



BACKGROUND

The Los Angeles County Department of Public Health Immunization Program (LACIP) uses radio Public Service Announcements (PSAs) to increase parental awareness of pediatric influenza (flu) immunization recommendations. To improve message effectiveness, LACIP held discussion groups that assessed parental attitudes toward flu vaccines, preferred sources of immunization information, and message preferences.

OBJECTIVES

- To test the effectiveness/appeal of two styles of influenza immunization radio PSAs
 - An *Informational Message*, which stressed that parents can trust a recommendation from the CDC, DPH, and doctors to vaccinate their children against the flu
 - A *Testimonial Message* in which parents told their story of losing their child to the flu
- To ascertain preferred sources of information about pediatric influenza immunizations
- To identify effective promotional messages and delivery styles



METHODS

LACIP held three English and three Spanish discussion groups (2 hours long) with parents and expectant parents at Los Angeles County Department of Health Services' Comprehensive Health Centers.

Through facilitated discussions and two surveys, participants shared demographics, immunization beliefs/practices, preferred information sources, message preferences, and feedback on the PSAs.

Unadjusted odds ratios (OR) and 95% confidence intervals were calculated to assess relationships between outcome variables.

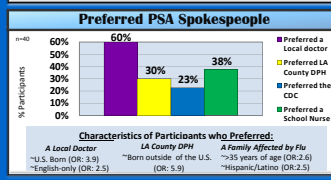
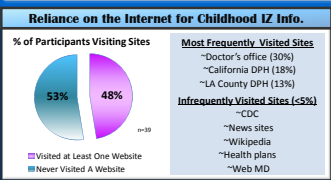
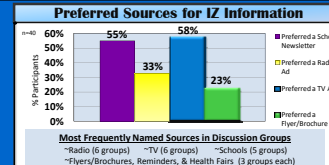
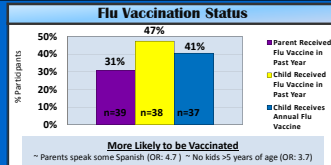
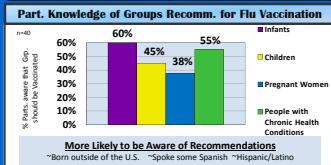


What Parents Really Want to Know About Influenza Immunization

Key Findings From Influenza Immunization Discussion Groups

KEY CHARACTERISTICS OF DISCUSSION GROUP PARTICIPANTS (n=40)				
Race/Ethnicity	Birthplace	Parental Status	Age	Language Spoken at Home
<ul style="list-style-type: none"> Hispanic/Latino: 70% African American: 18% Other and Unknown: 12% 	<ul style="list-style-type: none"> United States: 46% Outside of U.S.: 54% 57% of those born out of the U.S. lived here for 10+ yrs. 	<ul style="list-style-type: none"> Pregnant: 2% Cares for 1+ Child <5 years old: 48% Cares for 1+ Child >5 years old: 53% 	<ul style="list-style-type: none"> 18-24 years of age: 8% 25-34 years of age: 33% 35-44 years of age: 38% 45 years of age or older: 23% 	<ul style="list-style-type: none"> English-only: 29% Any Spanish: 71%

KEY FINDINGS Note: 1) All percentages are rounded to the nearest percentage point. 2) Odds ratios noted below were not statistically significant.



Preferred PSA

Message	% Participants Who Preferred Message	% Participants Who Were Motivated More to Vaccinate
Informational Message	28%	25%
Testimonial Message	20%	40%
Both Messages	40%	23%
Neither Message	13%	13%

Reasons Participants Liked the Informational Message
 ~Appealing Tone
 ~Emphasizes the Consequences of the Flu

KEY RECOMMENDATIONS	
Design	Credibility
<p>Don't Assume What People Know. 2-1-1 recognition was high, but some did not know that this is a Phone Info Line. Some participants didn't know the vaccination age ranges or that the flu can lead to death. Use Compelling Messages. Some saw the messages as scare tactics, but many said that the consequences of the flu, esp. death, would lead them to seek info. and/or vaccines. Vaccine side effects were a common concern, but few people suggested that the PSAs discuss them.</p>	<p>Choose a Spokesperson Who Is Trusted to Deliver Health Messages. A local doctor, a school nurse, a family affected by the flu, or DPH were credible. Neither celebrities nor faith leaders were strongly recommended as spokespersons. Both Content and Delivery Can Impact Believability. Anticipate what CONTENT people might not believe. Some people doubted the Informational Message because it mentioned the CDC, DPH <u>and</u> doctors. Some also doubted that the flu can lead to death. Don't let DELIVERY reduce credibility. Music, "fake" voices, and a sense at the messages were sales pitches made them less believable.</p>
Comprehension	Action
<p>Pace Yourself! Is 30 seconds long enough? Some said our shorter messages (30 and 33 seconds) were too short, too fast, and needed more information.</p>	<p>It May Take More Than Information to Motivate Action! Parents liked the Informational Message better, but ... ~The Testimonial Message grabbed parents' attention and improved message recall. ~ Parents said they were more likely to ACT on the Testimonial Message.</p>
<p>Grab Their Attention. Highlight the serious consequences of flu. Carefully choose voice actors. Use a genuine, emotional voice for a Testimonial Message and an enthusiastic voice for an Info. Message. Consider a strong intro like "Alert!" or "Important Message." Consider whether music is a fit and carefully select music. Our music reduced believability and satisfaction.</p>	<p>Focus on Key Points. Keep the PSA simple, clear, and focused to increase understanding. Consider a Testimonial Message that highlights the consequences of the flu to improve recall.</p>

RESULTS

- Forty-two people participated in six groups. Two people who did not meet study criteria were dropped from analysis.
- Small sample size may have limited detection of statistically significant differences.

In this sample:

- Only 41% of participants' children receive a flu vaccine every year.
- The largest number of participants were aware that infants and people with chronic health conditions should be vaccinated against the flu.
- Participants most frequently recommended school newsletters and TV ads to promote flu vaccines and using local doctors and school nurses as spokespersons.
- Most participants trusted DPH.
- Content and delivery impacted believability.
- Most participants knew of 2-1-1 but some suggested that the message state that this is a phone number.
- Participants preferred the Informational Message, but said that the Testimonial Message would motivate them more to research and/or obtain vaccines.

CONCLUSIONS

- Assessing parental attitudes, preferred information sources, comprehension/ recall, and preferred delivery style is key to increasing immunization awareness and motivating action.
- Parents may prefer an Informational Message but they seemed more motivated to act on a Testimonial Message.
- Because content, style, and spokesperson preferences varied, consider different PSAs to reach different audiences.

