

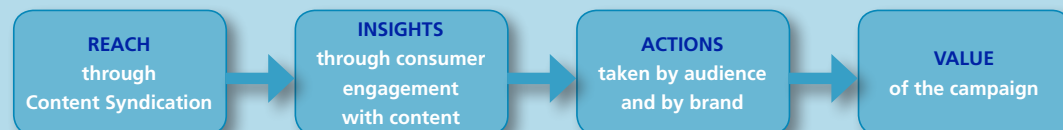
CONNECTING THE DOTS: Using Social Media to Measure Behavior Change In Public Health Immunization Campaigns

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- **TODAY'S GOAL:** Demonstrate how social media can provide tools for measuring behavior change.
- **CHALLENGE:** Public health communicators have found it difficult to show that communication interventions result in behavior change at an individual level. In most cases, intermediate outcomes such as click-through-rates, "likes" or retweets" are used to show progress, with the assumption that these intermediate outcomes will lead to the desired long term change. But how do we show behavior change with this medium?

● **POPULATION:** At-risk target audiences

● **SOLUTION:** Social media do provide solutions and metrics to effect behavior change—and measure it! The objective needs to be to leverage social media as it relates to your goals and impact health in way that is measureable. Using the S.O.C.I.A.L.™ (Strategic Online Communication, Insights and Learnings) Framework, campaigns can identify data to support their behavior change objectives.



● **DESCRIPTION:** The S.O.C.I.A.L.™ Framework is comprised of four components—Reach, Insights, Actions and Value. **Reach** looks at the visibility of the campaign. **Insights** looks at what was learned throughout the campaign. **Actions** looks at what tangible actions resulted from the campaign—either taken by the brand or the consumer. Finally, **Value** looks at how to assess the value of the campaign and show ROI. And where you find data beyond the click-through is in the **Insights** and **Actions** verticals of the framework.

CASE STUDY: In a first-to-market campaign, CDC worked with MeetUp.com to engage 75 groups nationwide that aligned with campaign target audiences - pregnant women, parents, older adults, and chronic disease sufferers. The challenge to these groups was to replace one of their normal meetup events with an outing to get vaccinated together. According to the S.O.C.I.A.L. framework, the data to support our behavior change objectives can be found in the "Insights" and Actions" verticals.



RESULTS

Insights

- **12% increase** in intention to get vaccinated;
- **28% decrease** in negative attitudes towards flu vaccination;

"this was always on the list of things to do, it was just a matter of remembering to go down and do it. there are just so many health issues to focus on when you are pregnant that you tend to forget the 'routine' ones... thanks for the reminder." ~sf bay area expectant mothers group

"it's not that i wasn't going to get one, i just put it on the list of things to do and then didn't get around to it. this put it right in front of me so it actually got done, both me and my husband." ~wearing out, not rusting out group

Actions

- CDC's flu vaccination messages were mentioned at almost **1000 different meetup events**;
- Almost **9,000 meetup.com members** heard the CDC message;
- **Over 50% of people** who heard the messages shared them with someone outside of their meetup group;
- And ultimately...

"we got the flu vaccine thanks to your campaign." ~babies born in 2011

- **Over 300 people got vaccinated** because of this program.

