Developing a Sustainable Parent-focused Web Campaign: The Colorado Experience

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Colorado Children’s Immunization Coalition
Founded in 1991, the Colorado Children’s Immunization Coalition (CCIC) is a statewide 501(c)3 nonprofit that strategically mobilizes diverse partners and families to advance children’s health through immunizations.

Our core program areas are coalition building, community outreach and awareness, provider education and public policy.

We do not accept funding from vaccine manufacturers and distributors.
Challenge

Vaccination can be a stressful event
Some parents are fearful of vaccines
A small but vocal group contributing to fears
While the majority of parents support IZ, 12 out of 100 do not

Goal

Increase knowledge about IZ and VPD
CCIC and CDPHE = credible sources
The right decision will be to vaccinate

Approach

Build trust in vaccines through knowledge, confidence and empowerment

Outcome

“Parents trust vaccines more today.”
“Colorado leads the nation in childhood immunization rates.”
Background – The Target

Our key audience is new and expecting parents.

**Primary Target:**
“Undecided” moms who are concerned about the negative effects of vaccination and wary of the decision.

**Secondary Target:**
Parents who opt for vaccination and need validation.
Background – The Creation Process

Phase One: Statewide survey of online parents’ attitude toward vaccination (Corona Insights)

Phase Two: Messaging and Design
- Brainstorming “Co-Creation” session
- Content/copy development (CCIC)
- Creative and website design (Rabble + Rouser)

Phase Three: Focus group testing (Corona Insights)
IMMUNIZE FOR GOOD

Colorado Children’s Immunization Coalition
I’ve heard the yays, the nays, the risks, the rewards. I am a parent and I feel like I know what’s best for my child, but I want genuine, untainted facts to reinforce my choice to immunize. There are countless websites, ads, studies, celebrities, articles, news stories, friends and family pulling me every direction. I just want to know what’s real. Give it to me straight. I need to know that by immunizing, my kid can experience the world the way every child should.”

Moms and dads, we hear you loud and clear.

Every parent deserves to know the truth, but this day in age, it’s hard to tell what that is. So we’re just gonna lay it on the line: Immunization is a proud badge of honor you can choose to give your child. Simple as that. And when they’re protected, they can be at their best. They can get out there and be kids—kids who grow into strong, healthy adults. The choice to immunize is for the good of your child, and it’s a decision you make for good, once and for all, for their whole, entire, live-long lives.

Now is every parent’s time to respect the facts, protect our children, and ask ourselves, “You good?” And as immunization rates increase, and Colorado becomes a strong, united front of protected, healthy kids, we’ll have the answer we’re all hoping for. “Yeah, we’re good.”
Immunization is a proud badge of honor you can choose to give to your child. Simple as that. And when they’re protected, they’re good. They’re good to go out into the world and just be kids. Play with friends. Have adventures. Experience life the way only kids can.

Do vaccines have side effects?

GET THE FACTS
• Metro Area Outdoor
  • 5 billboard locations
  • 3 months
  • Total impressions: 16,980,040

• Metro Area Radio
  • :30, :15, and :05 radio spots
  • Stations with primary audience of W25-54
  • Reach: ~800,000

• statewide Radio
• Metro Area & Statewide Print
Immunize for Good Collateral

Respect the facts. Protect your child. Immunize for good.

From routine vaccines that prevent serious, even fatal diseases, to those countless boosters we give everyday to keep our kids happy and healthy, immunization is vital and important. But with all the confusing information out there, it’s hard to know what’s true and what’s a myth about vaccines.

We want to help. Here’s a place you can go to get all your questions answered.

For vaccine details, the current schedule, applicable parent immunizations, helpful resources, low-cost vaccine lists and more at immunizeforgood.com

Soothing Tip: “Funny face”
For shots your child doesn’t like, try distracting them with silly sounds or faces. When you see them happy, they’ll be happier.

Immunize For Good
ImmunizeForGood.com

Colorado Children’s Immunization Coalition
Initial Results – Media Highlights

January – February 2011

- 50+ mentions in print articles, blog posts radio/TV interviews
- 7,865 visits from 69 countries, including 85 visits from Colorado cities
- 14 written or video testimonials to “Parents Talk” section
- Facebook fans (“Likes”) ↑ 1,690%
- Immunize for Good quickly became the top external referrer for ImmunizeCOKids’s Facebook page. Meanwhile, Facebook referrals sent 500 visits to ImmunizeforGood.com in the first month.
- #3 traffic source was from a local Discover magazine blogger, “Bad Astronomer”
- Radio, print and outdoor (all paid) impressions over 1 million
Tools & Evaluation

- **Website**
  Google Analytics

- **Social Media Engagement**
  Facebook Insights
  Hoot Suite

- **Media**
  No. of mentions & Reach (when available)

- **Materials**
  No. distributed & Location
Tools & Evaluation

How many people visit ImmunizeforGood.com?
visits (sessions), unique visitors (users)

Who is visiting ImmunizeforGood.com?
location, language, new vs. returning

How are visitors getting to ImmunizeforGood.com?
traffic sources (referral, direct, search), keywords, device

What are visitors doing on ImmunizeforGood.com?
pageviews, time on site/page, bounce rate, site search
Website Performance – Year 1

January 1, 2011 – December 31, 2011

• 32,987 Visits from 143 countries

• 9,500 visits from 131 Colorado cities

• Top pages: Fact or Fiction, How Vaccines Work (Video), Why Vaccinate, Delayed Schedule

• Top referrers: #1 - Bad Astronomer, #2 - Facebook

• 25,000+ cards distributed

• 125+ media mentions
Updates

Sept. 2011: 'Good to Go' Mobile Web Application

June 2012: PSA feat. Governor Hickenlooper to encourage pertussis vaccination

April 2011: NIIW Radio Buy + Ongoing Ad Placements
Website Performance


Visits
The Plan

**Goal 1:** Evaluate ImmunizeforGood.com content for tone, messaging, and effectiveness among Colorado parents

**Goal 2:** Reinvigorate ImmunizeforGood.com to attract 30% more visitors over 12 months

**Goal 3:** Offer the first comprehensive online vaccine-information source for Spanish-speaking Colorado parents

**Goal 4:** Create and distribute appealing and innovative materials for Colorado parents and grow distribution of all resources by 50%

**Goal 5:** Engage online and offline communities through earned and paid media, reaching 1 million Coloradans
Goal 1: ImmunizeforGood.com
Content Evaluation

• 10 one-on-one in-person interviews via Corona Insights
• Parents of children 0-6 and expectant parents who...
  – either “somewhat” or “strongly” support immunizations for their children
  – either “somewhat” or “strongly” agree that they have some concern about the safety of immunizations for their children
  – are “somewhat” or “very” involved in making decisions about their child’s health
  – use the Internet at least several days per week
• More females than males
Goal 1: ImmunizeforGood.com
Content Evaluation

Findings showed:

1. Concerns about the “unknown” and possible long-term side effects persist.

2. Trusted resources for information are primarily doctors and major medical organizations.

3. Facts or statistics that have been sought out are mostly related to chances of long-term side effects.

4. Parents believe that one of the best ways to make the case for ‘Why Vaccinate’ is to discuss the risks of not vaccinating.

5. Some pages were described as “wordy,” “vague” or “too pro-vaccine.”

6. Parents liked the “Fact or Fiction” section for its “straight forward” and “even-handed” approach to their concerns.

7. Overall, parents want more information about the “pros and cons” of vaccines as well as side effects. (i.e., how rare is “very rare”)

Colorado Children’s Immunization Coalition
Goal 2: Rewrite ImmunizeforGood.com

Changes included:

- Less “fluff”
- More stats to support vaccination
- Quantified risk of adverse reaction for each vaccine
- Added risks of not vaccinating
- Removed any language that might imply vaccine refusers are “bad”
- Incorporated latest research
- Added videos and soothing tips
- Added adult and teen vaccine information
- Expanded access-related resources
- Incorporated cocooning concept and importance of community immunity
Goal 3: Spanish Website

- Surveyed CCIC members who primarily serve Spanish-speaking populations
- “Transcreated” website messaging and themes
- Rewrote and translated website copy
- Re-recorded voiceover for Spanish “How Vaccines Work” animated video
- Developed new photography (rabble + rouser)
- Designed new website and collateral (rabble + rouser)
- Purchased outdoor and radio media buy (English and Spanish)
Las vacunas son como medallas de honor que usted puede darle a sus hijos con orgullo; tan simple como eso. Cuando ellos están protegidos, están bien. Pueden salir al mundo y ser niños, jugar con sus amigos, tener aventuras y vivir la vida como solo los niños saben hacerlo.

¿Qué opciones tengo para poder pagar las vacunas?

CONSIPA LA INFORMACIÓN CORRECTA

IMMUNIZE COLORADO · POR QUÉ VACUNAMOS? · LAS VACUNAS · CENTRO DE RECURSOS
Lo que Todo Padre Debe Saber

Vacunación de los hijos, o la mejor manera de proteger su salud. Una vez que nace un bebé, tendrá muchas preocupaciones como las pellizcos en la hora de alimentación y de cuidado, y también necesita un seguimiento. Vacunar a sus hijos según el programa de vacunación en cada edad puede hacer que tenga una mejor manera de protegerlos.

Esta sección resalta los principios importantes que tengo sobre la vacunación de su hijo:

- ¿Cómo puede proteger a su hijo antes o después de la transmisión?
- ¿Qué muestran los registros para evitar riesgos de cada vacuna individual, prescripción de vacunas en niños entre el 1 a 12 meses?
- ¿Cómo puede proteger a su hijo?
- ¿Cómo puede vacunar a su hijo?:
- ¿Qué hace si no puede pagar las vacunas de su hijo?

CÓMO TRABAJAR LAS VACUNAS

La tabla de vacunas

Las vacunas deben protegerle a sus hijos de la enfermedad. No obstante, hay una gama de diferentes vacunas y enfermedades que provocan. No todo es útil. Las vacunas tienen sus beneficios y riesgos de posibles enfermedades que se habitualmente se tienen antes de la vacunación, como enfermedades que son más graves y causan mortalidad en los vacunados.

La vacunación es un beneficio para su hijo y su hijo, a su salud y su salud.

La influencia
- La poliomielitis
- La difteria
- La neumonía
- La parotiditis
- La rubéola
- La tos ferina
- La hepatitis A
- La gripe hemofilica (Hib)

La hepatitis B
- La difteria
- La parotiditis
- La neumonía
- La parotiditis
- La rubéola
- La tos ferina
- La hepatitis A
- La gripe hemofilica (Hib)
Goal 4: New Resources

informate. Protege a tus hijos. Vacúnalos por su bien.

Se está hablando mucho de las vacunas últimamente. ¿Por qué hay que vacunar a los niños? ¿Son seguras? ¿Por qué hay bultos? ¿Qué sucede si se vea un fiebre? Y el reto es que, a menudo, cada uno de estos preguntas obtiene muchas respuestas contradictorias.

Pues, ahora hay un sitio el que puede ir para obtener toda la información que necesita y aprender por qué las vacunas son una de las opciones más inteligentes y seguras para la salud de sus hijos.

Aprenda sobre los detalles de las vacunas, el cronograma de vacunación actual, recursos útiles, información sobre la vacunación a bajo costo y más en VacunaosporSuBien.com.

CONSEJO PARA TRANQUILIZAR A UN NIÑO:

“Cara divertida”
Para tranquilizar a su hijo cuando se están vacunando, distribúyela con carita a sonidos cómicos.
Cuando lo vea usted contento, él estará más contento.

VacunaosporSuBien.com

Colorado Children’s Immunization Coalition
Goal 4: New Resources

Are you Good to Go?

Immunization has countless benefits for your child, but sometimes it can be hard to keep track of when to get which vaccines and why. Well, fret no more. Good To Go, a mobile web tool from Immunize for Good, makes it easy to stay on track with the CDC-recommended vaccine schedule so kids get the best protection possible.

With Good to Go, you can create a personalized schedule up to six years of age, sign up for email reminders, learn about all the vaccines, and so much more.

Immunization means no matter where they go, you'll know: They're good.

Scan this code or visit immunizeforgood.com on your mobile device to create your Good to Go schedule!

Respect the facts. Protect your child. Immunize for good.

Immunize for Good is a partnership of the Colorado Children's Immunization Coalition and the Colorado Department of Public Health.
Goal 4: New Resources

- Community events & resource fairs
- Child health and advocacy conferences
- Provider education and conferences
- Community health centers, local public health agencies, child health organizations (9,000+ cards)
- Children’s Outcomes Research Program Reminder-Recall
  - Distributed to all private practices in CO, excluding Denver metro and Boulder
  - ~600 practices = 12,000 Immunize for Good cards
  - Practices mailed cards to all parents of children 3 years of age and under prior to immunization visits
Goal 5: Media Buy

- **Spanish Posters** (smaller billboards)
  - 10 targeted Denver metro locations
  - 6 weeks
  - Impressions (18+): 3,779,550

- **English Radio**
  - Ad recorded in 2011
  - Aired 4/29/13 - 7/14/13
  - KALC Alice 105.9, KIMN Mix 100FM, Radio Disney
    1690AM, & Colorado Public Radio

- **Spanish Radio**
  - Ad recorded in 2013
  - Aired 6/1/13 – 7/15/13
  - KJMN Jose 92.1FM, KXPK Tri-Color 96.5FM, KMXA Maria
    1090AM, KMXA Aspen, KRYE 104.9FM, KGRE 102.1FM,
    & KRND La Jota 1630AM

- **Print (English)**
  - *Colorado Parent* Magazine’s March & September “Your
    Family’s Health” issues (Circulation: ~47,900)
  - *Health & Wellness* Magazine May 2013 Issue
    (Circulation: 25,000)
# Results

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<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
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<tbody>
<tr>
<td><strong>Goal 1</strong>: Evaluate ImmunizeforGood.com content for tone, messaging, and effectiveness among Colorado parents</td>
<td>Evaluation completed; website content “refreshed”</td>
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<td><strong>Goal 2</strong>: Reinvigorate ImmunizeforGood.com to <strong>attract 30% more visitors over 12 months</strong></td>
<td>ImmunizeforGood.com <strong>visits increased by more than 400%</strong> from January 2012 to August 2013.</td>
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<td><strong>Goal 3</strong>: Offer the first comprehensive online vaccine-information source for Spanish-speaking Colorado parents</td>
<td>VacunalosporSuBien.com launched in June 2013. Site visits have steadily grown and now total 7,680 (as of April 30, 2014).</td>
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<td><strong>Goal 4</strong>: Create and distribute appealing and innovative materials for Colorado parents and <strong>grow distribution of all resources by 50%</strong></td>
<td>CCIC created new campaign collateral and staff attended <strong>12+ professional and community events</strong> to boost brand awareness. Immunize for Good <strong>materials distribution increased 500%</strong>.</td>
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<td><strong>Goal 5</strong>: Engage online and offline communities through earned and paid media, <strong>reaching 1 million Coloradans</strong></td>
<td>A six-week radio and outdoor media buy reached over 1 million Hispanics with posters alone; <strong>total reach exceeded 3 million</strong></td>
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Results
VacunalosporSuBien.com Visits

![Graph showing visits from June 2013 to April 2014]

What’s Next

• Spanish focus groups completed March 2013
• New “About CCIC” resource
• Mobile billboards in metro Denver to counter NVIC bus ads
• Expand conference and community event presence
• Prenatal outreach project
• Parent education event
Lessons Learned

• Take advantage of timing
• LISTEN
• Know your audience
• Actively monitor
• Set attainable goals
• Take informed risks
• Collaborate!
• Engagement > Activity
• Make friends with influencers
• Use social and traditional media channels
• Don’t reinvent the wheel
• Leave room to grow
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