

Summit National Award Winners

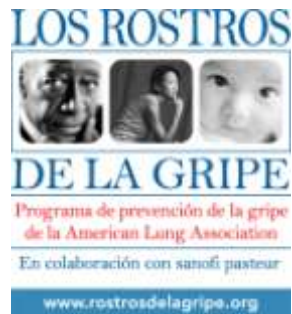
“Corporate Campaign” Award

Recipient: *Rostros de la gripe* Campaign

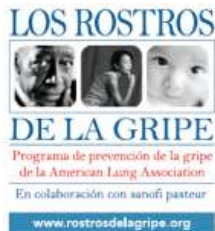
***American Lung Association in collaboration with sanofi
pasteur***



Presentation by:
Susan Davis



Rostros de la gripe



***Ethnic and Minority Community Influenza
Vaccination Outreach Targeting Hispanics***

Situation Overview



- Launched culturally sensitive Hispanic campaign
- Up to 9.7 million Hispanic Americans suffer from influenza annually
 - Between 5% and 20% of U.S. population are infected with influenza in average year
- Influenza immunization rates remain dramatically low
 - Only 24.7% of Hispanic adults had been immunized as of mid-December 2009
 - Among adults 65 years and older, 52% of Hispanic Americans were vaccinated compared to 70% of non-Hispanic whites
- Hispanics have a higher incidence of chronic medical conditions
 - Puts them at increased risk of developing influenza-related complications

3

Cultural Approach



- Research shows Latino parents will seek vaccination for their families once they are made aware of a potential health threat
 - Hispanics have a strong sense of family
- Desire for safety and wellness, reaching parents
 - Particularly mothers who are healthcare decision-makers
- Respond well to other Hispanics, trusted authoritative Latino advocates
- Heavy reliance on Hispanic media, particularly broadcast, for health information

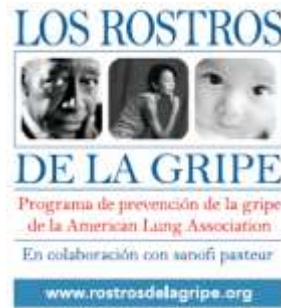
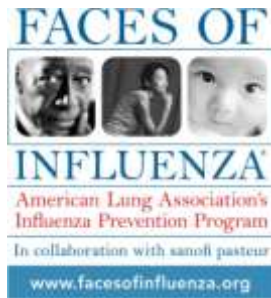


4

Expanded *Faces*: *Rostros de la gripe*



- Expanded, tailored *Faces of Influenza* campaign to target Hispanics
 - American Lung Association and sanofi pasteur collaboration

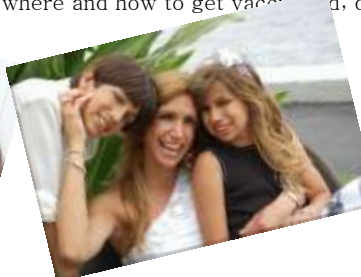


5

Rostros de la gripe Strategies



- Use mother-to-mother communications
 - A powerful tool among Latinas
- Deliver culturally sensitive program via a “trusted” Spanish-speaking celebrity
 - Use a well-known mother’s voice to help spread the word
- Reach group through valued Latino communication paths, media
- Ensure messages delivered **culturally-sensitive, in-language**
 - Direct families where and how to get vaccinated; drive to Vaccines For Children



6

Rostros de la gripe Right Hispanic Media Mix



- Best recipe of elements to ensure Hispanic media coverage
 - Spanish-language media materials
 - Recruit ideal Latina “spokesmother” as Latina “face”
 - Lili Estefan, niece of Gloria Estefan and mother of two children
 - Host of the immensely popular Univision show, “El Gordo y la Flaca”
 - Univision network reaches 95% of U.S. Hispanic households
- Paired Lili with two Hispanic physician spokespersons



7

Rostros de la gripe Messages



“Influenza is serious.”

“I do not take chances when it comes to protect myself, my family and my community.”

“Talk to a doctor, nurse or pharmacist about influenza vaccination.”

“Influenza vaccine is also available through the Vaccines for Children program at your local public health clinic.”



8

Rostros de la gripe National Media Program



- Hispanic media have a strong following among Hispanics
- National program secured coverage online and in Hispanic TV/radio networks and popular Hispanic magazines
- Kicked off the influenza season via national Hispanic media tour
 - Significant coverage in critical Latino markets: Miami, New York, LA, Dallas, Houston
 - Placements in top-tier outlets
- Broadcast messages via radio PSA, audio news release, etc.



9

Rostros de la gripe Local Media Outreach



- Drew on Lung Association's strong regional chapters
- Reached Hispanics in communities where they live
- Targeted states densely populated with Hispanics (AZ, FL, TX)
- Recruited high-profile local Hispanic "faces," community groups to increase local media, public interest
- Lili Estefan appeared live in-market media tours (Dallas and Houston)



10

Rostros de la gripe Components



- Expanded reach, making it easier for influenza stakeholders to reach Hispanics with our messages
- “Campaign in a box”
 - Online Spanish-language tool kit
 - Ready-to-use tools, including fact sheets, brochures and posters
 - Created for easy customization
 - Invited partner organizations to use the materials
- Promotion of tool kit and website



Rostros de la gripe Overall Results



- Right mix of elements ensured Hispanic media covered campaign
- Issued clear call to action, encouraged Hispanics to immunize their family
- Reached 60 million+ Hispanics via Spanish-language media efforts