

Using Media to Promote Childhood and Teen Influenza Vaccination

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Background

- This project is part of a multistrategy program to increase vaccination rates among children and teens
- A television media campaign and a video for teens were developed
- Funded primarily by a cooperative agreement with the Centers for Disease Control and Prevention.
- Additional funding provided by the Allegheny County Immunization Coalition and the UPMC Health Plan

Setting

- University of Pittsburgh
Department of Family Medicine



Worked with:

- WTAE-TV, ABC affiliate in Pittsburgh – produced and aired Evancho Family PSA & web campaign
- Center for Instructional Design and Distance Education (CIDDE), University of Pittsburgh – produced “The Flu Bug” video

Jackie Evancho & Family PSA

Through the efforts of WTAE-TV personnel we were able to recruit Jackie Evancho, an 11 year old singing sensation, and her family for a 30-second television public service announcement (PSA).

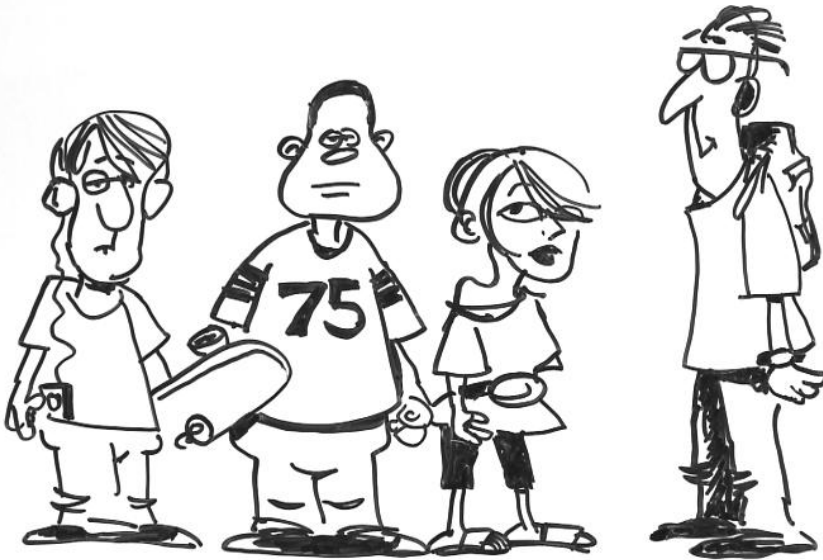
This PSA encourages childhood vaccination by focusing on activities the children would miss if they got the flu and that influenza is a serious illness.



www.ImmunizationEd.org/evancho/

This link will be available through August 31, 2012

The Flu Bug Video



it sucks to get...

“The Flu Bug”

Teenagers are the slightly unaware
(we didn’t know that) good guys...
and the flu bugs (the opposing
army of bothersome invaders) are
definitely the bad guys.

Watch “The Flu Bug” and let’s all
hope the bug stops here!

www.ImmunizationEd.org/thebugstory/

This video may be used freely.

Population – Target Audience

- WTAE TV & Web Campaign
30-Second Public Service Announcement
 - Family oriented – parents and children
 - Aired around the clock on WTAE TV, ABC Affiliate ThisTV – movie channel
 - Prime time day and evening
 - Late night and early morning
 - The Flu Bug video
 - Teenagers
 - Schools
 - Doctor's Offices
 - Community Organizations
 - Religious Organizations
 - Facebook Users
 - YouTube Users
- Web Campaign **WTAE.com**
- Adults, primarily parents

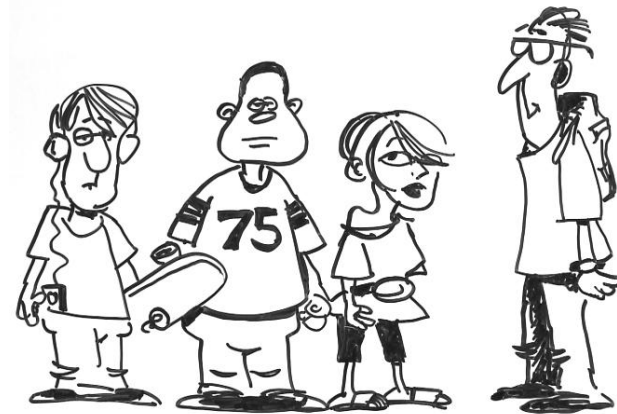


WTAE-TV and WTAE.com Web Campaign

September 2011- January 2012

- Our campaign included:
 - Number of TV airings:
 - 721
 - Web site ad impressions:
 - 3,617,244
 - Web site clicks on ad:
 - 3,846
- At no additional cost:
WTAE-TV will continue to run our Evancho PSA and an influenza vaccination PSA they created, as airtime is available through March 2012.
- How we paid for it:
 - CDC Cooperative Agreement
 - UPMC Health Plan
 - Allegheny County Immunization Coalition
 - Additional airtime donated by WTAE-TV
 - Free 10-second and 30-second PSAs with WTAE talent (additional 180 airings)
 - Free Live Web Chat opportunity donated by WTAE

How do you pay for a television media campaign?



Partner with Stakeholders

Many organizations have a direct interest in influenza vaccination

- Possibilities include:
 - Immunization Coalitions
 - Health Departments
 - Health Insurance Companies
 - Vaccine Providers
 - Community Businesses
 - Local TV and Radio Stations
- Our partners include:
 - CDC via a cooperative agreement
 - Allegheny County Immunization Coalition via the Allegheny County Health Department
 - UPMC Health Plan
 - WTAE TV (supplemented our paid campaign with free air time and a free PSA featuring their news anchor)

Pre Development Focus Groups

- Before we began development of our TV campaign and teen video, focus groups were held to determine facilitators and barriers of child and teen vaccination for influenza, including how we could motivate teens
 - Teens, parents, marketing and health care professionals participated in separate focus groups
 - Resulting strategies for reaching teens include:
 - Providing enough information for them to make an informed choice: “...I don’t even know what’s the difference between the flu and a cold.”
 - Incentives, jingles, videos, wearable items, celebrity spokespersons, and strategically-located information sheets or posters. Participants suggested using traditional marketing sources such as the television, especially cable stations, and displays in the doctor’s office. Participants in all groups indicated that using trusted, informed sources, like doctors, school nurses, or athletic coaches, to relay the importance of vaccination was essential.
- Underlined strategies were used in our media campaign

Reference

For complete results of focus groups

- [Barriers to and facilitators of child influenza vaccine – Perspectives from parents, teens, marketing and healthcare professionals](#)

Original Research Article

Vaccine, Volume 30, Issue 14, 23 March 2012, Pages 2448-2452

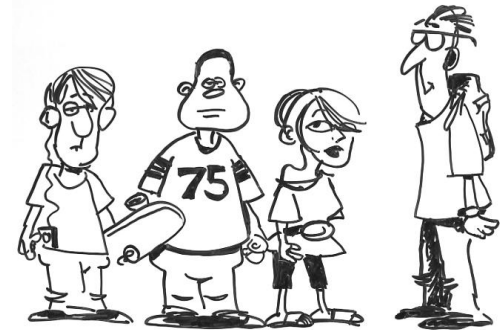
Kavitha Bhat-Schelbert, Chyongchiou Jeng Lin, Annamore Matambanadzo, Kristin Hannibal, Mary Patricia Nowalk, Richard K. Zimmerman

Evancho Family Video



- 30-second video appropriate for television PSA and social media like YouTube or Facebook
- Uses celebrity power (Jackie Evancho)
- Shows family – appealing to parents and children
- Content focuses on:
 - Influenza is a serious illness
 - Vaccination protects against influenza
 - Activities children may miss if they catch the flu

The Flu Bug Video



- 3.5 minutes
- See artist drawing caricatures
- Professional narrator & teen voices
- Content focused on
 - providing information teens need about influenza and vaccination
 - missed activities if teens get the flu
- Poster/flyer was developed to accompany “The Flu Bug” video. It is colorful and includes a QR code to allow smart phone users to scan the code and watch the video on their phones.
- A limited number of DVDs are currently available on request.

The Flu Bug Video (cont)

- QR is short for “quick response” and allows smart phone users quick access to content.
- Try this QR code – if you don’t have a scanner, you can search for free QR code scanners on-line



or go to: <http://youtu.be/y-wGoLv198k>

Post Production Teen Focus Groups

- Objective
 - To evaluate “The Bug Story” video which was designed to motivate teens to get vaccinated against the flu, and to determine how to best disseminate the video in order to reach the teen population
- Participants
 - The project team invited teenagers 14-17 years of age to watch the video and participate in a focus group to:
 - identify efficient ways to disseminate “The Bug Story” video
 - provide feedback about how the team should design future informational videos to best communicate with teens
 - Most of the 12 participants were members of a girl’s choir

Post Production - Teen Focus Groups

- Results
 - The teens generally liked “The Flu Bug” video, found it funny, interesting and informative
 - Suggestions for improvement included:
 - making it shorter
 - adding color
 - finding out what teens think is funny
 - inclusion of more medical information about how to prevent getting the flu, even if it scares them a little bit
 - adding information about how people catch the flu in normal, everyday situations
 - Suggested routes for dissemination include:
 - teen to teen using links on social media
 - school projects

Local Community and Religious Organizations

- Outreach and Distribution of Materials

Outreach to disadvantaged communities/communities of color took place from beginning of September to mid-November 2011. Black churches, and other minority service providers were identified using the Black churches and Black business directory.

Pastors/church administrators/health ministry coordinators were contacted by phone and asked for their commitment to distribute, post and include flu vaccination flyers in their church bulletins. Flyers were distributed by visiting 89 organizations during week days and on Sundays. In addition, DVDs were given with discretion- if they showed commitment to play the DVD appropriately. Furthermore, 200 flyers were distributed to 10 barbershops/salons some of them (7) are currently involved with the Center for Health Equity's "Take a health professional to the community", as well as to free clinics serving disadvantaged communities, day care centers, drop-in-shelters etc.

Local Community and Religious Organizations (cont)

- Outreach and Distribution of Materials
 - Outreach worker was invited to make short presentations before distributing flyers. The response was very positive and more than 80 disadvantaged community organizations including (churches, YMCA, YWCA, day care centers, afterschool centers, free health clinics, refugee and immigrant churches and resource/welcome centers) accepted and voluntarily distributed the flyers.
 - A contact list was created for future communication with this group of disadvantaged communities and communities of color.

Dissemination

- Videos

- Shown on closed circuit TV and posters provided in doctor's offices
- Links distributed to all school nurses in Allegheny County via the Allegheny County Health Department
- Exhibited and distributed DVDs at the Allegheny County Immunization Coalition Annual Meeting
- DVDs and poster/flyers provided to churches and businesses in disadvantaged area
- DVDs of "The Flu Bug" offered at no cost
- Immunization Action Coalition distributed links to a national audience via their newsletter, IAC Express, which has 45,000 subscribers

Dissemination (cont)

- Both videos were posted on YouTube
 - Evancho video - over 27,000 views on YouTube
 - ~ 19,500 times from Jackie's teenage brother Jacob Evancho's YouTube page
 - ~ 7,500 times from our Pittvax download
 - Lessons learned: Celebrities make a difference!
YouTube is a powerful tool
 - The Flu Bug video - over 1,000 views on YouTube

Dissemination

- WTAE-TV
 - Reaches 100% of the household in its designated market area of 16 counties
 - 1,000,000 households
 - Our campaign reached 75.5% of adults aged 18 and over, an average of 3.2 times

Results

- There was no formal evaluation of the TV media campaign
- Informal feedback suggests that viewers like the Evancho Family PSA

Results (cont)

- “The Flu Bug” video
 - The videos were well received in the community and doctor’s offices
 - The videos were used by school nurses in classroom presentations and during morning announcements
 - One college showed “The Flu Bug” video in their dorms

Conclusion

- The Evancho family PSA was well received and we plan to seek funding for a second television campaign for the 2012 influenza season.
- Teens enjoyed “The Flu Bug” video which, for some, provided new information about influenza and the vaccine. It can be used again in 2012 and we will seek additional means of dissemination.

See “The Flu Bug” poster on the next page.

TEENS..... CHECK IT OUT!

Scan the barcode from your smartphone or go to (<http://youtu.be/y-wGoLv198k>)

"The Flu Bug"



(Search for **FREE** barcode scanner apps online)

Teenagers are the slightly unaware good guys ...
And the flu bugs (the opposing army of bothersome invaders) are
definitely the bad guys!



Watch **"The Flu Bug"** and let's all hope. . . the bug stops here!