Strength in Numbers:
Ensuring Regional Season-wide Penetration of Vaccination Messages

Susan Davis
Chief Development Officer, American Lung Association
Faces of Influenza Education Campaign

Numerous Efforts to Reach Moms

- Conduct multiple activities throughout the year to reach target audience
  - Mothers: health-care decision makers for their families
- Broaden reach of messages by working with numerous partners
  - Enlist spokespersons personally affected by influenza
- Maintain spotlight on vaccination through national and local activities
  - Through flexible, sustainable program amidst evolving/changing season
- Support CDC/public health recommendations for seasonal influenza vaccination
Faces of Influenza:
Grassroots Coalition Building Efforts

Deborah Brown
Vice President of Community Outreach and Advocacy, Acting CEO
American Lung Association of the Mid-Atlantic

Strength in Numbers

Working together, we can:
• Educate our communities about importance of influenza vaccination
  – Support public health goals to increase immunization rates and prevent the spread of influenza
  – Tailor efforts for our backyards
• Unify partners with complementary efforts and consistent messages
  – Broaden reach through partnerships and raise the noise level
  – Share available resources
  – Avoid mixed messages
Strength in Numbers

Keys to successful grassroots programming:
• Know your community
• Enlist relationships/opportunities for partnership
• Align with stakeholders throughout the program
• Evaluate successes and challenges

Know Your Community

• Identify the target audience
• Tap into key partners and stakeholders
• Understand the local influenza history and infrastructure
• Know your community immunization access points
Relationships/Opportunities for Partnership

- Many possible partners in each city
  - Existing and new relationships
  - Any noteworthy spokespersons?
  - What are their unique roles?
- Think outside the box
  - Who else can help you reach your audience in ways you cannot?
- Create a manageable list
  - How can you collaborate on loose coalition building?

Numerous Partners Extend the Reach
Align with Stakeholders

• Set Achievable Goals and Define Working Relationship
  – Create short-, mid-, and long-term goals
  – Define and maintain working relationships
  – Identify new partners and target groups

• Assess Programming Needs, Complement Efforts
  – Tailor loose collaboration based on needs of local partners
    • Keep influenza top of mind throughout the full season
  – Determine appropriate timing and activities
    • Set roles and responsibilities

• Maintain Ongoing Dialogue
  – Regular conference calls, e-mails, and in-person meetings
  – Continue discussions to sustain efforts and renew for next year

Evaluate Successes and Challenges

• Assess and apply lessons learned on an ongoing basis
  – Follow up with contacts and keep an open dialogue
  – Track successes, share achievements to recruit new partners

• Determine what worked, what can improve
  – Seek constructive comments and feedback
  – Brainstorm new opportunities

• Revisit and plan for sustainability
  – How do we build on our successes?

• Explore ways to enhance efforts with existing and new relationships
  – Identify ways to build upon relationships in subsequent years
Applying “Strength in Numbers” to Philadelphia

- Know the community
  - Mix of urban and suburban neighborhoods
  - Several key health, medical partners/thoughtleaders

- Enlist relationships/opportunities for partnership
  - Conducted direct outreach to stakeholder organizations/groups in Philadelphia area
  - Illustrated how program can help achieve common goals

Engage Stakeholders: Philadelphia

- Set Goals
  - Worked together to identify new partners and target groups

- Assessed Programming Needs
  - Tailor loose collaboration based on needs of local partners and community

- Maintain Dialogue
  - Throughout the immunization season, biweekly and weekly conference calls
Evaluate Successes and Challenges: Philadelphia

• Assessed and applied lessons learned on a monthly (and yearly) basis
  – Continuously followed-up with contacts to keep the lines of communication open

• Determined what worked, what didn’t
  – Share success stories and incorporated feedback from each other and the community

• Revisit and plan for sustainability
  – Continued to engage returning, and new, organizations on a yearly basis

Thank You

• *Faces of Influenza* gearing up for 2009 season
  – Using “strength in numbers” approach
  – National and regional activities
  – Multiple resources, partners and spokespersons

• Visit facesofinfluenza.org to learn more