

Using Formative Evaluation to Develop an Immunization Mass Media Campaign Targeting Parents

Background

More Disease Protection than Ever

- Protect children from 16 VPDs
- Record low rates for most VPDs
- Record high toddler immunization rates
- Less than 1% zero-dose children
- Several newer vaccines in routine use

Background

Vaccine Communication Challenges

- Low disease awareness = increased focus on vaccine risks
- Low tolerance for vaccine risks
- Full and complicated immunization schedule
- Vaccines are often mandated
- Spectrum of parent attitudes and beliefs

Because of these challenges, our objective was to use qualitative data to better understand parents' knowledge, attitudes and beliefs regarding infant immunizations and to identify the most effective appeals for communication strategies.

Background

Why Use Focus Group Research?

- Qualitative research compliments quantitative
- Iterative process
- Provides more in-depth info from parents
- Assists with updating communication strategies
- Helps to identify words and concepts most salient and captivating to target audience

Methods & Findings

Data Collection Methods

- May 2008 (24 focus groups): Chicago, Portland, Richmond
 - First time moms; Segmented on race and age
- March 2009 (16 focus groups): Chicago, Seattle
 - Segmented on race and education
- April 2011 (27 focus groups): Atlanta, Miami, Denver
 - All vaccinators; At least one child ≤ 2
 - Selected parents based on: Race, education, parenting experience, language (Spanish and English)
 - Included 2 groups of Dads
- Mall intercept interviews (60 interviews) to validate campaign concepts: Chicago, Houston, Santa Ana
 - Segmented on race, education, and language (Spanish and English)

General Findings about KABs

- Moms vaccinate to prevent disease, enroll their children in school/child care and comply with social norms
- Some question need for vaccinations (concerns of efficacy or low perceived risk/prevalence of disease)
- Most had at least some concerns about vaccine safety
- African-American moms more concerned about short-term side effects (i.e. fever, fussiness)
- White moms more concerned about long-term effects (i.e. autism or unknown complications)
- Multiple vaccinations were a concern across groups

General Findings (cont'd)

- Not all diseases are equal – some are perceived as more serious than other (polio vs. chickenpox)
- Despite choosing vaccination, they are reluctant to tell other mothers what to do, i.e. they should talk to their doctor and do their own research
- Moms were the generally the primary decision-makers when it came to health care decisions for their children, but dads like to be involved in the process
- Moms are generally familiar with the vaccine schedule, but lack of awareness of the number and severity of VPDs
- Parents talked about vaccinating as a “choice”
- “Protection” was mentioned over and over again when talking about vaccines
- Doctors are most important source of info about vaccines
- Moms have very little knowledge of certain VPDs (i.e. Hib)

Spanish-Language Group Findings

- Much less likely to mention autism when discussing vaccine safety
- Less likely to be worried about vaccine safety issues
- More likely to vaccinate according to the recommended immunization schedule
- Without questioning doctor
- Some had seen vaccine-preventable diseases in their respective countries of origin, which made them even more determined to protect their children

Campaign Message/Product-Specific Findings

- Non-Hispanic parents:
 - Disliked messages that were too silly or humorous and judgmental statements about parenting
 - Liked seeing cute, age-appropriate babies and real-life scenarios. They wanted to know an ad was for vaccines right away, and they wanted educational text included
- Hispanic parents:
 - Disliked messages that were too cute and not powerful enough and stereotypes
 - Liked relatable images, protection messages, educational text, and tender, loving, colorful images

Resulting Campaign Goals

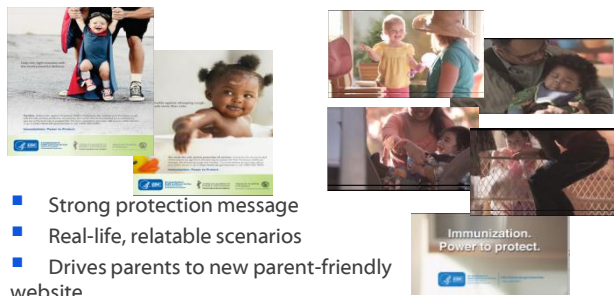
- Reinforce the social norm to vaccinate their children
- Increase awareness of VPDs
- Increase awareness of disease protection benefits of vaccines
- Empower parents to make the choice to immunize their children

Campaign Products

- 2 Spanish, 2 English print Ads
 - 2 sizes and poster format
- Radio and television public service announcements (PSAs)
- Earned and paid national media plan
- Can also be pitched and placed with local media

Products

Immunization. Power to Protect.



- Strong protection message
- Real-life, relatable scenarios
- Drives parents to new parent-friendly website

Products

Con salud, todo es posible. Vacune a sus hijos.



- “With health, all is possible. Vaccinate your children.”
- Strong protection message
- Endearing terms and colorful images

Contact Information

Leslie Rodriguez, PhD

iwn3@cdc.gov

Jackie McClain, MPH

agy6@cdc.gov

Michelle Basket

apf2@cdc.gov

Posters available at: www.cdc.gov/vaccines/events/niw

Radio and television PSAs available at (beginning April 1):
<http://www.cdc.gov/vaccines/campaigns.htm>

National Center for Immunization & Respiratory Diseases
Health Communications Science Office (HCSO)

