

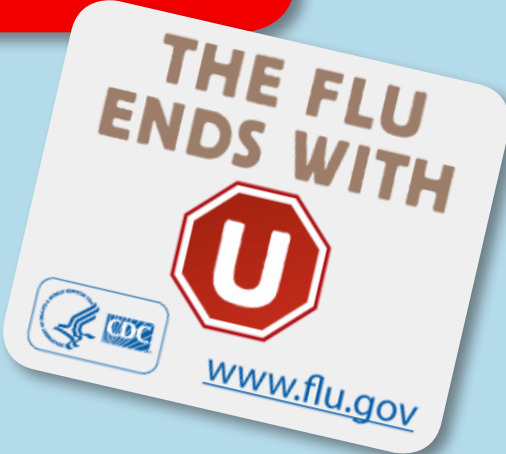
Amelia Burke MA, Westat (presenter)

Yvonne Garcia, CDC
Teresa Smith, CDC

Cindy Fowler, CDC
Austyn Wilder Dukes, CDC

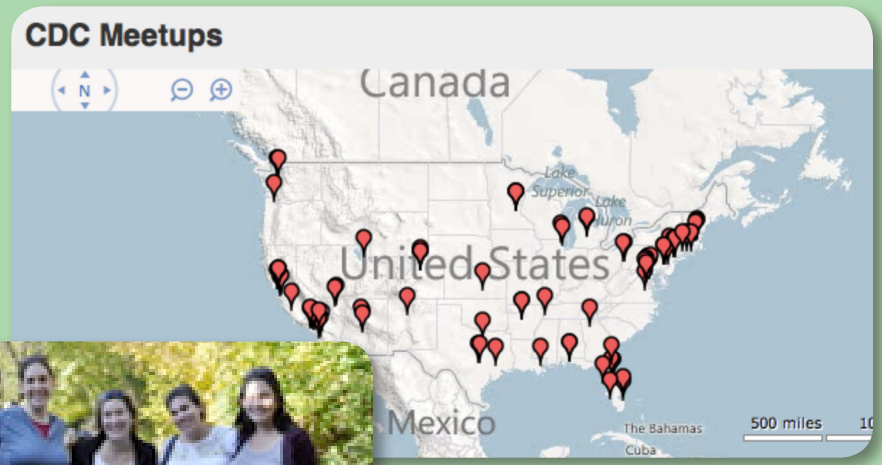
Public Health Challenge

While digital and social media provide communication platforms that go beyond exposure and awareness, they still present a challenge to public health communicators who struggle to use the medium to effect and measure behavior change. CDC's 2011-2012 National Influenza Vaccination Campaign addressed these challenges by implementing an innovative social media program with MeetUp.com, an online social networking website where people with similar interests organize themselves online but meet up offline.



Social Media Solution

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 presented to these groups was to replace one of their normal meetup events with an outing to get vaccinated together. This campaign ran from November 10, 2011–January 9, 2012.



Members of a participating CDC MeetUp group pose for a picture during their outing.

Northern Virginia Chronic Pain & Illness Group



MeetUp.com group members met to discuss CDC messages during the campaign.

So What Were the Results?

- **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

- 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.