Campaign Best Practices –

**CDC’s National Influenza Vaccination Week, December 5-11, 2010**

Cindy Fowler
Yvonne Garcia
Jessica Schindelar

PKIDS *Communications Made Easy* Webinar Series
April 12, 2011
Campaign Communication
Goals & Objectives

• Create high awareness of universal vaccination recommendation and flu-related key messages
• Foster knowledge and favorable beliefs regarding influenza vaccination recommendations
• Maintain, extend confidence in flu vaccine safety
• Promote/encourage vaccination throughout the flu season
Campaign Audiences

• The general public
• Parents of children age 18 and younger
• Older Americans
• Adults with chronic health conditions
• Young adults
• Pregnant women
• People who live with or care for those at high risk for complications from flu, including:
  • Health care workers
  • Household contacts and caregivers of children <5 years, esp. children <6 months
• Minority populations (African Americans, Hispanics)
Formative Research

- Consumers
- Physicians
- Health care workers
Consumer Groups and Segmentations

- Low Education
- High Education
- African American, Caucasian, Hispanic

- Asthma
- Diabetes
- Mixed Race/Ethnicity
- Low Education
- High Education
- African American, Caucasian, Hispanic
  - 25 - 35 years of age
  - 36 - 49 years of age

- Mixed Race/Ethnicity
- Living on Campus
- Commuting to Campus
- Working Adults

- Mothers of Children and Adolescents (0-18 years)
- Young Adults (19-24 years)
- Seniors (65-75 years)
- Chronic Medical Conditions (Ages 25-49 years)

Audiences
Physician Groups

- 30-minute in-depth interviews with physicians

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<th>Specialty</th>
<th>City*</th>
<th>Totals</th>
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<td>Hollywood, FL</td>
<td>Chicago</td>
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<td>June 7-8</td>
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<tr>
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*Number of specialty attended each city
Health care worker groups

- 1-hour discussions with health care workers (HCWs)
  - Less experienced: Less than 3 years
  - More experienced: 3 or more years

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<tr>
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<td>Licensed Practical Nurse (LPN)</td>
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<tr>
<td>Allied Health Professions**</td>
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**Allied Health Professions include: Respiratory Therapist, Medical Assistant, Certified Nursing Assistant, Physical Therapist, and Occupational Therapist**
How Research Impacts Product Development

NATIONAL INFLUENZA VACCINATION WEEK
DECEMBER 5–11, 2010

Protect yourself and those you love against the flu—
GET VACCINATED!

Flu is serious, and your best protection against the flu is the flu vaccine.
Everyone 6 months of age and older should get a flu vaccine.
It's not too late to protect yourself and your loved ones.
There are two types of flu vaccine available: the flu shot, and the nasal spray flu vaccine.
How Research Impacts Product Development

Spread music. Not Flu.

Even healthy people can get the flu, and it can be serious. Everyone 6 months and older should get a flu vaccine.

This means you. This season, protect yourself—and those around you—by getting a flu vaccine.

THE FLU ENDS WITH U

For more information, visit http://www.flu.gov
How Research Impacts Product Development
How Research Impacts Product Development
How Research Impacts Product Development

I won’t spread flu to my patients or my family.

Even healthy people can get the flu, and it can be serious.
Everyone 6 months and older should get a flu vaccine. This means you.
This season, protect yourself—and those around you—by getting a flu vaccine.

THE FLU ENDS WITH U
For more information, visit: http://www.flu.gov
National Influenza Vaccination Week (NIVW)

December 5-11, 2010
NIVW at a Glance

• Grassroots and national media outreach activities
• Communicate importance of vaccination for high risk groups
• Themed Vaccination Days:
  – Sunday, Dec 5: Kickoff, general audience, faith-based
  – Monday, Dec 6: Families
  – Tuesday, Dec 7: Chronic Medical Conditions
  – Wednesday, Dec 8: Employee Health
  – Thursday, Dec 9: Older Adults
  – Friday, Dec 10: Young Adults
  – Saturday, Dec 11: wrap-up; general audience
Campaign Elements Applied: NIVW

- Outreach and collaboration
  - Partners, faith-based orgs, African Americans, Hispanics
- Television and radio
- Print Products
- Earned media
- Paid media
- Digital media
- Education and outreach to health care professionals
- Evaluation
Partnerships & Collaborations

- Identified and engaged new and existing membership organizations, non-profit groups, and media partners

- Families Fighting Flu (FFF)
- Natl Healthy Mothers, Healthy Babies Coalition (HMHB)
- National Association of School Nurses (NASN)
- National Collegiate Athletic Association (NCAA)
- American Nurses Association, Emergency Nursing Association, and Natl League for Nursing
- National Business Group on Health (NBGH)
- American Lung Association (ALA)
- American Diabetes Association (ADA)
- American Heart Association
- AARP
Partnerships & Collaborations

- Provided resources to partners for each themed day

- Example: Toolkit for Businesses and Employers, sell sheet
Partnerships & Collaborations

- Increase visibility of partners’ influenza vaccination and vaccine promotion activities
- Encourage increased participation of partners
- Example: Open Letter ad
Partnerships & Collaborations

- Faith based efforts:
  - Visit to nationally-televised Potters House
  - Other HHS reps visited with church ambassadors
  - Collaborated on and promoted toolkit developed by HHS Faith-based and Neighborhood Partnerships Center
  - International Parish Nurses Resource Center (IPNRC)
Television and Radio

• Television PSAs
  – “The Flu Ends with U” - Associates vaccination with an altruistic motive to help stop the spread of flu and protect friends, family, and loved ones (30 seconds; English/Spanish)
  – “I Never Get the Flu” – Motion graphics PSA that address common reasons people give for not getting a flu vaccine and emphasizes the risks of influenza (60 seconds)

• Radio PSAs
  – “Show Your Love” – Emphasizes that getting vaccinated is one very simple gesture to show you care (15, 30, and 60 seconds; English and Spanish)
  – “I Never Get the Flu” (30 seconds)

• Video
  – “Why Flu Vaccination Matters” – Personal stories from Families Fighting Flu parents
  – Videos in sign language from the Deaf Wellness Center, University of Rochester
**Print Products**

• Print advertisements, posters, flyers, brochures
  – All materials are free for download. Some free for order.
  – Many available in English and Spanish, some in other languages.
  – Multiple audiences: Hispanics, African Americans, Native Americans
Earned and Paid Media

- **Earned media**
  - Donated ad space, matte articles, radio and satellite media tours

- **Paid media**
  - Purchased placement of CDC radio, television, print, and on-line ads
Digital Media

• Flu.gov and cdc.gov/flu
• Social networking sites (Facebook, MySpace, physician oriented, mom-specific)
• Social media materials (buttons, badges, e-cards, widgets, videos)
• Micro-blogs (Twitter)
• Content syndication
• Mobile (continuation of the CDC text messaging program launched in September 2009 for H1N1. Will disseminate relevant flu messages)
• On-line collaborations (e.g., WebMD, Medscape)
Outreach & Resources for Health Care Professionals

- Distribution of CDC key points
- COCA calls, webinars/netconferences
- “Dear Provider” letters
- Matte articles
- Medscape commentaries, ClinicianWire
- WebMD live Q&A
- Podcasts
- Mobile Applications
- Health care professionals included within Employee Health Vaccination Day

http://www.cdc.gov/flu/professionals/vaccination/
Social Media for National Influenza Vaccination Week

Jessica Schindelar, MPH
Division of News and Electronic Media
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Social Media for Flu

- **Managing channels:**
  - Twitter updates through CDCgov and CDCFlu
  - Updates via CDC Facebook page
  - Videos posted to YouTube
  - Dissemination through m.cdc.gov
  - Continuation of text messaging project
Social Media for Flu

- Social media tools:
  - Graphic web buttons
  - Widgets
  - Audience-specific eCards
It's National Influenza Vaccination Week.

Get vaccinated to fight flu!

http://is.gd/i8C9 #NIVW

Retweeted by jaschin and 39 others

Get vaccinated to fight flu! Even healthy people can get the flu, and it can be serious. Everyone 6 months of age and older needs a flu vaccine. Protect yourself—and those around you—by getting a flu vaccine.

National Influenza Vaccination Week: Get Vaccinated

December 6, 2010 at 10:17am · Unlike · Comment · Share
CDC Flu Twitter Promotion

- 19 tweets posted during NIVW
- 753 retweets
- 790 clickthroughs back to CDC.gov
CDC Facebook Promotion

- 9 total posts during NIVW
- 298,993 impressions
- 295 comments
Flu IQ Facebook Application

The Flu I.Q. interactive quiz tests your flu knowledge. Take the quiz and challenge your friends to help raise their flu I.Q. too! Don't worry if you don't know all the answers at first; the Flu I.Q. quiz is an easy and fun way to learn what's true about flu.

For more information about flu visit:
- Flu.gov
- CDC.gov/Flu
- CDCFlu on Twitter
- CDC on Facebook

To take the Flu IQ quiz without adding the Facebook application to your page, please go to: http://www.cdc.gov/Widgets/#FluIQ

3,350 views
Online Flu Vaccination Pledge Map

620 Total Pledges
Socialmoms Tweet-a-Thon

- December 5-11, 2010
- 3,214,722 campaign impressions
- 121 moms participated
- 158 tweets
User-Generated PSA Contest

You have the potential to spread the flu to your friends and family members who could become seriously ill. Prevention is your best defense – get a flu vaccine every year to protect against the flu.

THE FLU ENDS WITH U

The flu vaccine is your best protection for the 2010/2011 flu season!

Click here to get the flu facts then create a video or poster public service announcement (PSA) urging people to stay healthy by getting their flu vaccine.

GRAND PRIZE:
VIDEO $2,500  DESIGN $2,000

Help the CDC get the word out and help those you care about!

Get your Vaccination Today!

< ENTER NOW >  < VIEW ENTRIES >

Engagements: 0

Entries: 0
Reviews: 0
Votes: 0
Views: 0

Starts In: 4 days 11 hrs 24 mins

Begin your entry today!
Whyville Vaccination Celebration

CDC Expert says "The flu can be spread through sneezing, coughing, or touching stuff with flu on it."

The flu can be spread through sneezing, coughing, or touching stuff with flu on it.

But if you adis can, why do you get weak wheen you have the flu??

R u more likely to get the flu if u r a girl?

WhyFlu Report

Number of citizens currently infected with flu: 825
New infections yesterday: 140
Total citizens saved from infection by getting vaccinated: 6256
Citizens saved from being infected by washing hands: 10616
Total citizens saved from infection by covering: 7746
Total citizens infected by flu this year: 18022
Paid Advertising - Adconion

- A mix of standard display and rich media (i.e., included use of video) to target the following audiences throughout Adconion’s network of sites:
  - Healthcare providers
  - Employers
  - Pregnant women/moms
  - 18- to 25-year-olds
  - Hispanics
  - African Americans
  - American Indians/Alaska Natives
- Total Impressions: 40,131,233
Spanish-language NIVW Grassroots Outreach

Yvonne Garcia
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention
Background

- 2009 H1N1 outbreak
- Influenza vaccination disparities*
  - Coverage for all Hispanics 33.6%
  - Older Latinos > 65 years of age 53.7%
  - Coverage among children 39.3%
- Early estimates from BRFSS in 19 states do not capture data from Hispanic population centers
Campaign Objectives

- **Grassroots community outreach:**
  - Support coordination of vaccine clinics for hard-to-reach (immigrants and rural populations) and at-risk Latinos (pregnant women, youth, and those with chronic diseases)
  - Engage community- and faith-based organizations to participate in local activities disseminate materials, push media coverage

- **Media outreach:**
  - Increase the awareness of the need for flu vaccine uptake
  - Secure CDC Spanish-language spokespersons
  - Engage local media to promote NIVW and to disseminate materials
Formative Research

• Purpose
  – Identify the perception of risk within Hispanic subgroups
  – Gauge effectiveness of messages that will Hispanics to vaccination uptake
  – Test Hispanic Risk Communication Model

• Methodology
  – Focus groups with segmented audiences
    - Acculturation
    - Age
    - Gender
    - Ethnicity
    - Locale
<table>
<thead>
<tr>
<th>Risk Perception</th>
<th>Common Findings</th>
<th>Less Acculturated</th>
<th>More Acculturated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>Distrust of vaccine/government; High regard for doctor’s advice</td>
<td>Rural based Latinos more likely to vaccinate to <em>protect children</em>; Urban Latinos did not vaccinate</td>
<td>Need for H1N1 <em>safety</em> record; Myths of side effects were entrenched</td>
</tr>
<tr>
<td>Dread Catastrophe</td>
<td>Fear of vaccine side effects</td>
<td>Parents experienced high fear of H1N1</td>
<td>Rural youth worried about infection; Urban Latinos minimized impact and more concerned about seasonal flu</td>
</tr>
<tr>
<td>Control Voluntary</td>
<td>Prevention: wash hands, eat healthy</td>
<td>God helps those who help themselves</td>
<td>Urban Latinos thought breastfeeding was preventive and less tendency to be religious</td>
</tr>
<tr>
<td>Benefits Fairness</td>
<td>Know vaccine benefits, but need doctor recommendation</td>
<td>H1N1 vaccine uncertainty outweighs benefits</td>
<td>Mexicans were blamed 2009 H1N1 flu in US; Urban Latinos accepted the <em>vaccine benefits</em></td>
</tr>
</tbody>
</table>
Messages, Topics, & Themes

- Get vaccinated now
- Protect yourself, family, and co-workers
- Vaccine is safe and there is a large supply
- Hispanics are under-vaccinated
- Hispanics are an at-risk population because of asthma, obesity and diabetes
- Go to flu.gov for more information
- Call 1-800-232-4636 (focus on live Spanish-speaking operators and confidentiality)
Flu Spanish-language Materials

Electronic Media and Community Leader Kits:
- Radionovela
- TV PSA
- Matte articles
- Question and answer fact sheet
- Print ads
- Flyers
- “Yo me vacuno” stickers, t-shirts, dog tag give-aways
Mi Familia

- Protege a tú familia contra la gripe
- Se recomienda que todas las personas, a partir de los 6 meses, se vacunen contra la gripe.
- La vacuna contra la gripe protege contra ella durante toda la temporada.

Para más información, vea nuestro sitio:
http://www.fda.gov

Mis Amigos

- Se recomienda que todas las personas, a partir de los 6 meses, se vacunen contra la gripe.
- A la semana de que se administra la vacuna, se puede comenzar a sentir los síntomas.
- Se recomienda que todas las personas, a partir de los 6 meses, se vacunen contra la gripe.

Para más información, vea nuestro sitio:
http://www.fda.gov

Mis Abuelitos

- Todos los adultos con antecedentes de salud crónica como el asma, la diabetes tipo 1 y 2, y las enfermedades cardíacas, deben recibir la vacuna contra la gripe.
- Se recomienda que todas las personas, a partir de los 6 meses, se vacunen contra la gripe.
- Para más información, vea nuestro sitio:
http://www.fda.gov
Community Outreach Demonstration Project Results

- Execution of demonstration project with Mexican Embassy health programs:
  - Survey to assess organizational readiness
  - Capacity building webinar series on digital and social media
  - Development of fact-sheet for immigrant populations
  - Dissemination of educational resources
  - Vaccination vouchers provided by Walgreens
  - Engagement of local spokespeople for media outreach
  - Coordination of local vaccination clinics
NIVW Community Outreach Results Summary

- Mass dissemination of vaccination information:
  - 25 Hispanic markets: rural, emerging and medium size established markets
  - 2,000 educational resources (flyers, posters, web banners, and PSAs) in 25 target markets to 56 partners
  - 14,000 flu vaccination vouchers through health fairs, community clinics, and radio stations in eight target markets in partnership with Walgreens
  - Yo Me Vacuno Promotional materials (1,850 t-shirts, 1,350 dog tags, 49 DVDs and 9,900 stickers) to 20 partners
  - 30 in-community clinics to vaccinate 900+
## NIVW Partners At-A-Glance

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<tr>
<th>Partners</th>
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<tbody>
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<td>Hispanic Institute of Blindness Prevention</td>
<td>Department of Health</td>
<td>Ventanillas de Salud Program</td>
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<td>Mexican Consulate</td>
<td>Esperanza Center</td>
<td>Bellvue Hospital Center</td>
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<tr>
<td>Department of Health</td>
<td>Mexican Consulate</td>
<td>Mujeres en Accion</td>
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<td>Family Health Care Network</td>
<td>Chemeketa Community College</td>
<td>University of Nevada Reno</td>
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<td>Binational Center for the Development of Indigenous Oaxacans</td>
<td>University of Nevada - Reno</td>
<td>State Health Division</td>
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<td>El Sol FM Radio</td>
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NIVW Media Results Summary

- 10,683,675 impressions from donated media: television, radio, print, and online PSAs, news stories and interviews
- One week donated value of $56,831
- Flu vaccination health event in Fresno, Visalia and Salinas, CA resulted in:
  - Local TV station (Univision) donated production of PSA to promote flu vaccination and event coverage
  - 850 flu vaccination voucher distributed
- Live radio interviews with CDC spokespersons and local doctors mobilized local communities to call for vaccine voucher giveaways
Insight

- **Campaign successes substantiate formative research reveals:**
  - Messages consistent with values of community are salient to target audience
  - Perception of risk is influenced by local control of problem which was reinforced by the message drive
  - Trusted local community partners effectively facilitate flu vaccine uptake by distancing message from unknown entities
  - Private and public partnerships strengthen the reach of the campaign message by leveraging resources
  - Local media outlets act as a catalyst for desired health practices by increasing the immediacy of the call to action
Recommendations

- Broaden development of partners in public, private sectors
- Continue aggressive community and media outreach strategies in partnership with Latin American Embassies
- Expand integration of messages through social and digital media platforms through high indexing Hispanic local sites
- Continue to engage CDC spokespeople for media interviews to leverage partnerships
- Expand pool of Spanish speaking spokespersons
Recommendations

- Disseminate radionovela, video file and other promotional materials in key target markets
- Develop a fotonovela based on the radionovela concept to reinforce key messages with low literacy Hispanics
- Conduct a training for application of Hispanic Risk Communication Model in health marketing strategies
Considerations for NIVW 2011-12

- General focus throughout
- Similar timing (early December)
- Greater focus on disparate populations
Thank You!

Write to us at: Flulnbox@cdc.gov

For more information please contact Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov   Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.