

# Promoting Pertussis Vaccination to Teens using Social Networking

Charlene Graves, M.D., FAAP  
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# Background

- Adolescents – well-known interest in music videos and in social networks
- 2007 review of 153 YouTube vaccination videos found that half portray vaccination negatively (JAMA, 12/5/07, pg 2482-2484)
- C. Graves reviewed YouTube vaccination & immunization video offerings in March 2009
- No music videos about teen vaccination found
- Videos found were anti-vaccine, brief newscasts, PSAs, or scientific presentations

# Opportunity

- American Academy of Pediatrics (AAP) announces availability of \$20,000 grants to state AAP Chapters in March 2009 for immunization projects
- Funding available through Healthy People 2010 (HP2010) initiatives from CDC to AAP
- Competitive grants – 5 AAP chapters to be selected.
- Indiana Chapter of AAP (INAAP) considers grant proposal concept of a music video to promote teen vaccination

# Grant Proposal Concept

- Create a music video to educate teens about pertussis and the need for Tdap vaccine
- Disseminate music video mainly through social networking venues (YouTube, Facebook, new website); also DVDs and links on other websites
- Measure responses to music video posted on social networking sites to assess success

# Concept Review/Feedback

- Consulted with INAAP Adolescent Committee Chair Dr. Margaret Blythe and her colleague Dr. Greg Zimet
- Discussed with INAAP leadership
- Consulted with Butler University Media Arts Department Chairman Dr. Ken Creech
- All agreed the concept was of interest and was feasible

# Butler University – Source for Creative Development of a Music Video

- Located in Indianapolis
- Media Arts Department has award-winning faculty member Patrick Hurley experienced in creating and producing music/videos
- Mr. Hurley involved with The Sanders Group, Indiana's largest video and multimedia production company
- Jordan College of Fine Arts at Butler has degrees in music, dance, theater and art

# Early phase of grant

- Notified in May 2009 that our grant proposal was 1 of 5 selected for funding from 24 submissions
- P. Hurley and C. Graves met regularly for first 12 months to discuss project and define focus and content of music video
- Assumptions for video:
  - Medically accurate
  - Attention-getting, fast-moving
  - Use humor and parody
  - Memorable, catchy music/lyrics
  - Central character: rapper named TdapVac

# Timeline for Music Video

- Concept defined and focus group review completed by Nov. 2009
- Performers/costuming/dance routines, music all arranged through P. Hurley (most performers were Butler Univ. students/faculty)
- 5 hours of filming at local school (International School) on May 14, 2010; edited within 48 hours for a final 4:55 minute video
- Premiere at INAAP annual meeting on May 20, 2010
- Posted to YouTube, with TdapVac website operational, in early June, 2010



# 5 Musical Styles in Video

- Trio of “Beyonce” singers/dancers
- Rock music/guitar performers
- Latino crooner
- Trio of “Britney Spears” singers/dancers
- Rapper TdapVac and his 2 back-up singers
- All music and lyrics composed by Patrick Hurley – the creative genius behind this highly entertaining music video

# TdapVac poster from website





# “Beyonce” and “Britney Spears” Lyrics

There's a big mean bug that's buzzin'  
around, make you sicker than  
you've ever been before.

The worst cough you ever had  
Is nowhere near this bad,  
Listen and I'm gonna tell you more.  
You can bash that bug,  
You can stay real cool.  
Get a little bitty shot,  
Or cough like a fool.  
Get the shot like me,  
Be hot like me.

Are you gonna get the shot now.  
Gotta get the Tdap shot. (Repeat X1)

I wanna be your girlfriend.  
But before we can discuss it, we must  
agree.  
You're welcome to my world, my  
friend.  
But if you can get pertussis, you can't  
have me.  
Cause a boyfriend who has whooping  
cough can't take me out at all.  
I wanna dance and talk and text and  
look good at the mall.  
Get the shot.  
Do it for me.  
Get the shot.

# TdapVac Website Content

- View at [www.tdapvac.com](http://www.tdapvac.com)
- “TdapVac & Friends Visit the Classroom” music video
- Fact sheets on pertussis and on Tdap vaccine in Spanish and English
- FAQ’s on pertussis and Tdap vaccine
- Printable TdapVac rapper Poster
- Description and links of other pertinent pertussis vaccination information
- Downloads link to request free DVD or a video download link



# Initial Measurement of Response

- Survey of INAAP members present at annual meeting of May 2010, the “world” premiere of music video – received enthusiastically
- Shown at Indiana Immunization Coalition meeting in June 2010 – same reaction as above
- Results - consistent reaction of smiles/laughter and kudos for cleverness of the music video

# Ongoing Measurement of Response to TdapVac Music Video

- Page hits on TdapVac website: Oct. 2010 – April 2011 were 70,497 for 7 months
- Page hits continued to average 10,267 hits per month from Oct. 2011 – Feb. 2012
- As of March 9, 2012, the YouTube posting had 1,993 upload views
- 50 DVDs, 35 download links requested from 28 states as of Feb. 3, 2012, majority from public health nurses
- July 12-18, 2010 posting as the Immunization Action Coalition Video of the Week
- Ruth Lilly Health Education Center in Indianapolis will include the video in their cable TV/web broadcasts that will reach all Indiana schools when they launch their network

# What Didn't Work

- Twitter – didn't put much effort into this due to poor familiarity with this venue
- Facebook page – transient nature of postings makes it difficult to keep attention going here – not successful



# What Worked Well

- Clear health education messages: that “pertussis is bad” and “get a Tdap shot”
- Fast pace, humor, parody and catchy music maintain interest in this 5 minute music video which appeals to all ages
- Variety of formats for easy access: free DVDs/downloads, new website, links on other websites, YouTube
- New website – [www.tdapvac.com](http://www.tdapvac.com) – is the most successful venue for this project

# Summary

- A clever music video with a clear health education message about pertussis and the need for Tdap vaccine was created through an AAP HP2010 grant
- Video targeted to adolescents, particularly younger teens, but enjoyed by all ages
- Music video well-accepted and timely (continued pertussis outbreaks across the U.S; school entry requirements for Tdap vaccine being implemented in many states)
- Partnership with Patrick Hurley of Butler University/The Sanders Group was critical in creating this successful music video
- Many immunization educators found music video useful
- Continued interest over time as shown by Tdapvac website statistics