

What Works

To Improve Adult Immunization

What They Did:

The *Sounds of Pertussis*® Campaign, a national education initiative from Sanofi Pasteur and March of Dimes now in its fifth year, was created to help raise awareness about the potential dangers of pertussis (whooping cough) and the importance of adult Tdap vaccination to help adults protect themselves and to help stop the spread of pertussis to infants.

In 2013, the Campaign implemented new and existing efforts to reach parents, grandparents, caregivers and anyone in close contact with an infant about the importance of receiving an adult Tdap vaccination.

The Campaign was completely integrated - considering every touch point of family life (social media, print, online, TV and word of mouth) in its efforts and was distinguished by assets, tools and resources that successfully motivated families to play an active role in pertussis protection.

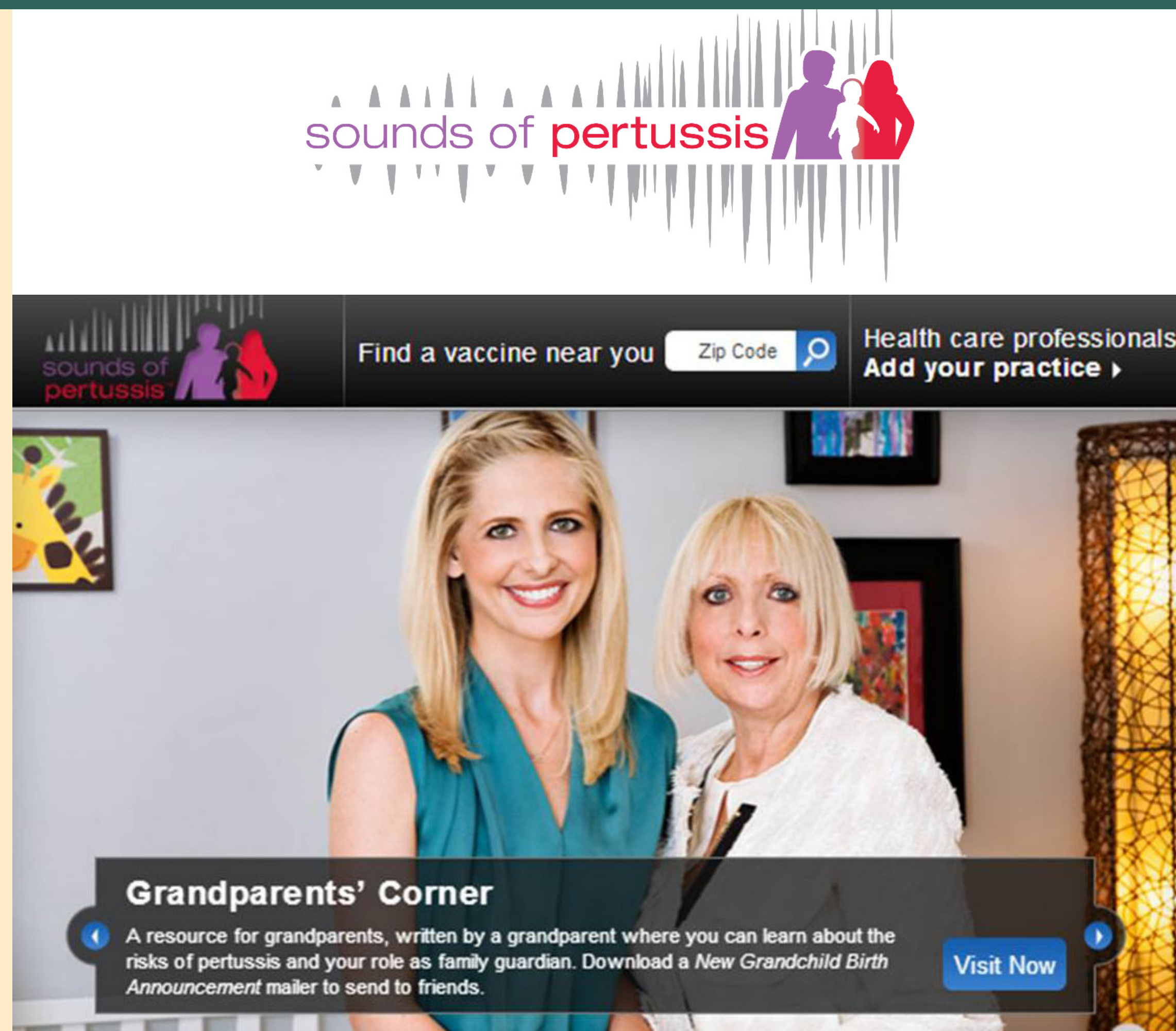
- **Celebrities that Resonate:** Actress Sarah Michelle Gellar was engaged as the new National Campaign Ambassador, offering a natural connection as a new mom herself. Sarah served as an integral part of the Campaign, providing a means for effective delivery of the call-to-action across all digital, social and media activities, including two national media days and a campaign YouTube video. Long-standing Campaign Ambassador Jeff Gordon, NASCAR driver and father of two, also conducted media tours in markets experiencing a high-incidence of pertussis, including Kansas City, Phoenix, and a national media tour in NYC.
- **Breathing Room:** A new Facebook app was created to allow parents to send a brief message to family and friends in their Facebook network asking them to make the pledge to be vaccinated against pertussis before meeting their newborn.
- **Grandparents' Corner:** Developed in part by leading Grandparent Expert Dr. Arthur Kornhaber, the new online content provides customized tools and resources to help grandparents learn more about pertussis and the important role they play in helping to protect their families.
- **Ongoing targeted engagement:** The Campaign maintained momentum throughout the year with targeted media outreach in markets with high incidence of pertussis. Following news of pertussis outbreaks, media interviews were offered with March of Dimes medical experts who helped educate the public about adult Tdap vaccination and members of the Campaign's Family News Bureau who brought to life the personal experience of having an infant suffer from pertussis.
- **Paid Search and Mother's Arms TV spot:** Paid search optimized SoundsOfPertussis.com among search results for "pertussis", converting searches into visits. The campaign's existing Mother's Arms TV spot emotionally appealed to the target audience, bolstering organic searches for the Campaign and directing visits to SoundsOfPertussis.com.

Results:

The 2013 Campaign was the most successful to date with a total target audience reach of more than 868 million through traditional, controlled and social media activities. Additionally:

- Average daily SoundsOfPertussis.com visits in the month(s) where all Campaign programming was integrated were 52% higher compared to the average daily visits during non-integrated months
- The Tdap locator on SoundsOfPertussis.com was used by 8,615 people; approximate usage increase of 326% during launch months
- The Sounds of Pertussis Facebook page received 29.5M+ views and 212K engagements. The Facebook page continues to be one of the largest Facebook communities sponsored by a manufacturer, with nearly 69,000 members.
- The Breathing Room Facebook app received 360+ views, 210+ Breathing Rooms were created and 540+ invitations were sent requesting friends join established Breathing Rooms
- The Campaign YouTube video received 14K+ views and counting
- The Mother's Arms TV spot received 32M+ impressions

Overall Campaign awareness and consumer interaction/intent to vaccinate proved successful. While the Sounds of Pertussis Campaign cannot claim to be fully responsible for recent observances in Tdap vaccination increases, it has made a contribution. A recent survey conducted by Sanofi, evaluating consumer behavior from 2011 to present, showed that Campaign recognizers continue to receive the Tdap more frequently than those unaware of it. In addition, there was a steady increase in Campaign-recognizing mothers of young children receiving Tdap over the past two years, and an increase in the frequency of discussions that patients have with doctors on Tdap.



For more information:
 Visit SoundsofPertussis.com or contact Michael Szumera, Director, Public Relations, Communications US at (570) 957-1566 or Michael.Szumera@sanofipasteur.com

This "What Works" vignette is one in a series of examples collected by the Provider Workgroup of the National Adult and Influenza Immunization Summit. For more information or to nominate an example of "what works" to improve adult immunization, go to <http://www.izsummitpartners.org/>. This vignette does not constitute an endorsement from any of the organizations that participate in the Provider Workgroup or the NAII.

