Silence Whooping Cough Campaign 2012-2013
• 4918 cases in WA state compared to 965 cases in 2011
• Infants under 1 year - age group with most cases per 100,000 cases
• New recommendation for pregnant women to get vaccinated with every pregnancy in 2013
• CDC 2013: Nationwide pertussis is at 50 year high
• 2013 cases returned to 2011 levels
Opinion Research April 2012

Objectives

- Primary: Establish a baseline that will measure awareness, behaviors and values associated with preventing whooping cough
- Secondary: To inform development of a public awareness campaign

Methodology

- Phone Survey in Western Washington with mother of children ages 0-8 years (n=300)
2012 GHF Survey

Topline Results
- High awareness of epidemic
- Believe immunization is the best protection
- Vaccine hesitancy re: pertussis not prevalent – strong support for immunization across the board
- Most willing to get the vaccine
- Providers trusted resource on issue

Awareness Gaps
- Epidemic statewide problem vs. local community
- Confusion over whether or not they need vaccine

2013 Univ. of Mich. Survey
- 61 percent adults don’t know when they last received vaccine
- 20 percent reported getting vaccinated in last 10 years
### Campaign Framework

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
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</thead>
<tbody>
<tr>
<td>Raise awareness about pertussis</td>
<td>Implement integrated outreach tactics to reach mothers via multiple touch points</td>
</tr>
<tr>
<td>Increase vaccination rates</td>
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</table>

**Target Audience**
- Primary: Pregnant women and mothers with young children
- Secondary: Parents and care givers
Message Framework

- **Localize:** Thurston County is not immune to the whooping cough epidemic.

- **Why it is important:** Many adults are unknowingly passing whooping cough on to young kids, with potentially serious consequences.

- **Prevention:** Vaccination is the best protection – all children need to be immunized and adults need a booster shot.

- **Call-to-action:** Ask your health care provider for your and your child’s vaccination status.
## Partnership Strategy

| Planning Partners | • Local health depts to customize campaign to specific communities | • Thurston County  
|                   |                                                           | • Seattle King County  
|                   |                                                           | • Tacoma Pierce County  
|                   |                                                           | • Clallam, Jefferson County Public Health  
|                   |                                                           | • Spokane Regional Health District  
|                   |                                                           | • Providence Health Systems (Spokane)  
| Outreach Partners | • Trusted organizations to share campaign messages and materials to efficiently maximize reach of the campaign | • Private, public and non-profit sectors  
|                   |                                                           | • Thurston 40-60 orgs  
|                   |                                                           | • King/Pierce 60-80 orgs  
|                   |                                                           | • Spokane 30-50 orgs  
| Funding Partners  | • Customized opportunities to expand reach and add paid media to campaign | • Hospitals  
|                   |                                                           | • Pharmacy Chains  
|                   |                                                           | • Associations |
Integrated Campaign

Target Audience

- Providers
- Earned/Social Media
- Web site
- Community Orgs
- Paid Media
WASHINGTON IS NOT IMMUNE TO WHOOPING COUGH

Find out more about whooping cough and where to get vaccinated at www.SilenceWhoopingCough.

Silence WHOOPING COUGH
Vaccination is the best protection
Vaccination is the best protection.

Adults and teens may experience milder symptoms, but the illness is much more serious for infants and young children. The best way to prevent whooping cough among the most vulnerable – young babies – is for pregnant women to get vaccinated.

Two vaccines protect against whooping cough. Here’s what you need to know:

**DTaP for children**
(diphtheria, tetanus, and pertussis)

- “Dee-tap”
- Infants and children
- A series of 5 shots
- Beginning at 8 weeks of age

**VACCINATION**

**SOUNDS LIKE**

**NEEDED BY**

**HOW MUCH**

**WHEN**

**Tdap for adults**
(tetanus, diphtheria, and pertussis)

- “Tee-dap”
- Everyone 11 or older
- One booster shot and again during each pregnancy
- Age 11 and 12; and teens and adults who didn’t get the booster should get it right away
2013 Promotion

Silence
WHOOPING COUGH
Vaccination is the best protection

Información en Español

WIN FREE DIAPERS FOR A YEAR!
Ask your friends and family to get vaccinated against whooping cough to protect your child. Spread the word to enter to win free diapers.

Start Sharing ▶

About whooping cough
Whooping cough (also known as pertussis) affects the lungs and respiratory system and spreads very easily by coughing and sneezing.

Adults and teens may experience milder symptoms, but the illness is much more serious for infants and young children. They usually catch it from parents, grandparents, and siblings who just have a mild cough, not knowing they have whooping cough.

The dangers of whooping cough
Young babies may have trouble feeding and breathing and may turn bluish. Older babies and kids can have severe coughing spells that make it hard for them to eat, drink, breathe, and sleep.

So how do we protect ourselves? Vaccination is the best protection.

Two vaccines protect against whooping cough. Here’s what you need to know:

DTaP for children (diphtheria, tetanus, and pertussis)

“Tea-stop”

Infants and children
A series of 5 shots

VACCINATION

SOUNDS LIKE

“Tea-stop”

NEEDED BY

Everyone 11 or older and during each pregnancy

HOW MUCH

One booster shot

Ass 11 and 12 and teens and
WIN FREE DIAPERS FOR A YEAR!

Subject: Protect My Child from Whooping Cough

Hello Friends and Family,

As you probably heard, Washington experienced a whooping cough epidemic last year and the disease is still active in our state. The disease can be very serious for infants, babies and young children, and I am taking every step to prevent my child from catching whooping cough. For that reason, I would really appreciate if you and your family make sure you are up-to-date with the whooping cough vaccine (Tdap) before visiting my child. Even kids 11-18 should have a dose.

For a little more background, whooping cough can be mild in adults, so many are unknowingly passing it along to young children. That’s why it is recommended that all adults and older children who come into contact with young children get the Tdap vaccine, which protects against whooping cough as well as tetanus and diphtheria. Many of us received the DTap when we were younger, but that wears off over time. So we all need a booster shot to stay protected and prevent spreading the disease.

For more information about whooping cough, visit www.SilenceWhoopingCough.org. Thanks for helping me keep my child happy and healthy!

Thanks,
WIN FREE DIAPERS FOR A YEAR!

Ask your family and friends to get vaccinated against whooping cough to enter the contest.

Learn more at www.SilenceWhoopingCough.org
Media Buy Online and Outdoor
Influencer Outreach: 2012 Anecdotes

- Providers looking for appropriate whooping cough materials for distribution to patients; greatly appreciate local tool
  - YMCA featured campaign on website; distributed a total of 900 flyers to facilities and all child care locations in Thurston County (many at schools)
  - Stroller Striders handing out postcards at all classes, including in new member bags and gave out at an event at the end of September
  - Women’s Club of Olympia requested a special presentation for members from Group Health and Public Health representatives
Corporate Partner

- All 130 Walgreens pharmacies in WA promoted the campaign and diaper contest
  - Postcards
  - Promotional buttons with logo
  - Volunteers at vaccine clinics
  - Campaign talking points
Earned Media: Immunization Clinics

More than 1400 individuals attended the free immunization clinics and generated several media stories:

- Live interview with KOMO radio
- Brief on-air mentions for KOMO and KIRO TV
- KING 5 reported from Olympia clinic
- KGY and KELA radio mentions
- *The Olympian* and *Nisqually Valley News* covered clinics
Social Media

WendySueSwanson MD
@SeattleMamaDoc

ALL SHOTS FREE @ back-to-school clinic
9am-noon Saturday Oct 6th @grouphealth
Olympia Medical Center: bit.ly/UJFE8B

Linda Thomas
@TheNewsChick

FREE vaccine clinic Sat. for kids school shots
& whooping cough: bit.ly/Q1ZZ9A via
@grouphealth

WendySueSwanson MD
@SeattleMamaDoc

Great info for families on preventing
whooping cough: bit.ly/SJaD9y | Awesome!!
Thanks, @e3rika -- I hadn't seen it.

Scott Rennie, D.O.
@DoctorRennie

Excellent resource about whooping cough,
#pertussis. This has been a big topic in
#Washington state: dld.bz/bNzmN
## Pertussis Campaign Metrics – December 2013

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach Partners</td>
<td>56</td>
<td>245</td>
<td>301</td>
</tr>
<tr>
<td>Postcards Distributed</td>
<td>5,795</td>
<td>48,405</td>
<td>54,200</td>
</tr>
<tr>
<td>Unique Web visitors</td>
<td>5,779</td>
<td>6,847</td>
<td>12,626</td>
</tr>
<tr>
<td>Earned Media</td>
<td>6</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Vaccine Clinics</td>
<td>6</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>People vaccinated</td>
<td>1330</td>
<td>132</td>
<td>1462</td>
</tr>
<tr>
<td>Diaper Contest - ecards</td>
<td>N/A</td>
<td>386</td>
<td>386</td>
</tr>
</tbody>
</table>
Key Takeaways

1. Implement an integrated campaign
   • Multiple touch points increase message penetration and action

2. Develop a message hook
   • Have message hook based on audience incentives

3. Influencer outreach
   • Trusted 3rd parties make effective messages

4. Leverage existing community events
   • Go where the target audience is and make an impact

5. Identify partner needs
   • Work with your partners to identify optimal strategies and vehicles

6. Paid advertising
   • Most effective way to drive web traffic
Questions and Discussion