETING AND PROMOTIONS

Since the COVID-19 pandemic began, Richland Library's staff and customers have been finding innovative ways to utilize the Library's collections, services, and resources. With Public Libraries in South Carolina boasting more than 14,500,000 visits annually, it's not surprising that communities would turn to their local libraries during a time of crisis. Trusted for unbiased and unfettered information, libraries are partners in a strong network of civic, educational, and entrepreneurial support that makes our state more resilient in every county—including Richland County.

Tapping into our foundation of trust, Richland Library partnered with a number of like-minded community partners and utilized integrated marketing tactics to reach vulnerable populations and boost immunity through vaccination in Richland County.

The Communities for Immunity campaign included Spotify streaming radio ads targeted towards vulnerable populations, boosting events on social media, postcards mailed to the homes of active library cardholders with young families, Influencer marketing campaigns personal impact and connect with underserved populations as well as robust outreach through the largest parenting platform in the Midlands.

3.1 STREAMING RADIO

This campaign consisted of two spots used on Spotify.

SPOT 1:

PSA	General
Campaign Dates	Feb. 11, 2022 – Feb. 28, 2022
Target Audience	Unvaccinated, African-American Young Adult Males
Placement	Music
Format	Audio
Platforms	Desktop, Android, iOS (iPhone/iPad)
Locations	Columbia, Richland County; West Columbia, Lexington County
Language	Any language
Ages	18-34
Gender	Males

VOICEOVER

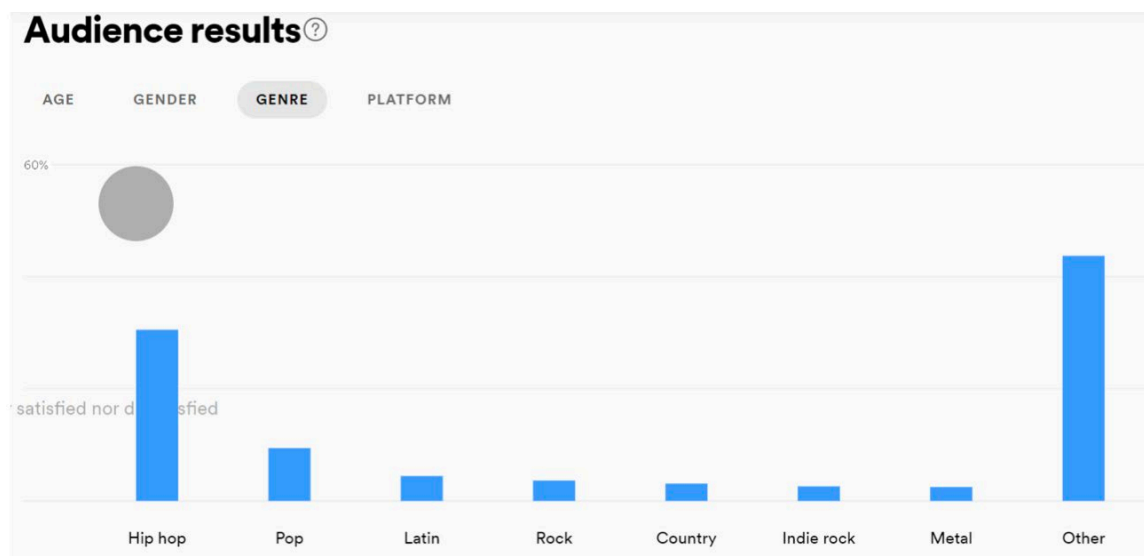
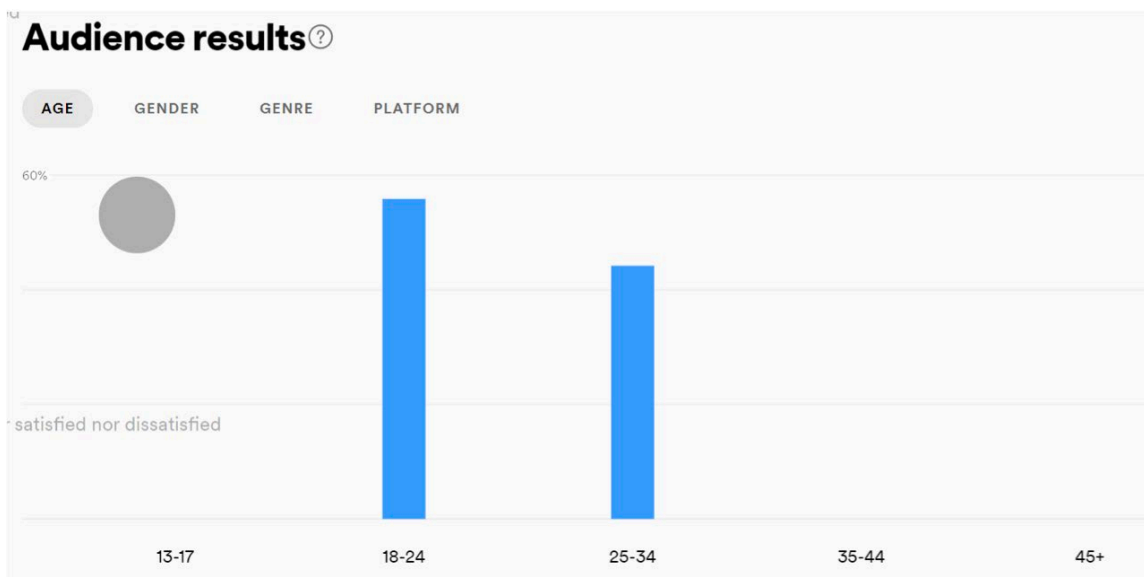
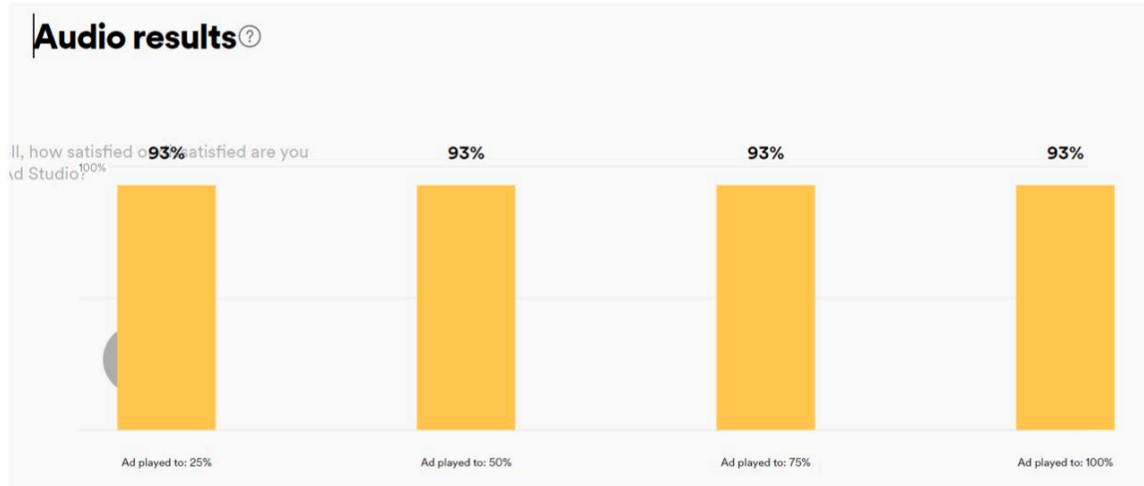
Artist: Darion McCloud
 Messaging: SPOT 1 (:30 sec):

Making the decision to get my COVID-19 vaccine wasn't easy. I had lots of questions. Richland Library had answers. Their unbiased assistance helped me make an informed decision. Everyone says we are in uncertain times and for me, getting vaccinated helped me take control. Richland Library made it easy with vaccine clinics offering appointments and walk-ins. Visit [Richlandlibrary.com/clinics](https://richlandlibrary.com/clinics) to take control of your life and find a clinic near you.

METRICS:**Delivery****\$493.94/ \$1,000.00**

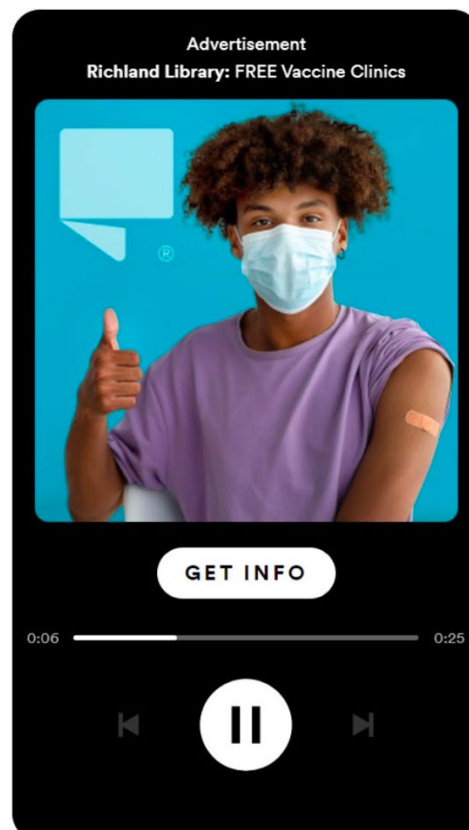
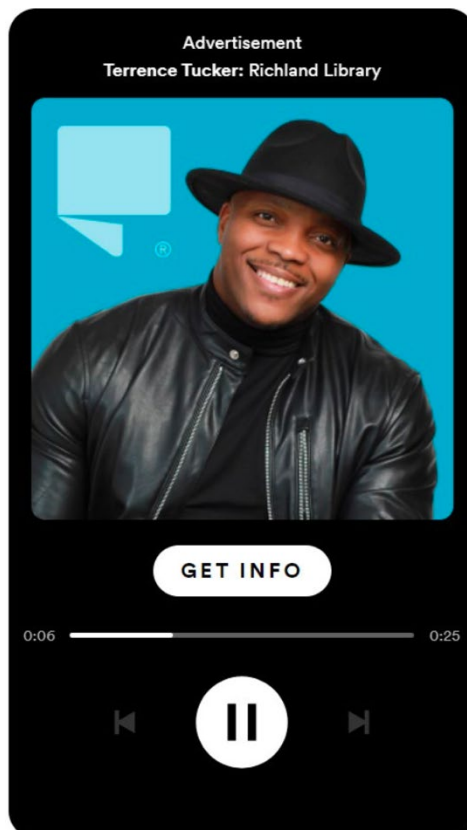
IMPRESSIONS	27,441	COMPLETION RATE	93.03%
REACH	3,818	CLICKS	40
FREQUENCY	7.19	CTR	0.15%





SPOT 2:

PSA	Influencer
Campaign Dates	Mar. 1, 2022 – Mar. 31, 2022
Target Audience	Families
Placement	Music
Format	Audio
Interests	Parenting, Podcasts, Travel, Education, Culture and Society, Commuting, Books, Cooking, DIY Hobbies and Crafts, Health and Lifestyle, In-Car Listening, Running, Sports and Recreation, Theater, TV and Film
Locations	Blythewood, Richland County; Denny Terrace, Richland County; Broad River Estates, Richland County; Columbia, SC; 29016, Richland, Blythewood; 29044, Richland, Eastover; 29061, Richland, Hopkins; 29063, Richland, Irmo; 29209, Richland, Columbia; 29206, Richland, Columbia; 29205, Richland, Columbia; 29204, Richland, Columbia; 29203, Richland, Columbia; 29229, Richland, Columbia; 29223, Richland, Columbia; 29210, Richland, Columbia
Language	Any language
Ages	21-54
Gender	All



Example Creative Images

METRICS:

Delivery?

Downl

\$665.61/ \$900.00

IMPRESSIONS

21,549

REACH

14,333

FREQUENCY

1.5

COMPLETION RATE

89.44%

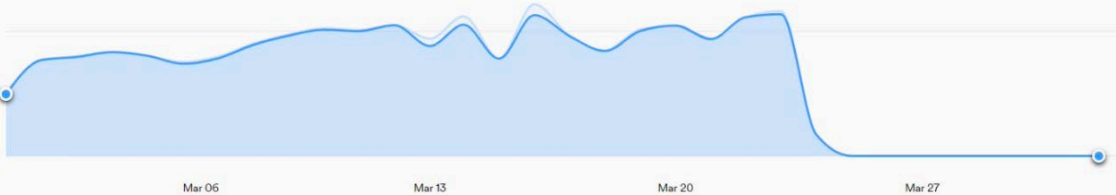
CLICKS

40

CTR

0.19%

2k



Audio results?

100%

90%



Ad played to: 25%

90%



Ad played to: 50%

90%



Ad played to: 75%

89%



Ad played to: 100%

Audience results [?]

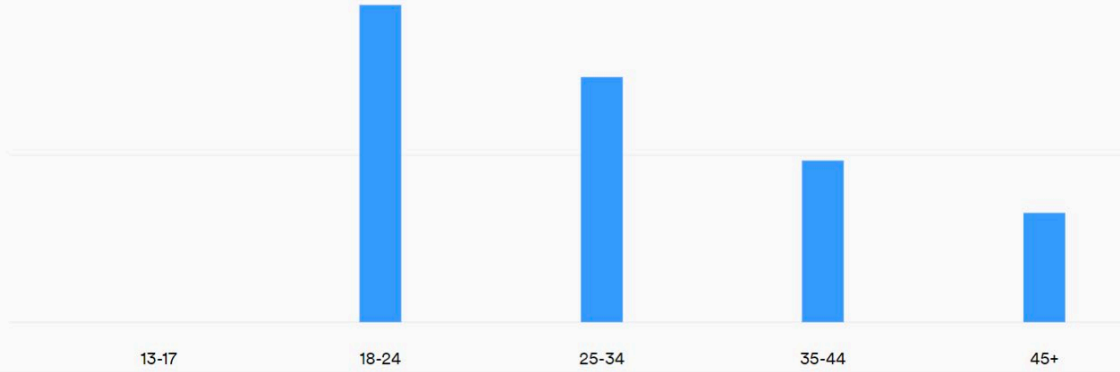
AGE

GENDER

GENRE

PLATFORM

40%



Audience results [?]

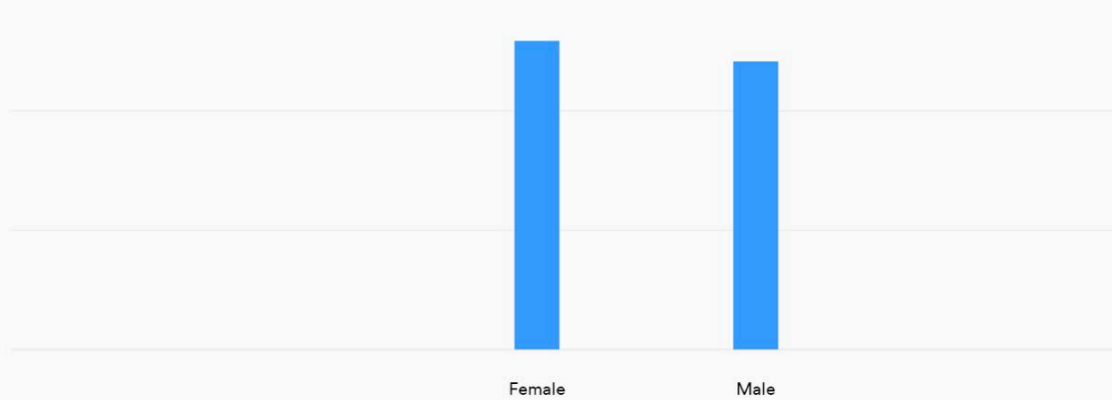
AGE

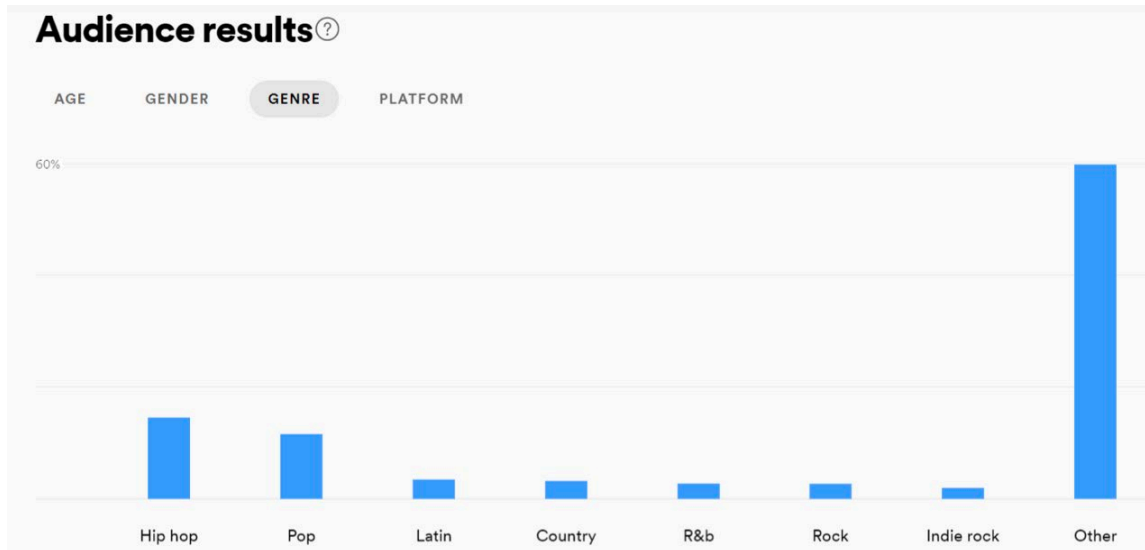
GENDER

GENRE

PLATFORM

60%





3.2 SOCIAL/BOOSTED EVENTS

RICHLAND LIBRARY PROMOTED THE MARCH VACCINE CLINIC EVENTS THROUGH BOOSTED FACEBOOK EVENTS REACHING OVER 4,000 PEOPLE.

PLATFORM	DURATION	EVENT
Facebook Event	Feb. 22, 2022 - Mar. 3, 2022	Cooperative Health COVID-19 Vaccine Clinic (March 3)
Facebook Event	Mar. 3, 2022 – Mar. 16, 2022	Cooperative Health COVID-19 Vaccine Clinic (March 17)

Example Facebook Event

Richland Library
Sponsored ·

We're partnering with Cooperative Health to offer the Pfizer and Moderna COVID-19 vaccines in multiple rounds, including boosters, to anyone ages 5 and up.

This FREE clinic provides residents with a quick, convenient avenue to receive critical vaccines.

Appointments are encouraged but walk-ins are welcome. Call (803) 722-1822 to schedule an appointment.... [See more](#)

THU, MAR 17

Cooperative Health COVID-19 Vaccine Clinic
Richland Library St. Andrews 2916 Broad River Road
Columbia, SC 29210...

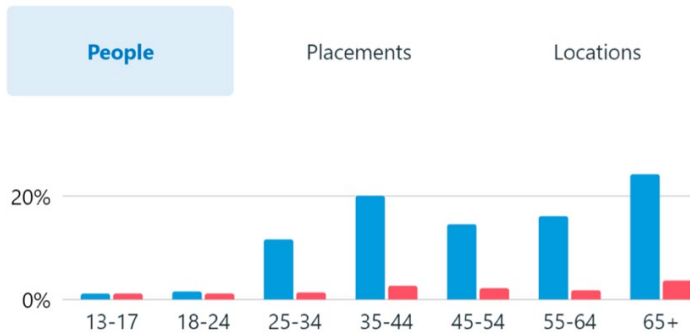
[☆ Interested](#)

[Share](#)

Cooperative Health COVID-19 Vaccine Clinic (March 3)

Richland Library Main

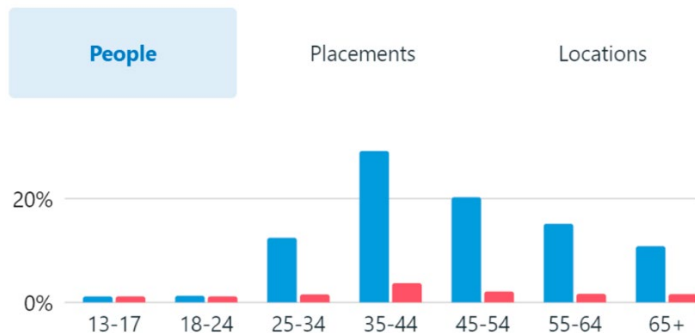
Reach	2, 199	This ad reached 2,199 people in your audience.
Post Engagement	48	
Link Clicks	24	
Post Reactions	19	
Post Shares	5	
Event Responses	4	



Cooperative Health COVID-19 Vaccine Clinic (March 17)

Richland Library St. Andrews

Reach	1, 880	This ad reached 1,880 people in your audience.
Post Engagement	62	
Link Clicks	15	
Post Reactions	40	
Post Shares	4	
Event Responses	8	
Post Comments	3	



3.3 DIRECT MAIL/POSTCARDS

A postcard was created advertising vaccine clinic dates and mailed to 17,715 households. These postcards targeted families and were sent to Richland Library adult members who primarily check out children's materials.

Get the whole family vaccinated at one of our free clinics.

Free Pfizer and Moderna vaccines are available for ages 5 and up thanks to our friends at Cooperative Health. Appointments are encouraged but we know flexibility is key for busy families so walk-ins are welcome.

Call Cooperative Health to set up an appointment at 803.722.1822.

Richland Library Main

1431 Assembly St.
Columbia, SC 29201

**10 a.m. – 2 p.m.
Thursdays**

March 3
April 7
May 5
June 2

Richland Library St. Andrews

2916 Broad River Rd.
Columbia, SC 29210

**10 a.m. – 2 p.m.
Thursdays**

February 17
March 17
April 21
May 19
June 16

Get your first/second dose or booster at our clinics and you'll receive a chance to win an iPad (9th generation) or other rewards.



Cooperative Health



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**RICHLAND
LIBRARY®**

1431 Assembly St.
Columbia, SC 29201-3101



**Communities
for Immunity**

Participating Library

Communities for Immunity is made possible with funding from the Centers for Disease Control and Prevention and the Institute of Museum and Library Services.

For more information, visit
www.communitiesforimmunity.org.

NONPROFIT ORG
US POSTAGE

PAID

COLUMBIA, SC
PERMIT NO.731

3.4 INFLUENCERS

Richland Library, for the first time, partnered with social media influencers and popular mom blogs to help reach the project's target audience of young adult African American males and unvaccinated children.

Ashley Jefferson

Youtuber and Lifestyle Influencer

Post 1	Accounts Reached	720
	Accounts Engaged	106
	Total Impressions	821
	Total Likes	87
Post 2	Accounts Reached	544
	Accounts Engaged	57
	Total Impressions	605
	Total Likes	52

Tasheena Ticer

The Cinnamon Mom

Post 1	Accounts Reached	900
	Accounts Engaged	86
	Total Impressions	955
	Total Likes	65
Post 2	Accounts Reached	642
	Accounts Engaged	47
	Total Impressions	690
	Total Likes	41

Terrance Tucker

Post 1	Accounts Reached	414
	Accounts Engaged	42
	Total Impressions	120
	Total Likes	186
Post 2	Accounts Reached	414
	Accounts Engaged	25
	Total Impressions	51
	Total Likes	98

3.5 COLUMBIA MOMS

Sponsored article Week 1 of February

- 70 pageviews
- 62,456 pageviews on the home page during the time the article was featured on our home page
- 7,450 reach on social media
- 8,194 sent to in our newsletter, 23.1% open rate (2,566 total)

Image advertising (February - March)

- 115,839 impressions (top results for its time frame and more than double any other ad)
- 214 clicks (top for its time frame and more than seven times any other ad)

Dedicated email March Week 1

- Sent to 8,237 people
- 27.5% open rate
- 2,929 people opened the email

Social media promotions: Weeks 2 and 4 of February and March

- February Week 2
 - Reach 1,169
 - 4 Reactions (like and love)
- February Week 4
 - Reach 1,389
 - 8 likes, 2 shares
- March Week 2
 - Reach 5,101
 - 20 reactions (4 sad, 5 love, 11 likes)
- March Week 4
 - Reach 302
 - No reactions

Newsletter promotion Week 3 of February

- Sent to 8,208
- 23.8% open rate
- 2,593 people opened the email

Newsletter promotion March Week 1



- Sent to 8,235
- 24.5% open rate
- 2,567 people opened the email


Newsletter promotion March Week 3

- Sent to 8,258
- 22.5% open rate
- 2,329 people opened the email

Weekend Event Guide February and March


- 2,648 pageviews (2nd highest viewed article during this timeframe)
- 61,063 total number of pageviews on the homepage while this was featured
 - 9,930 social reach




**Columbia Mom**
Sponsored · 



Whom Can You Trust?: Reliable, Factual COVID-19 Info...
With so much information available about COVID-19 on the news and social media, it is easy to feel o... See More

[Learn more](#)

 1

 Like  Comment  Share

3.6 OTHER COLLATERAL

Internal Signage Campaign

Richland Library placed vaccine clinic signage inside and outside of the two locations hosting clinics in high traffic areas from December 2021 through April 2022. Digital signage ran on monitors at each library location in February and March of 2022.

SIGNAGE VIEW COUNTS (BASED ON LOCATION DOOR COUNTS)

DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
22,292	22,962	62,173	72,218	27,358

4 COMMUNITY RELATIONS

Richland Library's Community Relations Department sent press releases and media alerts out for each vaccine clinic as well as the tele-town hall. Activities were also highlighted in the Library's e-blasts and through our standing radio slots. A sample press release and media alert can be found in the appendix.

Get the whole family vaccinated at one of our free clinics.

Free Pfizer and Moderna vaccines are available for ages 5 and up thanks to our friends at Cooperative Health. Appointments are encouraged but we know flexibility is key for busy families so walk-ins are welcome.

Call Cooperative Health to set up an appointment at 803.722.1822.

RichlandLibrary.com/Clinics





Communities for Immunity
Museums and Libraries as
Trusted Community Partners



Cooperative Health



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4.1 COMMUNITY RELATIONS PROCESSES

- Utilizing Constant Contact, an email marketing company, Vaccination clinics were promoted to 279 contacts including local media entities on a bi-weekly basis for clinics held at Richland Library Main and Richland Library St. Andrews.
- Media alerts were sent two days prior to each event and local news affiliates were helpful in disseminating the information.
- Specialty events such as vaccination clinics at Soda City Market or Tele Town Hall events received press releases two weeks prior to the event with a reminder media alert two days ahead of the event.
- Vaccine clinics were also listed in the weekly What's Happening at Richland Library E-blast that is disseminated weekly and includes the top ten events of the upcoming week.

- Vaccine clinics were also promoted on Richland Library's standing radio spot every other Wednesday on 99.3 WXYR.
- Vaccine clinics were also promoted on Richland Library's standing radio spot every second Monday on 105.1 WGVC.

4.2 MEDIA MENTIONS

Utilizing the reporting tool TV Eyes, Richland Library was able to track the total viewership of per mention, per day, per station, per time slot. In total, between November 29 and May 5 Richland Library reached 458,549 viewers across four major news stations. The total monetary value of these media mentions equates to \$34,237.55.

5 APPENDICES

- 1. SAMPLE BLOG POST**
- 2. VACCINE CLINIC SIGN-IN FORM**
- 3. PARTICIPANT SURVEY SAMPLE**
- 4. MEDIA FAQ SAMPLE**
- 5. PRESS RELEASE**
- 6. MEDIA ALERT**

Sample Blog Post



BLOG

Who Can You Trust?: Reliable, Factual COVID-19 Information

Friday, May 20

Share:

With so much information available about COVID-19 on the news and social media, it is easy to feel overwhelmed. Who is reliable, and what information is factual?

As your trusted research and information professionals, we are here to put your mind at ease.

Updated 5/20/22 at 2:45 p.m.

Librarians love research - it is at the heart of what we do. Since early 2020, we have provided our customers and readers with the best, most current information regarding the COVID-19 virus and vaccines. We are all in this together - and by helping to separate reality from fiction, we are doing our best to quell rumors and present accurate, factual research regarding the pandemic and the COVID-19 vaccines.

We realize you may have questions, and we are here to provide the most up-to-date information we can. We have continued to [adapt](#) to meet the needs of our community, and that includes providing you with everything from [scientific research](#) to [career help](#) to [sharing our personal stories](#).

We will be keeping this page updated to help you stay informed with accurate, scientific information so you can [#RelyOnReal](#) and combat misinformation about COVID-19 and the vaccines that have been developed to fight its spread.

Have questions about resources? You can [ask a librarian](#), [call us](#), or send us a text message at 803-667-4242 (message and data rates apply).

Fact vs Fiction - How do I know who to trust?

Peer-reviewed, scientific research remains the best source of trust-worthy information regarding the Covid-19 virus and vaccines. The following resources are just a few of the websites can be trusted for up-to-date, timely guidance and facts.

- [Centers for Disease Control and Prevention \(CDC\)](#)
- [National Institutes of Health \(NIH\)](#)
- [SC Department of Health and Environmental Control \(SC DHEC\)](#)
- [Mayo Clinic](#)
- [Medical University of South Carolina \(MUSC\)](#)

For more resources, consider [this list](#) from DHEC for further information. For more help evaluating sources, look at [this checklist](#) from the CDC.

You have questions - and we have answers!

Is the vaccine safe for kids?

Now that children ages 5-11 are able to receive the Pfizer/BioNTech COVID-19 vaccine, some of you may have questions about the safety of the vaccine.

We've [compiled](#) this research from credible sources about kids and potential cardiac issues regarding the COVID-19 vaccine - plus, you can check out this [advice](#) from the Surgeon General.

I'm traveling. Do I need to get tested for COVID-19?

The different requirements for traveling domestically or internationally can be confusing - especially during the pandemic - but this comprehensive [guide](#) about COVID-19 testing and travel will put your mind at ease. There, you will find links to guidelines for public transit, air travel, cruise ships, and more.

The Department of State also offers these [travel advisories](#) and this [country-specific COVID-19 information](#).

What is DHEC? What purpose do they serve?

A lot of the daily information regarding COVID-19 comes from SC DHEC (South Carolina Department of Health and Environmental Control), but you may be wondering exactly

what this agency does and why they exist in the first place. [This post](#) explains their history and how they serve the state of South Carolina.

DHEC's mission and other ways in which they support the Midlands and beyond can be found [here](#).

What about vaccine mandates for federal employees?

We have [the official guidelines](#) in an easy-to-read format, explaining to whom the vaccine mandate applies.

For further reading, here is [the presidential order](#), as well as the [COVID-19 safety protocols for federal employees](#).

Does the vaccine cost anything?

We've broken down [the financial costs](#) of getting the vaccine versus being hospitalized with COVID-19. Hint: [the cost of a hospital visit](#) may surprise you!

Should I trust influencers and content creators about the vaccine?

It may be difficult to discern the difference between fact and fiction when it comes to social media influencers and content creators. There is so much information out there - from podcasts to social media to memes - and it can certainly get confusing!

We've [gone through](#) some of the latest trending sound bites from Spotify and YouTube to help you sort out the truth from the distortions. In the meantime, you can always rely on [local](#), [state](#), and [national](#) resources.

What exactly is the CDC? What is its purpose?

You may be wondering what the Centers for Disease for Control and Prevention (CDC) does or even why it even exists.

Here's a [history of the CDC](#) we've compiled that explains its origins and what its mission is today. You can read [here](#) about why the CDC is located in Atlanta (hint: it has to do with mosquitoes!).

How do I know if what I read is true?

How can you tell if something you read online is real or fake? Is it true or false, or maybe it's satire?

Fortunately, we've put together this [guide](#) to help you when you're reading the news - and if you're still not sure, then try the [Google Fact Check Explorer](#) to help you spot fake

information.

Someone in my family got COVID-19 - how do we quarantine?


There are [new recommendations for quarantining](#) since the pandemic began two years ago, but you may still have questions about how to quarantine in a multi-person household.

We've put together [a comprehensive list](#) on how to quarantine effectively, including [cleaning reminders](#) and guides to [quarantining with kids](#).

I need to take a COVID-19 test, but I don't know the difference between them all - help!

There are some big [differences](#) between the COVID-19 tests we currently have available to us.

We've broken down the main differences between COVID-19 tests in this handy [guide](#)!



With the Coronavirus (COVID-19) currently impacting the U.S., we've compiled a list of resources and information to help you and your family stay informed. For additional COVID-19 resources and information, [click here](#).

For general COVID information via phone, call:

DHEC Care Line (General COVID Information) [855-472-3432](#)

CDC Info (General COVID Information) [800-232-4636](#)

Richland County Health Department [855-472-3432](#)

AUTHOR

Charlotte D.

Customer Service Specialist

Sample Clinic Check-in Form

Vaccine Clinic Waitlist

	Name	Arrival Time	Appointment	Time Seen	How learned about clinic
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Please shred after clinic has ended

Participant Survey

Thanks for participating! Please take a couple minutes to share your thoughts in this survey. **You must be at least 18 years old to complete this voluntary survey.**

This survey is part of a data collection research firm SRI International (SRI) is conducting on behalf of the Association of Science and Technology Centers with funding from the Institute of Museum and Library Services and the U.S. Centers for Disease Control and Prevention. The data collection was approved by the U.S. Office of Management and Budget (OMB) with OMB Control Number 3137-0129. You should not respond to federally supported data collections that do not display a valid OMB Control Number.

Research firm SRI International (SRI) is inviting you to participate in a survey about your recent experience with a museum, library, or community organization. This survey is part of SRI's study of the Communities for Immunity (C4I) Project. C4I supports efforts by museums and libraries to share information about COVID-19 vaccines.

This voluntary, anonymous survey has questions about C4I activities you participated in, what you think about those activities, and what you think about COVID-19 vaccines.

The survey does not require you to provide your name or other identifying information, but you may provide your name and contact information if you are willing to participate in a follow-up interview. Your name and contact information will be kept confidential, and your privacy will be protected. The survey will take no more than ten minutes.

Participation is voluntary. You can decide not to participate or to stop at any time. You do not have to answer any questions you choose not to answer.

SRI will protect your privacy and keep your responses anonymous and confidential. SRI takes precautions to protect your personal information. All data will be kept in secure files. Your answers will appear only in summaries of results without anyone knowing which answers are yours. Deidentified data may be shared with ASTC and IMLS for later study, but no one will know which answers you provided.

Risks and Benefits: Participating in the survey involves minimal risk other than possible discomfort answering questions. You can decide whether to answer each question. You will not benefit personally from the survey, but your responses will help researchers better understand COVID-19 vaccine hesitancy and how to address it. Your responses will also help researchers understand the role museums and libraries can play in sharing scientific information in their communities.

Questions: If you have any questions or concerns about the study, contact the Principal Investigator, Kea Anderson, at 703-247-8568 or c4i-eval@sri.com. You may also contact the SRI Institutional Review Board at (650) 859-4022 or IRB@sri.com.

Are you at least 18 years of age?

- ☐ No
- ☐ Yes

Consent to Participate: If you do not agree to participate as described above, mark "No" below. If you do agree, mark "Yes."

- ☐ No, I do not give my consent to participate
- ☐ Yes, I give my consent to participate

These questions are about a COVID-19 vaccine event or exhibit you attended, or COVID-19 vaccine information you received, today or recently.

- 1. What is the name of the organization where you participated in an event, exhibit, or information session?**

- 2. What did you do at the organization? Please select all that apply. ‘**

- ☐ Received, read, watched, or listened to information
- ☐ Went to an exhibit
- ☐ Went to an event
- ☐ Went to a vaccine clinic
- ☐ Spoke with staff or an expert
- ☐ Asked questions
- ☐ Other _____

- 3. Which COVID-19 vaccines were the focus of this event, exhibit, or activity at this organization?**

- ☐ Vaccines for people ages 12 and older
- ☐ Vaccines for children ages 5-11
- ☐ Both
- ☐ Don't know

- 4. Are you or will you be vaccinated against COVID-19?**

- | | |
|---|---|
| <input type="checkbox"/> Yes, I was vaccinated before I attended. | <input type="checkbox"/> No, but I plan to get vaccinated. |
| <input type="checkbox"/> Yes, I got vaccinated at this event. | <input type="checkbox"/> No. I do not plan to get vaccinated. |
| <input type="checkbox"/> No, but I scheduled an appointment at this event | <input type="checkbox"/> I still have not decided. |

If you selected any of the above, please continue to question 6.

If you selected any of the above, please answer the following question (question 5).

5. After participating, how confident are you that the COVID-19 vaccine for people ages 12 and older...

	Less confident than before	As confident as before (no change)	More confident than before	Don't know
... is safe?				
... is effective?				
... prevents hospitalization from COVID-19?				
... prevents death from COVID-19?				
... prevents the spread of COVID-19?				

6. Are you a parent or caregiver of a child or children aged 11 or younger?

☐ Yes

☐ No

7. After participating, how confident are you that the COVID-19 vaccine for children ages 11 and under...

	Less confident than before	As confident as before (no change)	More confident than before	Don't know
... is safe?				
... is effective?				
... prevents hospitalization from COVID-19?				
... prevents death from COVID-19?				
... prevents the spread of COVID-19?				

8. If you are a parent/caregiver, please answer this question: After participating, do you plan to have your child or children ages 11 and under vaccinated?

- ☐ They are already vaccinated.
- ☐ I plan to have them vaccinated.
- ☐ No, I do not plan to have them vaccinated.
- ☐ I still have not decided.

9. Please indicate your agreement with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
The organization is a place where I can learn about issues important to me.					
I trust the information I received about the COVID-19 vaccine.					

10. Please indicate your agreement with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
When visiting this organization, I feel like I belong.					
I feel comfortable asking staff at this organization for help finding reliable information.					

11. About how often did you visit [organization name] before today's event activity?

- ☐ At least monthly
- ☐ Once every few months
- ☐ 1-2 times per year
- ☐ Less than once per year
- ☐ This was my first visit

12. After participating, how often do you think you'll visit [organization name]?

- ☐ As often as before
- ☐ More often
- ☐ Less often
- ☐ Don't know

13. With what ethnicity do you identify?

- ☐ Hispanic or Latino
- ☐ Not Hispanic or Latino
- ☐ Prefer not to answer

14. With what race do you identify? (Please select all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> American Indian or Alaskan Native | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Asian | <input type="checkbox"/> White |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Another race not listed above |
| <input type="checkbox"/> Middle Eastern or North African | <input type="checkbox"/> Prefer not to answer |

15. Are you willing to be contacted for a follow-up interview about your experience? You may still decline to participate if contacted. However, if you do participate, you will receive a \$50 gift card as a token of our appreciation.

- ☐ Yes
- ☐ No

Thank you for your consideration! Please provide your name, email address, and phone number.

Name: _____

Email address: _____

Phone number: _____

Thank you for your time!

Media FAQ

Why are the vaccine clinics important? Why is Richland Library hosting vaccine clinics?

The vaccine clinic partnership with cooperative health is important because it allows Richland Library to provide access to free vaccines that empower families in Richland County to make decisions that best serve their family's needs.

When will the next vaccine clinic be?

The next vaccine clinic will be at Richland Library _____ from 10-2.

Future vaccine clinics for Richland Library Main and Richland Library St. Andrews can be found on our website at www.richlandlibrary.com.

How many people have you seen today?

We have had a healthy turnout, roughly ____ amount of people today.

What shots are available at the vaccine clinics?

We are able to provide Moderna for ages 18 and up and Pfizer for ages 5 and up. 1st doses 2nd doses, and boosters are available.

Are COVID tests available at the library?

SC DHEC has a drive-through testing location in the parking lot of Richland Library Sandhills. We do not offer COVID tests at the vaccine clinics?

Is there anything else that you want to share?

Richland Library has 13 locations across the county and we are proud to continue providing free access to resources in Richland County.

If people have questions who should they contact?

The public is free to contact our Community Relations Department for more information. 803-530-3621.

IF MEDIA ASK IF THEY CAN TAKE PICTURES OR VIDEO OF THE CLINICS THE ANSWER IS NO, RESPECTFULLY.



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For Immediate Release
February 23, 2022

RICHLAND LIBRARY PROVIDES COVID-19 VACCINE RESOURCES

Hear the Latest Updates during Tele-Town Hall

Columbia, SC - Richland Library will host top community health experts for a free, Tele-Town Hall event focusing on the community cost of the COVID-19 pandemic, the updated CDC guidelines and will address vaccine hesitancy. **Join us for the [COVID-19 Vaccine Tele-Town Hall](#) from 6:00 - 7:00 p.m., Thursday, March 3 and hear from four medical professionals, helping our community make informed decisions in the ever-changing pandemic.**

The panelists will take questions while discussing COVID-19 vaccines, safety and efficacy of the vaccines, and who is eligible for the vaccines. Additionally, they will take questions on the impact of COVID-19 in our community. Richland County residents may receive a call prior to the program, asking them to participate.

Residents can pre-register for the event, [here](#). However, **anyone can join by dialing 803-205-0307.**

Receive assistance with vaccine registration over the phone by dialing 803-799-9084 and pressing "zero" from 9 a.m. - 6 p.m., Monday - Friday. Our staff can also relay a list of upcoming vaccination clinics at Richland Library locations.



Fraendy Clervaud, Moderator

The tele-town hall will be moderated by Fraendy Clervaud, a morning news anchor for Good Day Columbia.

Meet the Panelists

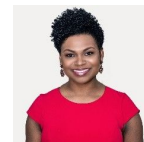
Ada D. Stewart, MD, FAAFP, a family physician with Cooperative Health in Columbia, South Carolina, and is the Board Chair of the American Academy of Family Physicians.



Dr. Jane Kelly is a board-certified internist. She serves as the assistant state epidemiologist for the SC Department of Health and Environmental Control (SC DHEC).



Rozalynn Goodwin, FACHE serves as vice president for engagement for the South Carolina Hospital Association (SCHA).



Peter L Loper, Jr, MD, MEd, FAAP, is a pediatrician and child and adolescent psychiatrist in the Pediatric Acute Crisis Stabilization Unit of Prisma Health-Midlands.



For questions, please contact Anika Thomas at 803-530-4621 or athomas@richlandlibrary.com.

About Richland Library

Awarded the National Medal in 2017 by the Institute of Museum and Library Services, Richland Library is a vibrant, contemporary organization that provides resources and information that advance the Midlands. Offering state-of-the-art technology, a variety of literary and cultural programs and 13 bustling facilities located throughout the county, Richland Library provides a truly customizable, modern library experience for residents and visitors alike.



**RICHLAND
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For Immediate Release
February 24, 2022

****MEDIA ALERT****

RICHLAND LIBRARY OFFERS COVID-19 VACCINES WITH COOPERATIVE HEALTH
Free COVID-19 vaccines are available at Soda City Market.

WHAT: COVID-19 Vaccine Clinic

WHEN: 9 AM - 12 PM, Saturday, February 26

WHERE: Soda City Market (1300-1600 Main Street)

WHO: ages 5+

Richland Library in partnership with Cooperative Health, formerly Eau Claire Cooperative Health Center will offer COVID-19 vaccines at **Soda City Market on February 26**. This clinic provides residents with a quick, convenient avenue to receive critical vaccines in the heart of downtown Columbia and continues an ongoing partnership between Richland Library and Cooperative Health.

The clinic will offer the Moderna COVID-19 vaccine for adults ages 18 and up, as well as the Pfizer COVID-19 vaccine for anyone ages 5 and up. First doses, second doses and boosters will be available for those eligible. A Richland Library card is not required to participate.

Appointments are encouraged, but walk-ins are welcome. Call (803) 722-1822 to schedule an appointment.

Cooperative Health Contact: Peatra Cruz
Chief Organizational Development Officer
(803) 733-5969 | pcruz@cooperativehealth.org

Richland Library Contact: Anika Thomas
Community Relations Manager
803-530-4621 | athomas@richlandlibrary.com

About Eau Claire Cooperative Health Center (dba Cooperative Health)

Cooperative Health is a Federally Qualified Health Center (FQHC) and a Federal Tort Claims Act (FTCA) deemed facility. It operates as an independent non-profit organization providing primary and preventative health care services including: family medicine, internal medicine, pediatric/adolescent care, women's health, behavioral medicine, dental, pharmacy, orthopedics and podiatry.

About Richland Library

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Connect with us





For Immediate Release
February 25, 2022

WHAT'S HAPPENING AT RICHLAND LIBRARY

Monday, February 28- Sunday, March 6

Richland Library's mission is to help our customers learn, create and share. We are continuing to offer programs, both familiar and new, and we are finding creative ways to connect with our community and interact online. Here's a look at some of the featured programs that are planned for the coming week:

Outdoor Family Storytime

Date: March 2, 3, 5

Time: Various

Location: Various

Age Recommendation: Parents, Families, Young Children, School-Age Children

Join us for fresh air and socially distanced storytimes. We will share stories, songs, and much more while building early literacy skills with fun for the whole family. Celebrate with us! [Find a storytime near you and register here.](#)

Sew Divine: A Gathering of Crafters

Date: March 1

Time: 1 PM

Location: Richland Library Sandhills

Age Recommendation: Adults

Bring your own portable craft project and share some fun with fellow crafters!

Cooperative Health COVID-19 Vaccine Clinic

Date: March 3

Time: 10 AM

Location: Richland Library Main

Age Recommendation: 5+

Cooperative Health is partnering with Richland Library to offer the Pfizer and Moderna COVID-19 vaccines in multiple rounds, including boosters, to anyone ages 5 and up. Appointments are encouraged but walk-ins are welcome. *Call (803) 722-1822 to schedule an appointment.*

COVID-19 Community Tele-Town Hall

Date: March 3

Time: 6 PM

Location: Richland Library Online

Age Recommendation: Adults, Parents, Seniors, Families

Richland Library and top community health experts, moderated by Fraendy Clervaud, Good Day Columbia Anchor, will discuss the lingering impacts of the pandemic for our state, county and communities. [Register here](#) or call in on the day of the event by dialing 803-205-0307.

A Seat at the All-White Table: Diversity, Equity and Inclusion

Date: March 3

Time: 6:30 PM

Location: Richland Library Online

Age Recommendation: Adults, Parents, Seniors

Join us for this Women's History Month and A Year of Black History candid conversation of race, gender, and the wage gap. Moderated by Cynthia Hardy, OnPoint. [Register here.](#)

Kanopy Club

Date: March 3

Time: 6:30 PM

Location: Richland Library Online

Age Recommendation: Adults

Every first Thursday of the month, we'll talk about a new film and at the end of each meeting, we will pick our next film to discuss for our next monthly meeting. [Register here.](#)

Crafternoon: Sand Terrarium

Date: March 5

Time: 10 AM

Location: Richland Library Edgewood

Age Recommendation: 9-12 years

Join us as we make fun and colorful terrariums! [Register here.](#)

RPG Anime Edition: The Game

Date: March 5

Time: 3 PM

Location: Richland Library Online

Age Recommendation: Teens (12-18 years)

Enjoy some adventure and suspense on Zoom. Play as your favorite anime-type as you explore the world of Remnant. [Register here.](#)

A Candid Conversation with Dr. Cornel West

Date: March 6

Time: 6:30 PM

Location: Richland Library Online

Age Recommendation: Adults, Parents, Seniors, Teens (12-18 years)

Join us as we honor A Year of Black History with a candid conversation with the American philosopher, political activist, Grammy-award winner, artist, actor, author and intellectual. This event will be moderated by Dr. Todd Shaw, UofSC African-American Studies Program. [Register here.](#)

All outdoor events are subject to change in the event of inclement weather.

About Richland Library

Awarded the National Medal in 2017 by the Institute of Museum and Library Services, Richland Library is a vibrant, contemporary organization that provides resources and information that advance the Midlands. Offering state-of-the-art technology, a variety of literary and cultural programs and 13 bustling facilities located throughout the county, Richland Library provides a truly customizable, modern library experience for residents and visitors alike.

Connect with us

