

CDC's Influenza Vaccination Communication Campaign: Plans for 2011-12 Season

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May 11, 2011

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Objectives

- ❑ Describe plans for CDC's Influenza Vaccination Communication Campaign(s) for the 2011-12 Season
 - ❑ Goals and objectives
 - ❑ Audiences
 - ❑ Themes and overarching messages
 - ❑ Marketing mix
 - ❑ 2011 NIVW

CDC's 2010-11 Influenza Vaccination Communication Campaign

CAMPAIGN GOAL

Set Realistic Behavior Change Goals

- ❑ A 2007 study combined the results of several reviews of the literature that together examined over 400 health communication campaigns on a variety of health topics.
- ❑ Found that targeted behaviors increase above baseline by an average of about 5 percentage points
- ❑ Campaigns for seat belt use (15%), dental care (13%) and adult alcohol reduction (11%) campaigns have had the strongest effects. Youth alcohol and drug campaigns have had the least (1-2%).
- ❑ Caveats to these conclusions include: reach and frequency of messaging, the audience, the number of channels that were used and differences in measurement and evaluation

Snyder, L (2007). Health communication campaigns and their impact on behavior. *J of Nutrition Education and Behavior*, 39(2), pp S32-S40.

Have you seen any advertising that provides information about the importance of getting a flu vaccination since September 2010?

Yes (%)	No (%)	Don't Know (%)
80	19	1

All Adults (18 + years)

CDC March 2011 National Flu Survey

How frequently you saw or heard this advertising?

Very Frequently (%)	Somewhat Frequently (%)	Not Very Frequently (%)	Not at All Frequently (%)
33	46	17	4

All Adults (18 + years)

CDC March 2011 National Flu Survey

How likely do you feel the advertising you saw made you get a flu vaccination?

More Likely to Get Flu Vaccine (%)	Less Likely to Get Flu Vaccine (%)	Made No Difference (%)
25	3	72

All Adults (18 + years)

CDC March 2011 National Flu Survey

2011-12 Influenza Vaccination Communication Campaign Goal

- Small, steady increases in flu vaccination coverage over time.

2011-12 Campaign Objectives

- ❑ Maintain and increase awareness of universal vaccination recommendation and flu-related key messages
- ❑ Foster knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- ❑ Maintain, extend confidence in flu vaccine safety
- ❑ Promote/encourage vaccination throughout the flu season
- ❑ Address disparities in vaccination coverage

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CAMPAIGN AUDIENCES

Know Your Audience and Tailor Your Efforts

- ❑ We have many audiences and audience segments
- ❑ There are some similarities across audiences and segments, but also many differences
- ❑ CDC has conducted about 50 studies over the past ten years with a number of these audiences/segments
- ❑ Segmenting audiences by demographics is often not as effective as segmenting by psychographic and cultural variables
- ❑ Important to understand that audiences are not just passive recipients of messages
- ❑ Knowing barriers is important, but understanding the benefits that motivate the audience is also critical

2011-12 Campaign Audiences

- Parents of children age 18 and younger
- Healthy adults of all ages
- Adults with chronic health conditions
- 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, Native Americans/Alaska Natives)



What Motivates People to Get a Flu Vaccine?

- News that flu is spreading in their community
- Availability of free vaccine
- Evidence/reassurance that flu vaccines work
- News that flu is causing serious illness/death
- Evidence that by getting vaccinated they can help protect others from flu
- Evidence/reassurance that flu vaccines are safe

Which of the following factors would make you more likely to get a flu vaccination?

Vaccines were Free (%)	Statistics showing Safety (%)	Statistics showing Effectiveness (%)	News of Spreading Flu (%)	News of Illness or Death (%)	Statistics Showing Self-Vaccination Protects Others (%)
66	71	74	76	82	82

All Adults (18 + years)

CDC August 2010 National Flu Survey

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CAMPAIGN THEME(S) AND OVERARCHING MESSAGES

2011-12 Campaign Themes

THE FLU ENDS WITH 



Overarching Messages

- ❑ Everybody needs a flu vaccine every year.
- ❑ Your flu vaccine can help protect you from getting flu and can help protect those around you.
- ❑ Even healthy people can get the flu and it can be serious.
- ❑ The first and most important step in protecting against the flu is to get a flu vaccine each season.

Supporting Messages

- ❑ CDC will develop, use and share supporting messages on a number of topics, including:
 - ❑ Audience-specific messages (e.g., why it is important for pregnant women to be vaccinated)
 - ❑ Flu vaccine efficacy and safety
 - ❑ Availability of flu vaccines
 - ❑ Timing of flu vaccination
 - ❑ “Why do I need to get a flu vaccine this year if the strains haven’t changed?”
 - ❑ Influenza viruses and disease activity
 - ❑ Information for vaccine providers

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MARKETING MIX

The Importance of a Systems Approach

- ❑ More effective campaigns use a systems approach:
 - ❑ include mass media as well as community level activities
 - ❑ assess and address the role of larger social-structural determinants
 - ❑ go beyond a focus on communication tactics to work with the other 3 "P"s of marketing (product, price, place)
 - ❑ Messaging is just one piece of the mix!
 - ❑ involve their audience as well as peers and influencers

Traditional Materials

- 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, matre articles, radio and satellite media tours
- Paid media
 - Purchased placement of CDC radio, television, print, and on-line ads



Social Media

twitter



- ❑ **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 tools:**
 - Graphic web buttons
 - Widgets
 - Audience-specific eCards



Partnerships & Collaborations Strategy

- ❑ Identify and engage new and existing membership organizations, non-profit groups, and media partners who can reach our target audiences
- ❑ Provide CDC audience research results and key points to partners
- ❑ Promote a suite of both print and online offerings that partners can use
- ❑ Increase visibility of partners' influenza vaccination and vaccine promotion activities
- ❑ Include partners in CDC activities (media tours)
- ❑ Increase participation of partners in NIVW

Partner Offerings

- Matte articles- Eng & Span
- Online widgets/banners
- Content syndication—latest flu news
- Posters and flyers
- Print ads for partner newsletters
- Presidential proclamation for replication
- Webinars
- Participation in radio/satellite media tours
- Video offerings such as PSAs and FFF vignette
- Inclusion in Open Letter ad
- Multicultural materials
- Business toolkit



Partner Engagement

Engaged with OVER 250 organizations

- Parents, pregnant women, and caregivers of infants, children, AND young adults (National School Nurses Association, Families Fighting Flu)
- Health providers and healthcare workers (medical and nursing organizations)
- People with chronic health conditions (ALA)
- Baby boomers/seniors (CMS)
- Multicultural organizations (BlackDoctor.org, Hispanic PR)
- Employer groups (National Business Group on Health)
- Colleges and universities (American College Health Association)

Partnerships come in all shapes & sizes!

National Partners United in Support of Influenza Vaccination

- Ads were placed in USA Today and Washington Post with partners' support for vaccination – combined circulation is over 1.8 million
- Ads were also placed in the following publications
 - People – circulation over 3.5 million
 - Parenting – circulation 2.2 million
 - Ready Set Grow – circulation over 1 million
 - Parade – circulation over 3.2 million



Partnering with State and Locals to Reach Members of Ethnic/Minority Media

- **Eight media roundtables organized** in select U.S. cities where ethnically diverse populations are concentrated
- **Cities included:** Albuquerque, NM; Anchorage, AK; Las Vegas, NV; Chicago, IL; Newark, NJ; Los Angeles, CA; Miami, FL; Houston, TX
- **Coverage:** 108 reporters, 45 articles placed, garnering 60 million impressions



Ethnicity	Total
African American	54,000
Brazilian	40,000
Caribbean/West Indian/Haitian	810,000
Caribbean/West Indian/African American	39,000
Chinese	13,586,000
Filipino	1,140,000
Hispanic	3,305,603
Hispanic/Native American	94,066
Hispanic/Brazilian	15,000
Korean	176,500
Native American	17,000
Pakistani/South Asian	60,000
Polish American	1,000,000
South Asian/Indian	21,000
Thai	12,000
Vietnamese	550,000
Multicultural	39,182,727
GRAND TOTAL	60,105,396

Emory Interfaith Health Program Partnership

To build relationships and capacity within trusted networks of faith-based and community organizations that extends *reach to vulnerable, at-risk, and minority populations* for prevention and treatment of influenza.

Building on:

- HHS' Center for Faith-Based and Neighborhood Partnerships work with IHP/Emory and nine sites during 2009 H1N1.
- CDC with IHP/Emory ('01 to '07) trained 78 teams of religious and public health leaders in 24 states to collaborate on eliminating health disparities.



Ten Unique Multi-Sector Sites

- Chicago – Center for Faith and Community Health Transformation (Advocate Health Care and UIC)
- Lowell, MA – Lowell Community Health Center
- NYC - South Brooklyn Interfaith Coalition (Lutheran Health Care)
- PA - Schuylkill County's Vision
- St. Louis – Nurses for Newborns Foundation
- Los Angeles - Taiwan Buddhist Tzu Chi Medical Foundation
- Detroit – United Health Organization, Project Healthy Living
- Memphis – Methodist LeBonheur Center of Excellence in Faith and Health
- CO – Penrose-St. Frances Mission Outreach
- MN – Minnesota Immunization Networking Initiative (Fairview Health Services)

Accomplishments: "Reaching Out"

Across Boundaries of

Fear, Mistrust, Misinformation, Income, Language, Culture

Non-Traditional Settings:

- Soup kitchens
- Crisis centers
- Temples, mosques
- Child-care and senior centers



Accomplishments: "Reaching Out"

Across Boundaries of

Fear, Mistrust, Misinformation, Income, Language, Culture

Diverse Ethnicities > 20

- African
- American
- Caucasian
- Native Amer.
- Hispanic
- Burmese
- Vietnamese
- Cambodian
- Laotian
- Chinese
- Bosnian
- Iraqis
- Africans
- Ghanaian
- Nigerian
- Cameroonian
- Somali
- Kenyans
- South Asians



Religious Traditions * > 65

- Buddhist
- Muslim
- Hindu
- Catholic
- Lutheran
- Presbyterian
- Episcopal
- Baptist
- Christian Reformed
- Evangelical Free
- Methodist
- UCC/UUA

* Secular/community and faith-based organizations participated in this project.

Accomplishments: "Reaching Out"

Across Boundaries of

Fear, Mistrust, Misinformation, Income, Language, Culture

Across the 10 sites:

- 13,686 Vaccinations
- 138 Vaccine Events
- 1093 Vouchers Distributed
- 39 Clinic Volunteer Training Events



Online Flu Vaccination Pledge

THE FLU ENDS WITH U

Pledge Connect Map Videos

Protect yourself and those around you – get a flu vaccine. Take the pledge (choose one):

- I pledge to get my flu vaccine.
- I pledge to get my flu vaccine and take a friend or family member to get theirs.
- I pledge to get my flu vaccine and take my family to get theirs.
- I have already received my flu vaccine and will encourage my friends and family to do so.

First Name: Last Initial:

City: State:

#20 Total Pledges



Online Flu Vaccination Pledge Map



Socialmoms Tweet-a-Thon

socialmoms Megan Callison
Check out @CDCFlu pledge page for National Influenza Vaccination Week - <http://bit.ly/hCY58> #dcn1ww

shining2save Nancy
National Influenza Vaccination Week. Sign the @CDCFlu pledge to protect the ones you love
8 Dec

movinaroundmama Elizabeth Hines
National Influenza Vaccination Week. Sign the @CDCFlu pledge to protect the ones you love & get vaccinated! <http://bit.ly/hCY58> #dcn1ww
8 Dec

jensako Jennifer Sako
National Influenza Vaccination Week. Sign the @CDCFlu pledge to protect the ones you love.
8 Dec

JaediDesignsinc Jen Lawrence
National Influenza Vaccination Week. Sign the @CDCFlu pledge to protect the ones you love & get vaccinated! <http://bit.ly/hCY58> #dcn1ww
8 Dec

notime4mom Andrea Foster
National Influenza Vaccination Week. Sign the @CDCFlu pledge to protect the ones you love
8 Dec

- ❑ December 5-11, 2010
- ❑ 3,214,722 campaign impressions
- ❑ 121 moms participated
- ❑ 158 tweets

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NATIONAL INFLUENZA VACCINATION WEEK (NIVW)

NIVW 2011

- ❑ **Proposed dates for National Influenza Vaccination Week, 2011: December 4-10**
- ❑ **Reconsidering devoting each day to a particular audience**

Wrap Up

- ❑ **New campaign lead at CDC: Yvonne Garcia**
- ❑ **Preview: New animated spot**

Thanks!

For more information please contact Centers for Disease Control and Prevention

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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.

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