Leveraging Trusted Voices: 
Using Traditional & Non-traditional Partnerships 
to Encourage Annual Flu Vaccination

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Demonstrate how engaging traditional & nontraditional partners can help raise awareness of the importance of annual flu vaccination & encourage more people to get vaccinated.
Precontemplation

Relapse

Contemplation

Maintenance

Determination

Action
So What Role Do Partnerships Play?

- **Inputs**
  - CDC & Westat resources

- **Activities**
  - Partner development

- **Outputs**
  - # & type of activity by audience

- **Short-term Outcomes**
  - Increases in # of partners & level of involvement

- **Long-term Outcomes**
  - Changes in KABs due to partner activities
Our Process

Partnership Identification Tools

- Previous partner lists
- Existing relationships
- Media monitoring
- Proactive outreach
- Referrals
Partnership Screening Criteria

- Removed from lobbying/advocacy efforts
- Previous involvement in annual influenza vaccination campaign
- Previous relationship with CDC
- Ease in obtaining campaign support
- Importance relative to the issue
- Target audiences reached
- Reach of organization
- Level of engagement
- Responsiveness

Our 2012-2013 Pilots
Pilot #1

Partner Characteristics

Malls
- Frequenting a mix of audiences
- Located in low vaccination areas
- Interested in providing services to their patrons

Vaccinators
- Had available vaccine
- Provided opportunity to use vaccine
What We Did

- ICSC & various vaccine providers collaborated to host vaccine promotional events in local malls
- 27 vaccination promotional events were held
- Malls in 18 states & 25 cities participated
- 385 people were vaccinated at the events, others were referred to providers for vaccines
What We Learned

- People get vaccinated together
- Make it turnkey
- Partners like working together

Pilot #2
### Partner Characteristics

**CVS**
- Committed to getting the public vaccinated against influenza
- Open to collaborating with other campaign partners
- Strong interest in partnering with CDC on promoting flu vaccination & want to leverage media to promote campaign

**NFL RPA**
- Looking for ways to engage retired players
- Committed to health of players and the communities they live and work in
- Open to collaboration with other partners

### What We Did

- CVS & NFLRPA collaborated to plan a flu vaccination press event
- Release was picked up by more than 200 media organizations, including Associated Press, & garnered an estimated 64 million impressions
- Photo of NFL RPA’s Carl Eller was posted on PR Newswire’s electronic billboard in the middle of Times Square on December 3
- Free placement viewed by an estimated 500,000 people daily (paid placement would have cost more than $10,000 per week)
What We Learned

- High visibility of both partners was a powerful combination
- Leverage “celebrity”
- Social media helps amplify message dissemination
Next Steps

- Continue to build on existing partnerships
- Facilitate collaborations among partners, i.e. NFL RPA & retirement communities
- Seek out organic ways to implement activities to allow for sustainability over longer term
- Continue to involve state and local health departments

Key Takeaways

- Creating environments that foster behavior change make vaccination seem real and doable
- Developing partnerships with ICSC, vaccinator groups, & NFL RPA helps shift social norms around flu vaccination
- Working with celebrities like NFL Hall-of-Famer, Carl Eller, helps target audiences more easily see themselves getting vaccinated
- Finding mutually beneficial opportunities for partners to is key bringing them together
- Applying lessons learned from pilots can help amplify results
Thank You!

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