

Using Digital Media Outreach to Foster Cross-Collaboration Among Partners

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Overview

- ❑ Key Elements of Digital Collaborations
- ❑ Example Platforms for Cross Collaboration
 - Virtual Publisher Briefing
 - #NIVW2013 Twitter Chat
 - #vaxwithme



Key Elements for Digital Collaborations

- ❑ Utilize social platforms to congregate partners
 - e.g. Webinars, twitter chats
- ❑ Identify similarities or common interests between partners
 - e.g. Target audience, common interest
- ❑ Employ digital channels that are popular and familiar with multiple flu vaccination partners
 - e.g. Twitter, Youtube, Facebook
- ❑ Engage partners with a loyal social following
 - e.g. Izea, mommy bloggers



Virtual Publisher Briefing: *Protecting Pregnant Women and Babies this Flu Season*

- ❑ **First webinar of its kind**
 - Panel consisted of 3 organizations and 1 CDC Expert.
 - Each presented different angles--creating more options for content
 - Personal stories engage participants (FFF)
- ❑ **Led to several cross collaborative activities**
 - About.com and Shot of Prevention both posted about "Text4Baby" Program
 - Dr. Dolan (March of Dimes) guest blogged for Healthy Mothers Healthy Babies
 - All panel participants joined CDC Twitter chat with Dr. Frieden in January
 - Webinar remains accessible on CDC flu website

Virtual Publisher Briefing: Protecting Pregnant Women and Babies this Flu Season



What is the Text4Baby Program?

Text4Baby is a free text information program to reach pregnant women wherever they are providing helpful pregnancy information through text messages.

Started by the nonprofit group Healthy Mothers, Healthy Babies Coalition (HMHC) in partnership with Funding Source Johnson & Johnson, Inc., the Wireless Foundry Healthcare Group, Text4Baby is completely free and sends 3 text messages a week and new moms up to baby's first birthday.

- Text messages include information about:
- Prenatal care
 - Developmental Milestones
 - Staying healthy during pregnancy - includes preventing and treating colds and flu.
 - Signs of labor
 - Immunizations
 - Nutrition information
 - Birth Defect prevention
 - Safe sleep practices
 - Urgent alerts
 - And more!
- To sign up, simply text 8887 (or 8888 for Spanish) to 511411. You will be asked a series of questions including baby's due date or birth date and messages can be limited to your group(s).
- Because of the partnership with The Wireless Foundation, text messages received through program are not charged on any major wireless carrier's plan. (to see if your wireless carrier is included in the plan, check their FAQ page)



Fighting the Flu One Text at a Time

With 99% of all text messages being read and 90% read within the first 2 minutes, texting is a powerful tool to reach underserved populations. The nation's largest free mobile health service, provides free health and safety information to expectant and new moms in the convenience of a text message.

Women can sign up to receive three messages a week by texting **BABY** (or **BBB8** for Spanish) to 511411.

This interactive message and questionnaire is the recipient's due date or baby's birth date. Topics include labor signs and symptoms, baby's development, nutrition, safe sleep, breastfeeding, immunizations, development, newborn urgent health alerts and safe sleep. Development health alerts, including a breastfeeding problem with health provider, reminding participants of their appointments and immunizations, something's happened a health warning, and that Text4Baby participants are twice times more likely to feel prepared for motherhood than non-participants.

During the season, Text4Baby messages remind women to get vaccinated for their health and for the safety of their baby. Influenza is very dangerous to pregnant women and infants, and can cause potential birth control, birth malformation and even death. The influenza vaccine is safe for expecting women and new moms and reduces the risk of flu, pneumonia, hospitalization and death. Text4Baby is a service of the American Academy of Obstetrics and Gynecology (ACOG) and the American Academy of Pediatrics (AAP).

Text4Baby's goal is to reduce the number of barriers preventing women from getting a vaccination through tailored educational messages and appointment reminders. The messages are submitted to each participant's mobile on their behalf to get the Text4Baby service.



PREGNANCY & FLU DON'T MIX: KEEP MOMS-TO-BE HEALTHY THIS SEASON

By Heather Coles, MD, Obstetric gynecologist and clinical professor, Albert Einstein College of Medicine Montefiore Medical Center, Medical Academy, Albert Einstein.

Author of Healthy Mom, Healthy Baby

According to CDC reports, several flu activity continues to be high. In mid-January, 15 states are reporting widespread flu activity, and 10 to 15 related deaths of children have been confirmed.

Now that we are moving into peak flu season, I want to remind every pregnant woman to get her flu shot. And it's not too late getting it vaccinated in the last week of October, please and please take the flu.

CDC surveillance data has shown that the predominant flu strain this year is H1N1, the same that emerged in 2009 to cause a pandemic. Since this strain causes more severe illness in children and young adults, compared to other strains, young women and children are at increased risk. So it's more important to be vaccinated if you are pregnant. The flu vaccine is safe and effective every pregnancy.

#NIVW2013 Twitter Chat

- ❑ Brought local, state, and national partners together to promote NIVW and flu vaccination
- ❑ Developed tweets for partners to use and personalize for their target audiences
 - Allowed chat participants to see what other partners of similar interest were tweeting, thus sparking potential cross collaboration of messages
- ❑ Invited Healthy Mothers Healthy Babies to co-host the event
 - Made the chat more dynamic by including other experts outside of CDC
- ❑ Reached an estimated 3.7 million accounts ; 785 contributors with 1,417 tweets



NIVW Twitter Chat

Virtual High Five!
Place hand here. Thanks for getting your influenza vaccine!
Pass along the virtual high five, not influenza!
www.michflu.com

American Heart Assoc
Spread the word, not the #flu Get your shot today! @CDCFlu #NIVW2013 #VaccinateTexas pic.twitter.com/0ZrRHodnyb

Hawaii Travel Blog
Flu is more dangerous than the common cold - especially for children. Get the facts & #GetAFluVax #NIVW2013 sponsored spnsr.tw/t1CGOO

NIVW2013
Worst excuses for no flu shot: "It will give me the flu" and "I'm not a child" about comvid/yourthought. #NIVW2013

on Excuses for Not Getting a Flu Shot
How many excuses for not getting the vaccine, is yours on the list?

10:25 AM - 6 Dec 2013

#Vaxwithme

- One partner, APHA, created a ripple effect by simply including #vaxwithme in their messaging
- Drove many other organizations to use the hashtag in their tweets and posted photos, garnering more than 500k impressions in its first week.
- Final metrics: 394 tweets, 7.5M impressions, and participation from 306 Twitter handles this season.

Get Ready BLOG APHA

Friday, February 21, 2014

What to know and do about flu

Today's guest blog is by Michael Chung, MD, MPH, MSc, a medical officer in the Surveillance and Control Response Team in the Influenza Division, National Center for Immunization and Respiratory Diseases, at the Centers for Disease Control and Prevention.

On Feb. 20, CDC announced that the current flu season has been based on young and middle-aged adults, with people ages 18-64 accounting for 61 percent of hospitalizations. CDC notes that the season is still ongoing and it's not too late to get a flu shot.

Winter is in full swing and flu activity is elevated nationwide. Getting a flu vaccination now may still help protect you from becoming sick this winter and spring. In fact, the Centers for Disease Control and Prevention recommends that flu vaccination continue into February and beyond, as long as flu viruses are circulating.

Should you get the flu vaccine if you've already been sick with the flu this season? Yes. Even if you've had the flu, it is worthwhile to get a vaccine. Learn different types of flu vaccine and how to get one.

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Get Ready Poll

Do you have a doctor or a nurse at a public health emergency?

Yes

No

Vote now!

Many Thanks!

- Jessica Alexander (CDC)
- Cindy Fowler (CDC)
- Yvonne Garcia (CDC)
- Matthew Reynolds (CDC)
- Kris Sheedy (CDC)
- Belinda Smith (CDC)
- Teresa Smith (CDC)
- Amelia Burke-Garcia (Westat)
- Julie Yegen (Westat)

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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