

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

Amelia Burke-Garcia
Westat
May 15, 2013

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

NO FLU IN MY HOUSE.

The flu can make your children sick enough to miss school, activities, or even to hospitalize.

Healthy, even healthy children can die from flu complications.

Vaccinate your kids against the flu.

FLU I'LL VACCINATE MY CHILDREN.

I won't spread flu to my patients or my family.

Even healthy people can get the flu, and it can be serious.

Everyone 6 months and older should get a flu vaccine. This means you.

This season, protect yourself—and those around you—by getting a flu vaccine.

For more information, visit <http://www.flu.gov>

Having type 1 or type 2 diabetes can mean you are also at risk for serious complications from the flu.

When you get your flu shot, you protect yourself and those around you.

My doctor just told me I have **diabetes**. She also said, **"Get a flu shot!"**

I heard her loud and clear. **I'll get vaccinated.**

For more information, visit <http://www.flu.gov>



My health is my biggest asset.

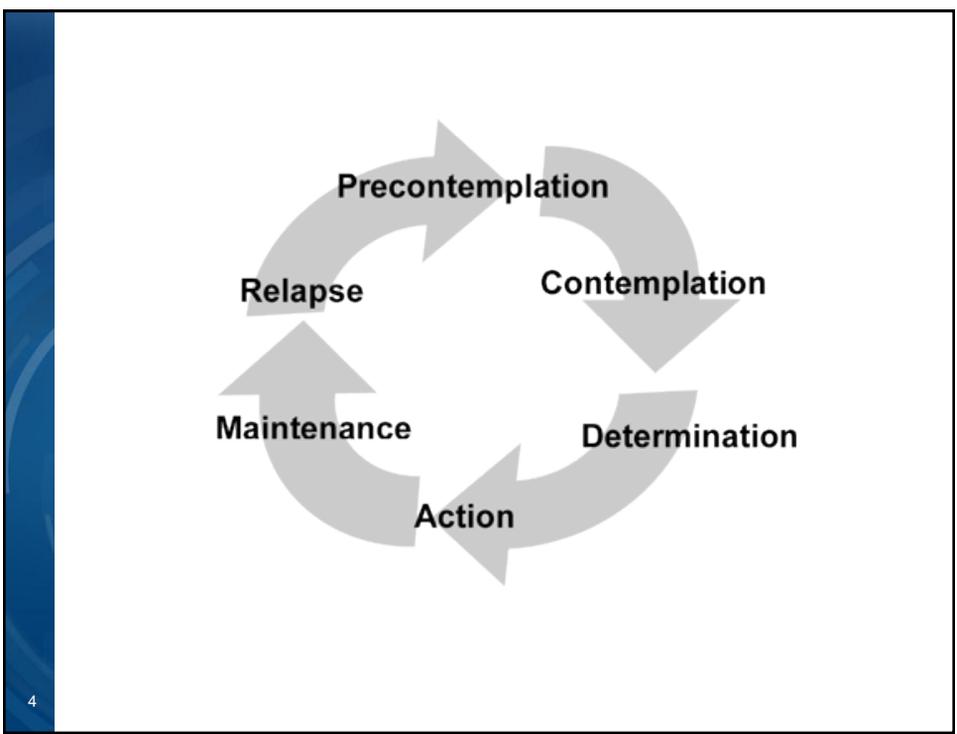
Get an H1N1 vaccine to protect your health.

pregnant women

are at **risk** for serious complications from flu

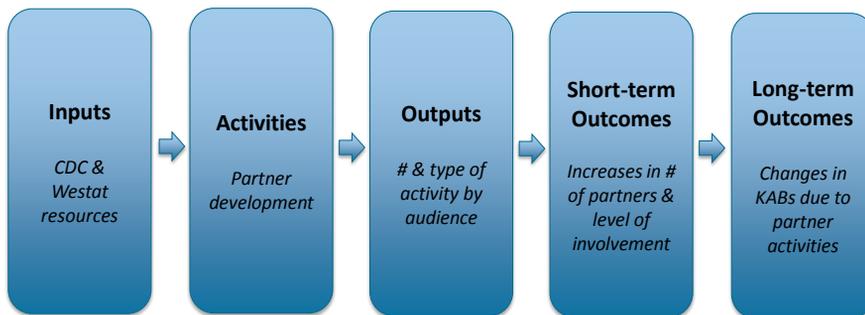
Get the flu vaccine to protect you and your baby.

Ask your doctor about the flu vaccine today.



So What Role Do Partnerships Play?

5



6

Our Process

7

Partnership Identification Tools

- Previous partner lists
- Existing relationships
- Media monitoring
- Proactive outreach
- Referrals

8

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

9

Our 2012-2013 Pilots

10



Pilot #1



International Council
of Shopping Centers



11

Partner Characteristics

Malls

- Frequented by 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

12

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

13



Queens Center
Elmhurst, NY



Kandi Mall
Wilmer, MN



Metrocenter
Phoenix, AZ



Swansea Mall
Swansea, MA

14

What We Learned

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

15

CVS
CAREMARK

Pilot #2



16

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

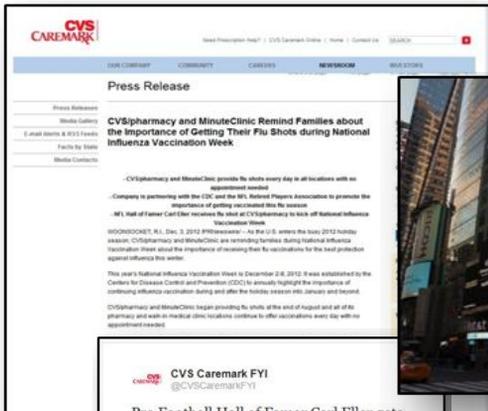
- Looking for ways to engage retired players
- Committed to health of players and the communities they live and work in
- Open to collaboration with other partners

17

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)

18



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

21

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

22

Thank You!

ameliaburke@westat.com
@socialibrium
@westathc
@cdcflu

www.cdc.gov/flu