

Creative Brief

2002-03 NIP Public Flu Immunization Campaign



1. Who are your primary and secondary audiences?

What is their preferred health communication media?

Primary Audiences

Adults

- Adults who are at high risk of having complications from the flu
- Household and medical contacts of those at high risk

Pediatrics

- Parents with children in a high-risk group
- Parents of children older than 6 months of age

Secondary Audiences

Adults

- All other adults who can receive a flu shot
- Especially adults between 50 and 64 years old

Pediatrics

- Parents of healthy children between 6 months and 23 months of age
- Parents of children getting their very first flu shot

Most people in the above audience groups rely on their healthcare providers for healthcare information. Those in the high-risk groups are more likely to visit their healthcare providers more often. These people are also influenced by friends, pharmacists and the news media.



2. What are the key messages?

- The flu shot is the best protection you can get against the flu.
- Children need a flu shot too.
- High-risk groups and their contacts should get the first flu shots, and everybody else who wants a flu shot should wait until November, or later.

3. Who are the conduits for the message?

Why would they pass the message on?

How will they pass it on?

Public health care providers, private health care providers, and pharmacists

Why: The healthcare providers and pharmacists are more likely to encourage those at high risk to get a flu shot to prevent complications to existing health conditions. They are less likely to make an extra effort for those who are not at high risk because they want to save the first shots for those who need it the most, the flu shot is not seen as a high priority for this group, and the reimbursement is extremely low.

How: Providers and pharmacists want flyers and posters to encourage high-risk patients to get a flu shot, to explain the value of the vaccination, and to help explain why children are encouraged to get an annual flu shot.

Mass news media

Why: The media publishes material that is of interest to their readers and listeners. They are always on tight deadlines; therefore, facts that are easily obtained and understood are more likely to be published.

How: Print and broadcast media



4. What do you want the audiences to do when they get the message?

High-risk groups and their contacts: Get the first flu shots available

Parents: Strongly consider getting their child a flu shot.

Everyone else: Wait until November or later to get a flu shot.

5. Why would they want to do this?

High-risk groups and their contacts: To protect their health and the health of their high-risk contacts

Parents: To protect their child's health

Everyone else: To protect their own health and the health of those around them

6. Why wouldn't they want to do this?

- People who are allergic to eggs cannot get a flu shot.
- Some people believe myths, such as a flu shot will give them the flu, that it isn't effective, etc.
- Many parents are not aware of the danger that the flu poses for young children.
- Some people don't see the value in taking the time out of their routine to get a shot.

7. How can they do this?

- They can go to their private healthcare provider or to a public healthcare clinic.
- In some states, pharmacists give flu shots.
- In all states, mass vaccinators offer flu shots at a variety of locations, such as churches, grocery stores, community events, etc.

8. What barriers prevent them from doing this?

- Many insurance companies do not pay for flu shots so it can be expensive for some people.
- People must also take time off from work to make an appointment with their healthcare provider, and this is seen as both expensive and inconvenient.
- People often do not know where public healthcare or other alternative locations for flu shots are.