CDC’s Influenza Vaccination Communication Campaign: Plans for 2011-12 Season

Kristine Sheedy, PhD
Associate Director for Communication Science
National Center for Immunization and Respiratory Diseases

May 11, 2011

Objectives

- Describe plans for CDC’s Influenza Vaccination Communication Campaign(s) for the 2011-12 Season
  - Goals and objectives
  - Audiences
  - Themes and overarching messages
  - Marketing mix
  - 2011 NIVW
CAMPAIGN GOAL

Set Realistic Behavior Change Goals

- A 2007 study combined the results of several reviews of the literature that together examined over 400 health communication campaigns on a variety of health topics.
- Found that targeted behaviors increase above baseline by an average of about 5 percentage points.
- Campaigns for seat belt use (15%), dental care (13%) and adult alcohol reduction (11%) campaigns have had the strongest effects. Youth alcohol and drug campaigns have had the least (1-2%).
- Caveats to these conclusions include: reach and frequency of messaging, the audience, the number of channels that were used and differences in measurement and evaluation.

Have you seen any advertising that provides information about the importance of getting a flu vaccination since September 2010?

<table>
<thead>
<tr>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Don’t Know (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>80</td>
<td>19</td>
<td>1</td>
</tr>
</tbody>
</table>

*All Adults (18 + years)*

CDC March 2011 National Flu Survey

How frequently you saw or heard this advertising?

<table>
<thead>
<tr>
<th>Very Frequently (%)</th>
<th>Somewhat Frequently (%)</th>
<th>Not Very Frequently (%)</th>
<th>Not at All Frequently (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>33</td>
<td>46</td>
<td>17</td>
<td>4</td>
</tr>
</tbody>
</table>

*All Adults (18 + years)*

CDC March 2011 National Flu Survey
How likely do you feel the advertising you saw made you get a flu vaccination?

<table>
<thead>
<tr>
<th>More Likely to Get Flu Vaccine (%)</th>
<th>Less Likely to Get Flu Vaccine (%)</th>
<th>Made No Difference (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>3</td>
<td>72</td>
</tr>
</tbody>
</table>

All Adults (18 + years)

CDC March 2011 National Flu Survey

2011-12 Influenza Vaccination Communication Campaign Goal

- Small, steady increases in flu vaccination coverage over time.
2011-12 Campaign Objectives

- Maintain and increase awareness of universal vaccination recommendation and flu-related key messages
- Foster knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- Maintain, extend confidence in flu vaccine safety
- Promote/encourage vaccination throughout the flu season
- Address disparities in vaccination coverage

CAMPAIGN AUDIENCES
Know Your Audience and Tailor Your Efforts

- We have many audiences and audience segments
- There are some similarities across audiences and segments, but also many differences
- CDC has conducted about 50 studies over the past ten years with a number of these audiences/segments
- Segmenting audiences by demographics is often not as effective as segmenting by psychographic and cultural variables
- Important to understand that audiences are not just passive recipients of messages
- Knowing barriers is important, but understanding the benefits that motivate the audience is also critical

2011-12 Campaign Audiences

- Parents of children age 18 and younger
- Healthy adults of all ages
- Adults with chronic health conditions
- Pregnant women
- People who live with or care for those at high risk for complications from flu, including:
  - Health care workers
  - Household contacts and caregivers of children <5 years, esp. children <6 months
- Minority populations
  (African Americans, Hispanics, Native Americans/Alaska Natives)
What Motivates People to Get a Flu Vaccine?

- News that flu is spreading in their community
- Availability of free vaccine
- Evidence/reassurance that flu vaccines work
- News that flu is causing serious illness/death
- Evidence that by getting vaccinated they can help protect others from flu
- Evidence/reassurance that flu vaccines are safe

Which of the following factors would make you more likely to get a flu vaccination?

<table>
<thead>
<tr>
<th>Vaccines were Free (%)</th>
<th>Statistics showing Safety (%)</th>
<th>Statistics showing Effectiveness (%)</th>
<th>News of Spreading Flu (%)</th>
<th>News of Illness or Death (%)</th>
<th>Statistics Showing Self-Vaccination Protects Others (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>66</td>
<td>71</td>
<td>74</td>
<td>76</td>
<td>82</td>
<td>82</td>
</tr>
</tbody>
</table>

All Adults (18 + years)

CDC August 2010 National Flu Survey
CDC's 2010-11 Influenza Vaccination Communication Campaign

CAMPAIGN THEME(S) AND OVERARCHING MESSAGES

2011-12 Campaign Themes

THE FLU ENDS WITH U

ME VACUNO protejo a...
Overarching Messages

- Everybody needs a flu vaccine every year.
- Your flu vaccine can help protect you from getting flu and can help protect those around you.
- Even healthy people can get the flu and it can be serious.
- The first and most important step in protecting against the flu is to get a flu vaccine each season.

Supporting Messages

- CDC will develop, use and share supporting messages on a number of topics, including:
  - Audience-specific messages (e.g., why it is important for pregnant women to be vaccinated)
  - Flu vaccine efficacy and safety
  - Availability of flu vaccines
  - Timing of flu vaccination
    - “Why do I need to get a flu vaccine this year if the strains haven’t changed?”
  - Influenza viruses and disease activity
  - Information for vaccine providers
The Importance of a Systems Approach

- More effective campaigns use a systems approach:
  - include mass media as well as community level activities
  - assess and address the role of larger social-structural determinants
  - go beyond a focus on communication tactics to work with the other 3 “P”s of marketing (product, price, place)
    - Messaging is just one piece of the mix!
  - involve their audience as well as peers and influencers
**Traditional Materials**

- Print advertisements, posters, flyers, brochures
  - All materials are free for download. Some free for order.
  - Many available in English and Spanish, some in other languages.
  - Multiple audiences: Hispanics, African Americans, Native Americans

**Earned and Paid Media**

- Earned media
  - Donated ad space, matte articles, radio and satellite media tours
- Paid media
  - Purchased placement of CDC radio, television, print, and on-line ads
Social Media

- Managing channels:
  - Twitter updates through CDCgov and CDCFlu
  - Updates via CDC Facebook page
  - Videos posted to YouTube
  - Dissemination through m.cdc.gov
  - Continuation of text messaging project

- Social media tools:
  - Graphic web buttons
  - Widgets
  - Audience-specific eCards

Partnerships & Collaborations Strategy

- Identify and engage new and existing membership organizations, non-profit groups, and media partners who can reach our target audiences
- Provide CDC audience research results and key points to partners
- Promote a suite of both print and online offerings that partners can use
- Increase visibility of partners’ influenza vaccination and vaccine promotion activities
- Include partners in CDC activities (media tours)
- Increase participation of partners in NIVW
Partner Offerings

- Matte articles - Eng & Span
- Online widgets/banners
- Content syndication — latest flu news
- Posters and flyers
- Print ads for partner newsletters
- Presidential proclamation for replication
- Webinars
- Participation in radio/satellite media tours
- Video offerings such as PSAs and FFF vignette
- Inclusion in Open Letter ad
- Multicultural materials
- Business toolkit

Partner Engagement

Engaged with OVER 250 organizations

- Parents, pregnant women, and caregivers of infants, children, AND young adults (National School Nurses Association, Families Fighting Flu)
- Health providers and healthcare workers (medical and nursing organizations)
- People with chronic health conditions (ALA)
- Baby boomers/seniors (CMS)
- Multicultural organizations (BlackDoctor.org, Hispanic PR)
- Employer groups (National Business Group on Health)
- Colleges and universities (American College Health Association)

Partnerships come in all shapes & sizes!
National Partners United in Support of Influenza Vaccination

- Ads were placed in USA Today and Washington Post with partners’ support for vaccination – combined circulation is over 1.8 million
- Ads were also placed in the following publications
  - People – circulation over 3.5 million
  - Parenting – circulation 2.2 million
  - Ready Set Grow – circulation over 1 million
  - Parade – circulation over 3.2 million

Partnering with State and Locals to Reach Members of Ethnic/Minority Media

- Eight media roundtables organized in select U.S. cities where ethnically diverse populations are concentrated
- Cities included: Albuquerque, NM; Anchorage, AK; Las Vegas, NV; Chicago, IL; Newark, NJ; Los Angeles, CA; Miami, FL; Houston, TX
- Coverage: 108 reporters, 45 articles placed, garnering 60 million impressions

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>54,000</td>
</tr>
<tr>
<td>Brazilian</td>
<td>40,000</td>
</tr>
<tr>
<td>Caribbean/West Indian/Haitian</td>
<td>810,000</td>
</tr>
<tr>
<td>Caribbean/West Indian/African American</td>
<td>39,000</td>
</tr>
<tr>
<td>Chinese</td>
<td>13,586,000</td>
</tr>
<tr>
<td>Filipino</td>
<td>1,140,000</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3,305,603</td>
</tr>
<tr>
<td>Hispanic/Native American</td>
<td>94,066</td>
</tr>
<tr>
<td>Hispanic/Brazilian</td>
<td>15,000</td>
</tr>
<tr>
<td>Korean</td>
<td>176,500</td>
</tr>
<tr>
<td>Native American</td>
<td>17,000</td>
</tr>
<tr>
<td>Pakistani/South Asian</td>
<td>60,000</td>
</tr>
<tr>
<td>Polish American</td>
<td>1,000,000</td>
</tr>
<tr>
<td>South Asian/Indian</td>
<td>21,000</td>
</tr>
<tr>
<td>Thai</td>
<td>12,000</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>550,000</td>
</tr>
<tr>
<td>Multicultural</td>
<td>39,182,727</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>60,105,396</strong></td>
</tr>
</tbody>
</table>
Emory Interfaith Health Program Partnership

To build relationships and capacity within trusted networks of faith-based and community organizations that extends reach to vulnerable, at-risk, and minority populations for prevention and treatment of influenza.

Building on:

• HHS’ Center for Faith-Based and Neighborhood Partnerships work with IHP/Emory and nine sites during 2009 H1N1.
• CDC with IHP/Emory (’01 to ‘07) trained 78 teams of religious and public health leaders in 24 states to collaborate on eliminating health disparities.

Ten Unique Multi-Sector Sites

• Chicago – Center for Faith and Community Health Transformation ( Advocate Health Care and UIC)
• Lowell, MA – Lowell Community Health Center
• NYC - South Brooklyn Interfaith Coalition (Lutheran Health Care)
• PA - Schuylkill County’s Vision
• St. Louis – Nurses for Newborns Foundation
• Los Angeles - Taiwan Buddhist Tzu Chi Medical Foundation
• Detroit – United Health Organization, Project Healthy Living
• Memphis – Methodist LeBonheur Center of Excellence in Faith and Health
• CO – Penrose-St. Frances Mission Outreach
• MN – Minnesota Immunization Networking Initiative (Fairview Health Services)
Accomplishments: “Reaching Out”

Across Boundaries of ..... Fear, Mistrust, Misinformation, Income, Language, Culture

Non-Traditional Settings:
• Soup kitchens
• Crisis centers
• Temples, mosques
• Child-care and senior centers

Accomplishments: “Reaching Out”

Across Boundaries of ..... Fear, Mistrust, Misinformation, Income, Language, Culture

Diverse Ethnicities > 20
• African American
• Caucasian
• Native Amer.
• Hispanic
• Burmese
• Vietnamese
• Cambodian
• Laotian
• Chinese
• Bosnian
• Iraqis
• Africans
• Ghanaian
• Nigerian
• Cameroonian
• Somali
• Kenyans
• South Asians

Religious Traditions * > 65
• Buddhist
• Muslim
• Hindu
• Catholic
• Lutheran
• Presbyterian
• Episcopal
• Baptist
• Christian Reformed
• Evangelical Free
• Methodist
• UCC/UUA

* Secular/community and faith-based organizations participated in this project.
Accomplishments: “Reaching Out”
Across Boundaries of ..... Fear, Mistrust, Misinformation, Income, Language, Culture

Across the 10 sites:
• 13,686 Vaccinations
• 138 Vaccine Events
• 1093 Vouchers Distributed
• 39 Clinic Volunteer Training Events

Online Flu Vaccination Pledge

[Image of online flu vaccination pledge]
Online Flu Vaccination Pledge Map

Socialmoms Tweet-a-Thon

- December 5-11, 2010
- 3,214,722 campaign impressions
- 121 moms participated
- 158 tweets
NATIONAL INFLUENZA VACCINATION WEEK (NIVW)

NIVW 2011

- Proposed dates for National Influenza Vaccination Week, 2011: December 4-10
- Reconsidering devoting each day to a particular audience
Wrap Up

- New campaign lead at CDC: Yvonne Garcia
- Preview: New animated spot

Thanks!

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA  30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov     Web: http://www.cdc.gov

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.