



The Kids That Rock campaign: A local effort to be hip and raise immunization awareness among parents of young children.



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Introduction



Toddler immunization rates in the State of Missouri were the **lowest in the nation** during the inception of this project. Traditional education campaigns have proven ineffective in reaching parents, ages 18-44 of these toddlers. The Gateway Immunization Coalition (GIC) with a grant from the St. Louis County Department of Health engaged Emmis Communications to develop a trendy campaign to reach the 18-44 year old segment of the population.

Background

GIC, a program of the Maternal, Child, and Family Health Coalition, sought to increase the number of vaccinations given in the St. Louis market by promoting education of the major vaccine-preventable diseases facing toddlers and dispelling myths about vaccines. The campaign created an informational outlet for the community to easily access educational resources, school vaccine requirements, and location of vaccination clinics.

GIC partnered with Emmis Communications to develop and conduct a media campaign to promote immunizations. The coalition wanted to reach the demographic of parents with toddlers to educate them about the threats of disease and how those diseases are 100% preventable. To do that Emmis created and presented messages that parents could relate to and interact with.

Objective

To educate parents of the threats of pertussis and influenza, and the safe vaccinations available to prevent them.

Methods

105.7 The Point ran an on-line contest looking for St. Louis's "kids that rock;" in which listeners would submit photos of their children to be voted on by The Point's audience.

- Each entrant and voter was prompted to fill out a short survey regarding vaccines, providing the Coalition with live survey data from the community.
- The child with the most votes at the end of the contest won his or her family a trip to Cancun.
- A website for the Gateway Immunization Coalition was linked to the campaign
- A campaign flyer was developed and distributed at 105.7 The Point events, the coalition's email list serve, and the Missouri Association of School Nurses annual conference.
- The campaign was supported by live personality endorsements.

Methods (cont.)

Kids that Rock Endorsement Copy read by radio personality Jeff Burton:

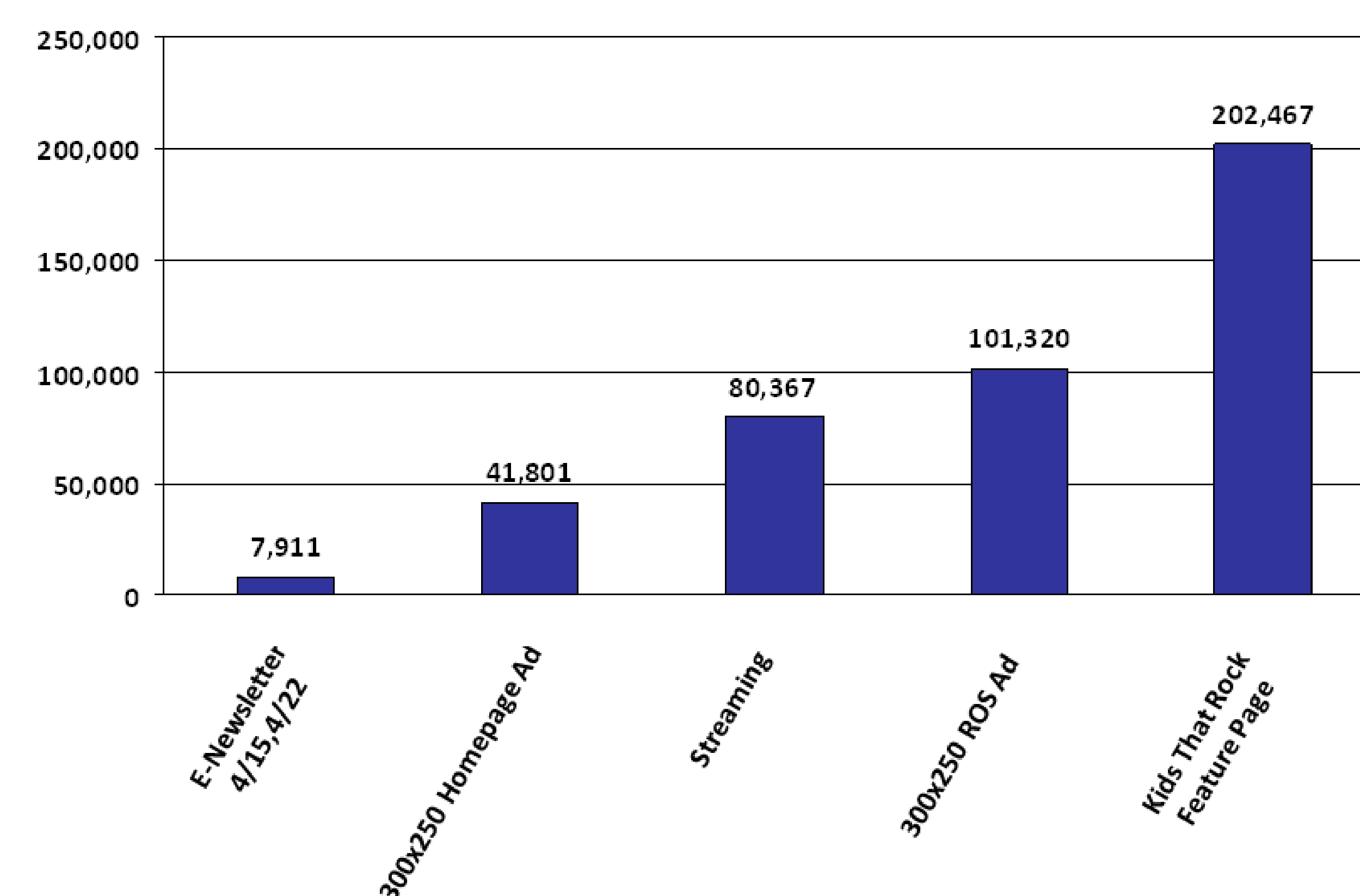
Hey moms and dads-

Your kids rock! Don't you think they rock? You know what doesn't rock – old childhood diseases like diphtheria, tetanus, and pertussis. These old diseases are newly on the rise and can lead to breathing problems, paralysis, heart failure, and even death, especially in children under the age of six. What does rock is that all these diseases are 100% preventable through vaccines!



Results

Total Campaign Impressions: 433,866



Results (cont.)

- Two hundred and twenty eight (228) parents of young children submitted photos of their children rocking out to the contest and 19,780 votes were cast during the campaign.
- Two hundred seventy five (275) parents responded to the survey.



- 83% had vaccinated their children in the last 12 months
- 31% vaccinated for flu
- 16% vaccinated for DTaP
- 41% vaccinated for both flu & DTaP



- GIC's website was visited by 210 campaign participants
- 2,331 pages were visited
- 11,161 hits recorded
- An average of 5.9 pages was reviewed per visit

Conclusions

- **Unique unconventional outreach strategies can be effective in increasing immunization awareness among parents of young children.** A successful partnership was developed between the coalition and Emmis. Several parents who entered their children in the contest attested to the importance of immunizations for their children. During the peak of the campaign, web analytics indicated that the campaign was successful in driving traffic to the Coalition's new web site. We were able to reach over 500,000 adults in the St. Louis market to educate them on the importance of vaccination. Unique unconventional outreach strategies can be effective in increasing immunization awareness among parents of young children.

Recommendations

- Multi-sectoral partnering, in this case, Public-Non Profit-Private, should be utilized wherever possible in public health education.
- In order to reach individuals 18-44 otherwise known as "Generation X" and "Millennials" (the majority of current parents of young children), traditional organizations should be open to new and trendy messaging methods and verbiage.