

Innovative Approaches to
Reducing Disparities in
Implementing Universal
Recommendation:

Let's Shake Things Up!!!

National Influenza Vaccine Summit

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Disclaimer



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

**ONE SIZE DOES
NOT FIT ALL**

Flu Vaccination Coverage

Age	Non-Hispanic White	Non-Hispanic Black	Hispanic
> 6 months	44.3%	39%	40%
6 mos. to 17 yrs	48.5%	50.8%	55.1%
> 18 yrs	43.2%	34.2%	32.3%
18 to 49 yrs	31.6%	28.1%	27.1%
> 65 yrs	67.7%	56.1%	66.8%

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
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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
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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
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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
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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

2010 Baltimore County Department of Health Focus Groups

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
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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”
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Things I *Think* I Know

2 Critical Strategic Actions

1. Raise Awareness / Educate

- Patients
- **ALL** Providers

★ Influence Behavior

- Patients
 - Providers
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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
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Three “Ms” of Health Promotion

- Misgivings
 - Messaging
 - Mode
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Tackling the Three “Ms”: **Misgivings**

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

Develop messages that resonate
with patients...and providers!

(Clinicians watch TV, too)

The Three “Ms”: **Messaging**

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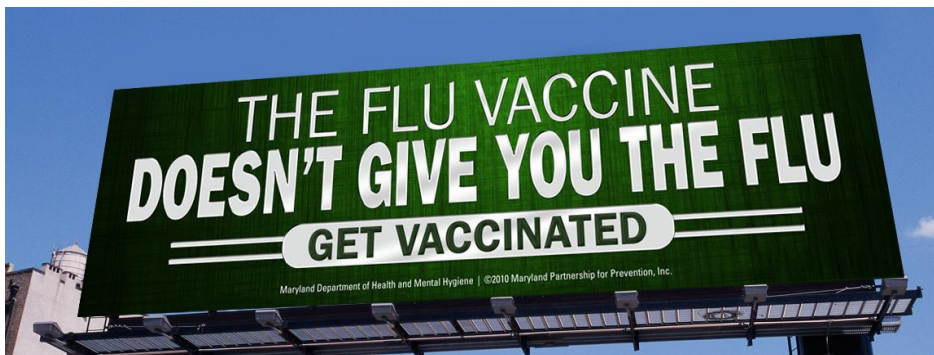
The Three “Ms”: **Messaging**

- Use relatable language, terms, images, figures
 - Don't be hypersensitive
 - Include a Call to Action
 - Deliver message in appealing format
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The Three “Ms”: **Mode**

- Community Resources and Influential Figures
 - Media that reaches target audience:
 - Radio
 - Television
 - Web
-

MARYLAND FLU CAMPAIGN







So, How Do We Reduce
Disparities in Implementing the
Universal Recommendation?

**MAKE COOL STUFF
THAT GETS PEOPLE'S
ATTENTION**

Health Communications Media Options

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

PRINT

- 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.

<http://www.emarketer.com/PressRelease.aspx?R=1008788>

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 ² Association 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 ² Association 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

<http://www.pewinternet.org/Commentary/2011/November/Pew-Internet-Health.aspx>

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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