Summit National Award Winners

“Corporate Campaign” Award
Recipient: Rostros de la gripe Campaign
American Lung Association in collaboration with sanofi pasteur

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

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
**Expanded Faces: Rostros de la gripe**

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

- **Faces of Influenza**
  - Program of prevention of the flu of the American Lung Association
  - In collaboration with sanofi pasteur

- **Rostros de la gripe**
  - Program de prevención de la gripe de la American Lung Association
  - En colaboración con sanofi pasteur

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**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
**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

**Rostros de la gripe**

**Messages**

“Influenza is serious.”

“I do not take chances when it comes to protecting 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.”
**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.

- 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)
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