Innovative Approaches to Reducing Disparities in Implementing Universal Recommendation:
Let’s Shake Things Up!!!

National Influenza Vaccine Summit
Tiffany Tate & Bryan Elsom
May 17, 2012

Disclaimer
When Targeting African-Americans and Hispanics (or any group)... 

**ONE SIZE DOES NOT FIT ALL**

**Flu Vaccination Coverage**

<table>
<thead>
<tr>
<th>Age</th>
<th>Non-Hispanic White</th>
<th>Non-Hispanic Black</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 6 months</td>
<td>44.3%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>6 mos. to 17 yrs</td>
<td>48.5%</td>
<td>50.8%</td>
<td>55.1%</td>
</tr>
<tr>
<td>&gt; 18 yrs</td>
<td>43.2%</td>
<td>34.2%</td>
<td>32.3%</td>
</tr>
<tr>
<td>18 to 49 yrs</td>
<td>31.6%</td>
<td>28.1%</td>
<td>27.1%</td>
</tr>
<tr>
<td>&gt; 65 yrs</td>
<td>67.7%</td>
<td>56.1%</td>
<td>66.8%</td>
</tr>
</tbody>
</table>

BRFSS May 2011
Things We Know…

• Flu vaccinations rates among African-Americans, Hispanics, and Native Americans are lower than whites

• Flu hospitalization rates are higher among African-Americans

• AAs and Hispanics are under-immunized—even when SES, education, and insurance status the same as white counterparts

Other Things We Know…

• No ethnic disparities in childhood flu vaccinations

• Challenged in increasing rates among 18 to 49 year olds

• Provider recommendations not as strong/absent for African-Americans and Hispanics
Even More Things We Know…

**Reasons People Don’t Get Vaccinated**

- Lack of awareness
- Low perceived risk
- Misinformation/Misconceptions
- Vaccine efficacy doubts
- Fear of needles
- General mistrust

Still More Things We Know

- AAs uninfluenced by flu morbidity and mortality statistics
- Concerned about missed times from work and school
- Inspired to get vaccinated to protect senior and younger family members
Things We Should Know…

People prefer messages that feature:

• People who look and speak like them
• Images that appeal to them
• Activities to which they can identify
• Familiar personalities and figures
• Subtle cultural context

And Just One More Thing…

What we’ve been doing lately isn’t working all that well
Things We DON’T Know

• Why vaccinating children but not themselves
• How to significantly increase provider promotion
• Effectiveness of current messages
• How to “convert” from awareness to action

Things We DON’T Know

• Most effective uses of social media and other technology
• How to finance health communication research
• How to get most “bang for [limited] buck”
• How to reach “Holden”
Things I Think I Know

2 Critical Strategic Actions

1. Raise Awareness / Educate
   • Patients
   • ALL Providers

★ Influence Behavior
   • Patients
   • Providers

What’s Missing?

• Innovation and Excitement
• Outcome data on effective social media strategies
• Insight into “converting”
• Money
• Specialized Human Resources (eg. Marketing Specialists, Behavioral Scientists)
• Collaboration
Three “Ms” of Health Promotion

- Misgivings
- Messaging
- Mode

Tackling the Three “Ms”: Misgivings

- Determine source of apprehension through:
  - Qualitative Research
  - Informal Research
The Three “Ms”: **Messaging**

Develop messages that resonate with patients…and providers!

*(Clinicians watch TV, too)*

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The Three “Ms”: **Messaging**

- Enlist marketing and behavior specialists
- Acknowledge apprehension
- Use facts and social math instead of statistics and excessive science
- Be direct
The Three “Ms”: **Messaging**

- Use relatable language, terms, images, figures
- Don’t be hypersensitive
- Include a Call to Action
- Deliver message in appealing format

The Three “Ms”: **Mode**

- Community Resources and Influential Figures
- Media that reaches target audience:
  - Radio
  - Television
  - Web
MARYLAND FLU CAMPAIGN
IF YOUR KIDS GET THE FLU
THEY CAN’T GO TO SCHOOL
GET VACCINATED

IF YOU GET THE FLU
YOU CAN’T GO TO WORK
GET VACCINATED
So, How Do We Reduce Disparities in Implementing the Universal Recommendation?

MAKE COOL STUFF THAT GETS PEOPLE’S ATTENTION
In 2011, there was a 6% reduction in purchase of newspaper print ads among national advertisers.

20% reduction in print ads anticipated over next five years.

RADIO

• Radio reaches 74% to 93% of Americans over 12 years old.¹

• Replacing two print ads with one radio ad increased brand recognition by 300%.²

¹ http://www.marketingcharts.com/radio/internet-radio-increases-online-broadcast-ad-effectiveness-17015/
² Radio Lab, 2009

TELEVISION

• Average person spends 32.5 hrs per week watching TV

• TV will be 39% of all ad spending in 2015 – Appx. $68 billion

¹Interpublic Group, 2011  ²Association of National Advertisers
WEB/ VIDEO

- Online video ads garner 18.3% more attention than TV commercials.¹

- 70% of respondents to survey of national advertisers plan to increase web, social media, and web advertising.²

- Online ads will be 26% of advertising spending by 2015 – appx. $46 Billion

¹Interpublic Group, 2011 ²Association of National Advertisers

Make Your Stuff Work On Multiple Platforms

- Print
- Radio
- Television
- Web Video
- Interactive
- Social Media
- Free Media

*Build your hut in the marketplace.*

- Buddah
Mobile Devices (African-Americans)

- African-Americans most active users of mobile internet and fastest growing users
- African-Americans less likely to go online using a computer than Whites (59% v. 45%)
- 29% of African-Americans access the internet on their handheld daily (v. 19% nationally)

Pew Internet & American Life Project, 12/2010

Twitter & Texting

- AAs represent 25% of Twitter users
- All Adults 18-29 “significantly more likely” to use Twitter
- African-Americans and Latinos twice as likely to use Twitter than Whites
- Urban residents twice as likely as rural to use Twitter
- Texting used by 74% of all cell phone users

Pew Internet & American Life Project, 12/2010
SOCIAL MEDIA

- 86% of internet users between the ages of 18 and 29 use social networking/media
- 72% between 30 and 49 use social media
- 50% of 50 to 64 year olds use social networking


Social Media (Hispanics)

- 90% of Hispanics are on Facebook (v. 81% of general pop)
- 57% of Hispanic internet users use YouTube (v. 46% of gen. pop.)

uSamp, 2012
Internet Users Spending 6+ Hours/day on Social Media Sites

- 26.8% of Hispanics
- 20.4% of African-Americans
- 8.5% of Whites

American Pulse Survey, February 2012  (BIGinsight)

YOUR COMPETITION ON TV AND THE WEB

Memorable Images
What Gets Attention

• Humor
• Emotion
• A Story
• A Surprise
• Being Real
• Branded Entertainment

YOUR ADVANTAGES

People Care = Attention

• Children
• Parents
• Quality of Life
• Their Communities
• Themselves
Case in Point…

- Tell an interesting story
- Tell it in an interesting way
- Make the Media’s job easier
- Cultivate relationships
- Be bold, but behave
- Use high-quality content

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