

ECBT
every child by two



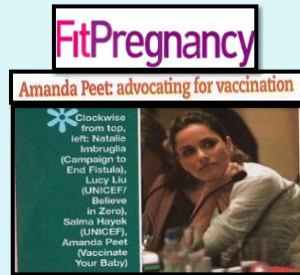
**2013 National Adult & Influenza Vaccine Summit
Reaching Patients Through Social Media**

What on Earth??

- How does a program in support of children's vaccines relate to the promotion of vaccines to adults?
 - It's all about finding the magic tipping point that can catapult our messages throughout the social media world
 - Imagine your favorite Iz. campaign
 - Consider all the work that went into development
 - How much time and money went into the dissemination?
 - Is that campaign still circulating?

Vaccinate Your Baby Campaign Launch and Results

- Kick off press conference resulted in 14 million media hits – mentions continue each week, including:
 - *Gotham Magazine*, *ABC News Online*, *WCBS-TV NY*, *CBS: Inside Edition*, *WNBC-TV NY*, *Health News Digests*, *People*
- *Good Morning America* Interviews Amanda Peet (4.48 million viewers, online potential viewers 9.4 million)
- XM Radio interview, National Public Radio
- August/September 2009 *Fit Pregnancy* award to Amanda Peet
- Over 125 million viewers of campaign via articles/media
- Over 500,000 have viewed PSAs



ECBT's Vaccinate Your Baby Website

61 Today's Paper • Login • Register • Classifieds • Archives • Home Delivery

search the **NEW YORK POST**

NEW YORK POST For Health Advice Click Here

Last Updated: Fri., May 14, 2010, 10:58am

Seasonal Health Smoking Prevention Gluten-Free Diet HIV and AIDS Vaccines Prevent Diabetes Vaccinate Your Baby Pain Relief Cold and Flu Relief

HOT TOPICS Rush Limbaugh • Mikhail Prokhorov • Tiger Woods • Lawrence Taylor • Scott Brown

PHOTOS | VIDEOS | BLOGS

News **Page Six** **Sports** **Entertainment**

Top models
Despite the recession, top models are raking in millions of...

Party monster
Lindsay Lohan would not be denied at the Ray-Ban show featuring...

Bring on the King
BOSTON -- The giddy Celtic fans got an early start in wishing...

She's got game!
Sandals with socks?
Simple 'Letters'

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Entertainment

SHE'S GOT GAME!

SANDALS WITH SOCKS?

SIMPLE 'LETTERS'

JERSEY CAST IS A SHORE THING!

Play the Sony® Cyber-shot® iSweep Panorama Game for a chance to win a trip to the Skytop Lodge in the Poconos and a new TX7 camera.

PostPics Today in Pictures

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Seasonal Health Smoking Prevention Gluten-Free Diet HIV and AIDS Vaccines Prevent Diabetes Vaccinate Your Baby Pain Relief Cold and Flu Relief

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Celeb chefs teach NY cooks to get fiery
Many chefs have been taking their beefs with critics, unruly customers, and even former employees - public.

At \$83 per lb., sheep pig commands bacon
No, they aren't pigs in a blanket or some crazy new hybrid. Sheep pigs are real. And their cured meat goes for a pretty \$82.99 a pound in Brooklyn.
Rachael Ray speaks for healthy school food
Pasta business is really cooking thanks to 2 hardworking brothers
Subway to other eateries: 'Foodberg' is ours!
Celiac sufferers have more gluten-free options
Recipes from 'Housewife!' Tareca Giudice
Reichl: 5 things I learned from my mom
'Live' octopus dish has activists squirming

Special Guide
Find your local Greenmarket
No matter where you live in the city, there's a Greenmarket for everyone. Click to find the fresh produce near you. **See map**

Busch Gardens
WILLIAMSBURG, VA

Daily Food Feed
Before you chug that drink, read this - by Rosemary Black
If you're drinking sports drinks before you work out, you may not be making the best decision. Basically, unless you're going to be doing an ultra-intense session, you're best off drinking water, according to the editors of the new "Cooking Light What to Eat." Yes, these beverages contain vital electrolytes. **Read More**

Perfect Like An Egg - by Brooke Parkhurst
Daily Cooking Quizzes (D.C.Q.): 5, Eight months writing this daily column and I'm still not very good at the day-to-day. My mind wanders to Saturday's feast instead of focusing on Wednesday lunch... in the opening pages of my novel, Belle in the Big Apple, I say, "Twenty-five, twenty-five... there..." **Read More**

FAMILY FOOD: Spring Oxtails - by Larissa Phillips
It seemed like a good idea when I bought the oxtails last week.

EAT UP! Our Bloggers

Mothership Meals
by Larissa Phillips
• Read Larissa's Blog

The Wine Explorer
by Scott Reiner
• Read Scott's Blog

Full Plate
by Brooke Parkhurst
• Read Brooke's Blog

A Touch of Rosemary

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Tuesday, March 16, 2010 New York 73°/61°

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The New

REVIEW & OUTLOOK | MARCH 16, 2010

Vaccines Win Again

A special court dismisses the vaccine-autism link.

Article Comments (40) MORE IN OPINION ▾

KEY SUBSCRIBER CONTENT PREVIEW

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Few medical scare campaigns have done as much harm as the one claiming to link autism to vaccines for children. So parents and doctors alike should welcome the latest emphatic ruling by a special Washington court dismissing such allegations.

On Friday, special masters in the U.S. Court of Federal Claims ruled against the claims of parents of autistic ...

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VACCINES FOR CHILDREN AND PARENTS

Your Most Common Vaccine Questions, Answered

There's a lot of conflicting information out there. Here we give you the straight scoop on all your immunization FAQs

By Laura Flynn McCarthy and Lisa Moran, Parenting.com

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PREV page 11 of 15 NEXT

0 tweets

What is thimerosal?

Part of the controversy around vaccines stems from a preservative called thimerosal that was once regularly used in vaccines. Concerns arose because thimerosal is a compound that contains a form of mercury, known as ethylmercury. Another type of mercury, known as methylmercury, can, in large doses (say, from drinking contaminated water or eating large amounts of contaminated fish), harm the brain development of a fetus or child. With the increased number of shots that children receive, some wondered whether children were being exposed to too much of this preservative. In particular, there were concerns that the preservative was to blame for increasing rates of autism, a behavioral disorder that has

advertisement

Help us to Silence the Sound of Pertussis

become a fan on facebook

Help spread the word about pertussis and the Sounds of Pertussis. For every fan, we will donate 10¢ of Dimes up to a total of 50,000 for the March of Dimes.

march of dimes

MKT19560-1-1R

Stay Connected

38-Day-Old Baby Dies After Persisting Cough

Your Family's Health: Many Experts Urge Vaccination Against Whooping Cough

By LARA SALAHI

April 28, 2010



44 comments

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Baby Callie was a miracle baby to Katie and Craig VanTourhout of South Bend, Ind. After four miscarriages, Katie VanTourhout got pregnant again in 2009 and this time it was a success.



Pertussis has increased dramatically, and can be deadly to infants.

It was an easy, healthy pregnancy, VanTourhout said her doctors told her. Her doctor made sure she had flu shots, she said. And then, six weeks before she was due, Callie Grace was born on Christmas Day.

"Once they said we were in the clear, we jumped for joy and we were just giddy all the time," VanTourhout said.

But when Callie was a couple weeks old, she developed a cough, so the VanTourhouts checked in with their pediatrician.

Although Katie VanTourhout said doctors told them it was nothing too serious, the

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Watch Video



WATCH: Massive Children's Medication Recall

WATCH: 6 Months to a Healthier Lifestyle

WATCH: Get Vaccinated: Whooping Cough Dangers

ABC News on Facebook

Like 344 people like this. Be the first of your friends.

- Kimbel's 'Lost' Alternative Endings**
316 people shared this.
- Google Doodle Celebrates Pac-Man's 30th**
5015 people shared this.
- Bootsy Collins Launching Funk University**
167 people shared this.
- Hola! It's Dora the ... Illegal Immigrant?**
1663 people shared this.
- 'Trashed Up and Down': Rand Paul on Critics**
2453 people shared this.
- Kevin, Nick and Joe Are 'Burnin' Up'**

Why Commit So Much Precious Time? The Prevalence of Social Media

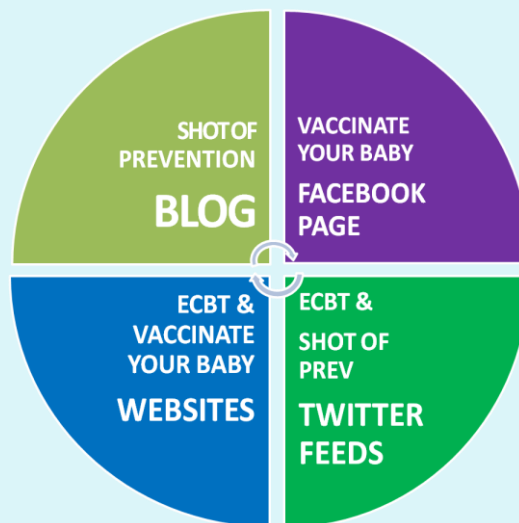
- **80% of US internet users look for health information online**
- **79% of moms with kids under 18 yrs old use social networking sites**
- **More than 50% of teens use social networks daily (mind you, these are the parents of the future)**
- **22% of people log in more than 10 times daily**



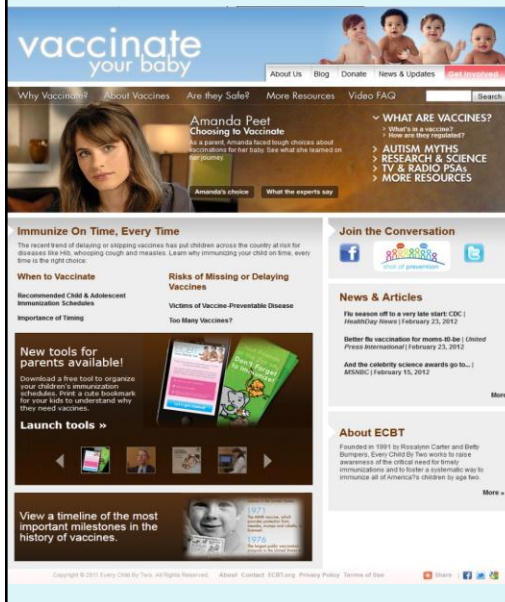
Parent's Vaccination Choices Driven By Friends, Family

- Pediatrics published study 4/15/13
- 196 first-time parents in Washington State (one of highest vax exemption states)
- **176 followed ACIP schedule, 70 did not**
- “Non-conformers” (vax hesitant) had slightly **larger people networks** whom they consulted about vaccines
- **72% of non-conformers networks recommended against following schedule, vs. only 13% in conformers social networks**

Every Child By Two's Integrated Online Presence



ECBT's Vaccinate Your Baby Website



**CALL TO ACTION:
GET INVOLVED**

Social Media Widgets Drive Traffic to VYB Facebook Page, Shot of Prevention Blog & Twitter Accounts

Vaccinate Your Baby Facebook Page



- Most active pro-vaccine page in existence
- 73,750+ "likes" & growing
- Over 500,000 impressions per week
- Roughly 443,000 monthly post views
- Average of 15,314 monthly active users
- Generating approximately 3,505 monthly comments

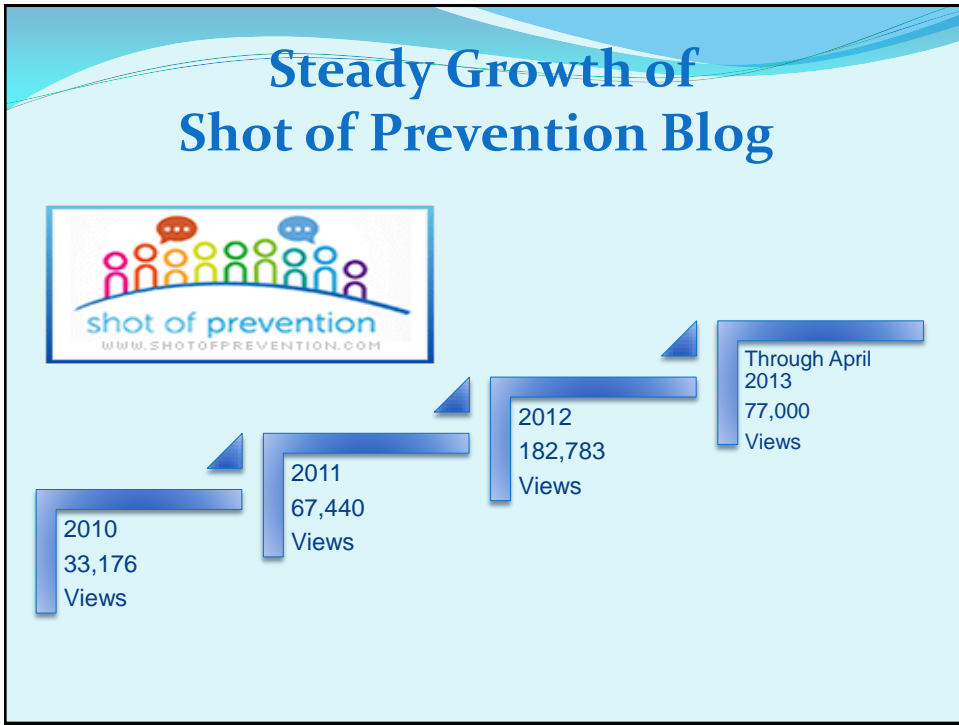
The screenshot shows the homepage of the Shot of Prevention blog. At the top, there is a navigation bar with categories like 'community', 'blog', 'doctors', 'opinions', 'concerns', 'help', 'health', 'family', 'questions', 'share', 'friends', 'mothers', 'chat', 'doctors', 'concerns', 'help', 'health', 'family'. Below this is a search bar and a 'RSS feed' link. The main content area features two articles: 'Share This Special Valentine' and 'Immunization Legislation May Impact Foster Care in Arizona'. A sidebar on the right contains an 'Email Subscription' form and a 'Tweet Us at ShotofPrev' section with social media links. A green arrow points from the text below to the 'SHOT OF PREVENTION BLOG' text in the screenshot.

Share This Special Valentine
 February 14, 2013 | Christine Viera | 148 comments
 It's Valentine's Day! A day when we send flowers, give chocolate and share kisses. And who doesn't love to kiss the sweet, soft skin of a precious little baby?
BUT WAIT!
 Let's remember. **NO KISSES!**
 (Unless - of course - everyone is up to date on their Tdap boosters.)
 See, those kisses can be deadly to little babies if they spread whooping cough. So, for Valentine's Day this year, don't just show your love with flowers and chocolate. If you really want to show how much you care, share this colorful infographic from the CDC. It shows the three important steps that expectant parents can take to give their babies the best protection from whooping cough, including the recent recommendation that pregnant women get a Tdap shot during every pregnancy. Read more.
 baby with whooping cough, pertussis, Whooping cough outbreaks

Immunization Legislation May Impact Foster Care in Arizona
 February 12, 2013 | Christine Viera | 23 comments
 The following is a guest post from Debbie McCune Davis, based on her personal experience as the Executive Director of The Arizona Partnership for Immunization and an Arizona State Representative from District 30.
 In Arizona, two legislators have sponsored legislation to lower the standards for families to qualify as Foster Parents. Unfortunately, our Child Protective Services Program (CPS) is overloaded with a record number of children, limited placement

SHOT OF PREVENTION BLOG

REFERS READERS TO OUR SHOT OF PREVENTION TWITTER FEED & FACEBOOK PAGE

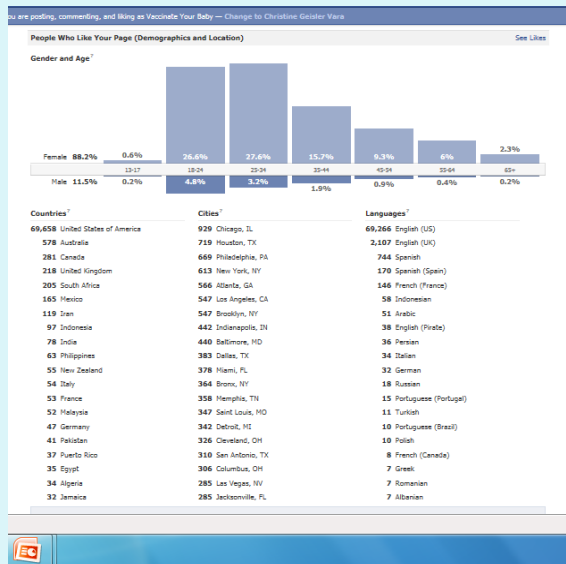


5 Daily Habits of Effective Social Media Marketing

1. Check Your Social Profiles' Pulse EVERY DAY!



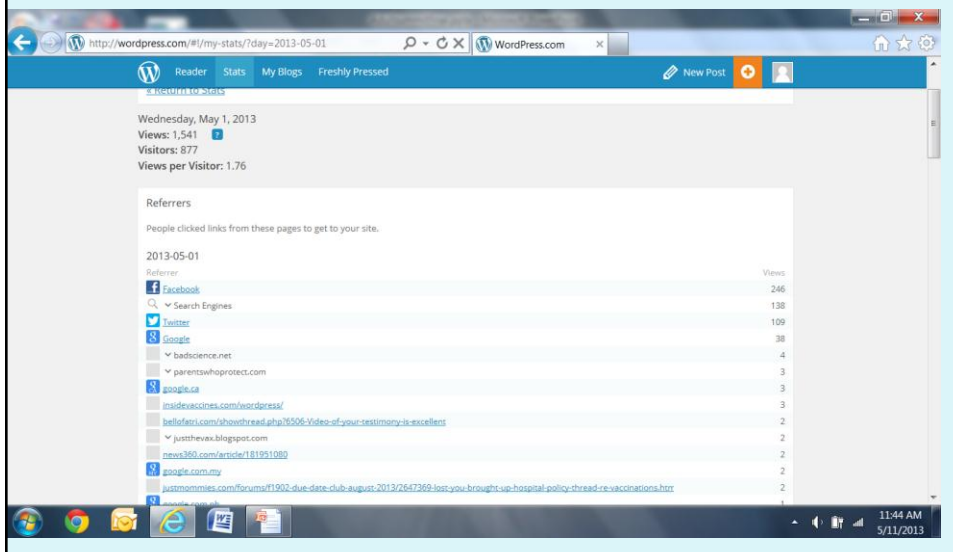
Our National Reach Has Local Impact



5 Daily Habits of Successful Social Media

2. Respond to Direct Interactions from followers -
VYB's loyal followers are eyes/ears of FB page!
3. Post stimulating content to encourage conversation
4. Seek out new followers – i.e. twitter: seek out & follow authority figures, then follow people who follow them
5. Search for your company's branded terms -
engage in discussions on vaccines on social media/internet/articles and act as a source of expertise – providing links to your own site

Drill Down Into Your Blog Stats....



Sample Status Update

★ Posted
Feb 19, 2013

Non original
content/
Based on CDC
data.

★ 2,329
people liked
this post

Received latest
comment on
Just last week

★ 114,448
people saw this
post

You are posting, commenting, and liking as Vaccinate Your Baby — Change to Christine Geisler Vera

Vaccinate Your Baby
February 19 · 48

Wondering how vaccine use in the United States has impacted morbidity for various diseases? Here's a detailed infographic, created by graphic designer Leon Farrant, to reflect recent data provided by the CDC. More evidence that vaccines save lives.

Disease	Vaccine Use Percentage
DIPHTHERIA	100%
H. INFLUENZA	99%
HEPATITIS A	91%
HEPATITIS B	83%
MEASLES	99%
MUMPS	99%

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2,270 people like this.

View previous comments

Martin Smith So it's all a conspiracy! The data is faked! How come every single developed country in the world shows the same trend? It is a worldwide conspiracy? · 14 hours ago · via mobile · Like · v1.1

Thomas John Burrows Let the moans avoid the vaccine but please expose them to diseases and then we can have a demo they can try to prove their point and we can have some peace · 53 minutes ago · Like

Write a comment...

107,148 people saw this post.

5,288

2 of 1,108

Promote

★ 5,396
people
shared this
image on
their
personal or
group page

★ We
received
1,121
comments
on this
status
update

Engage Your Followers: Social Media “Summer Sightings” Contest

Vaccinate Your Baby
July 9, 2012 · 48

Have you seen this ad? Brenda W. spotted it in FL and Carolyn R. spotted it in NC. Email shotofprevention@gmail.com telling us exactly where you've see it and earn a chance to win a \$25 Amazon gift card in our Summer Sightings Sweepstakes.

**Not Vaccinated?
No Kisses!**

Get the adult whooping cough vaccine.
www.VaccinateYourFamily.org

Like · Comment · Share

347 · 60 · 249

15,860 people saw this post.

Promote

Make It Easy to Share Facts on Vax



What Will Be the Next Tipping Point? And Who Will Be The Toppler?

- “The Tipping Point: How Little Things Can Make a Big Difference” – Malcolm Gladwell
- Social Epidemics – Becoming next “Word of Mouth”
- Three kinds of people in the world
 - Connectors
 - Mavens (those who accumulate knowledge)
 - Salespeople
- We have an enormous role to play in acting as purveyor of facts about vaccinesand then let social media do it's thing!



Amy Pisani, Executive Director
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