



# YOU GOOD?

*Communicating the Safety and Importance of Vaccination to Parents*

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Colorado Children's  
Immunization Coalition

# Background - Partners



Colorado Children's  
Immunization Coalition



Vaccine Advisory  
Committee  
for Colorado

# The Creation Process

**Phase One:** Statewide survey of online parents' attitude toward vaccination

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**Phase Two:** Messaging and Design

- Brainstorming “Co-Creation” session
    - Content/copy development – CCIC
  - Creative and website design – Rabble + Rouser
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**Phase Three:** Focus group testing



# Phase One - Survey



# Sampling Method

- All surveys were collected via an online surveying mode
- Surveys targeted respondents who were pregnant or who had a child, age 0-8.
- All surveys were collected between February 25th and March 5th, 2010.
- In total, 400 surveys were completed. A maximum margin of sampling error of  $\pm 4.9$  percent at the 95 percent confidence level.



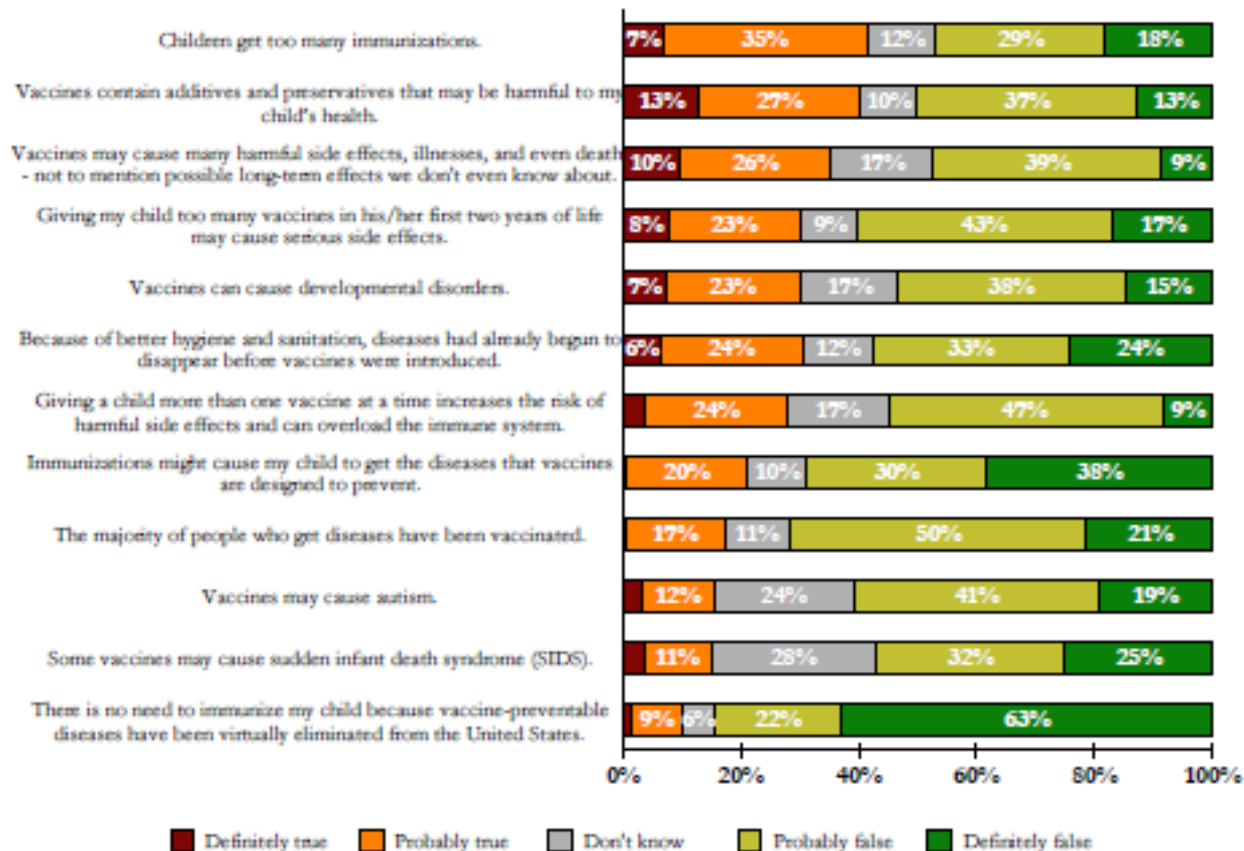
# Survey Results

- 93% began to think about immunizations before or during pregnancy or shortly after birth
- Health professional have the largest influence on respondents' immunization views. The least? Celebrities.
- 88% somewhat or strongly support immunization, but 58% of parents have concerns about the safety of immunizations
- Top concerns: side effects and adverse events, including autism
- Top reasons for immunizing: health and safety
- Low on the list of reasons for immunizing: public good, personal experience, or knowing someone who has had a VPD



## Exhibit 12 Misconceptions about Immunization

*Based on your own perceptions and opinions, please select whether you believe each statement is true or false.*



*Each of these statements was only asked to roughly half of respondents (n=196 to 204).*

# Phase Two – Messaging & Design

[+] rabble + rouser

# Background – The Plan

## 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 CIP = 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.

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Primary Target:

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

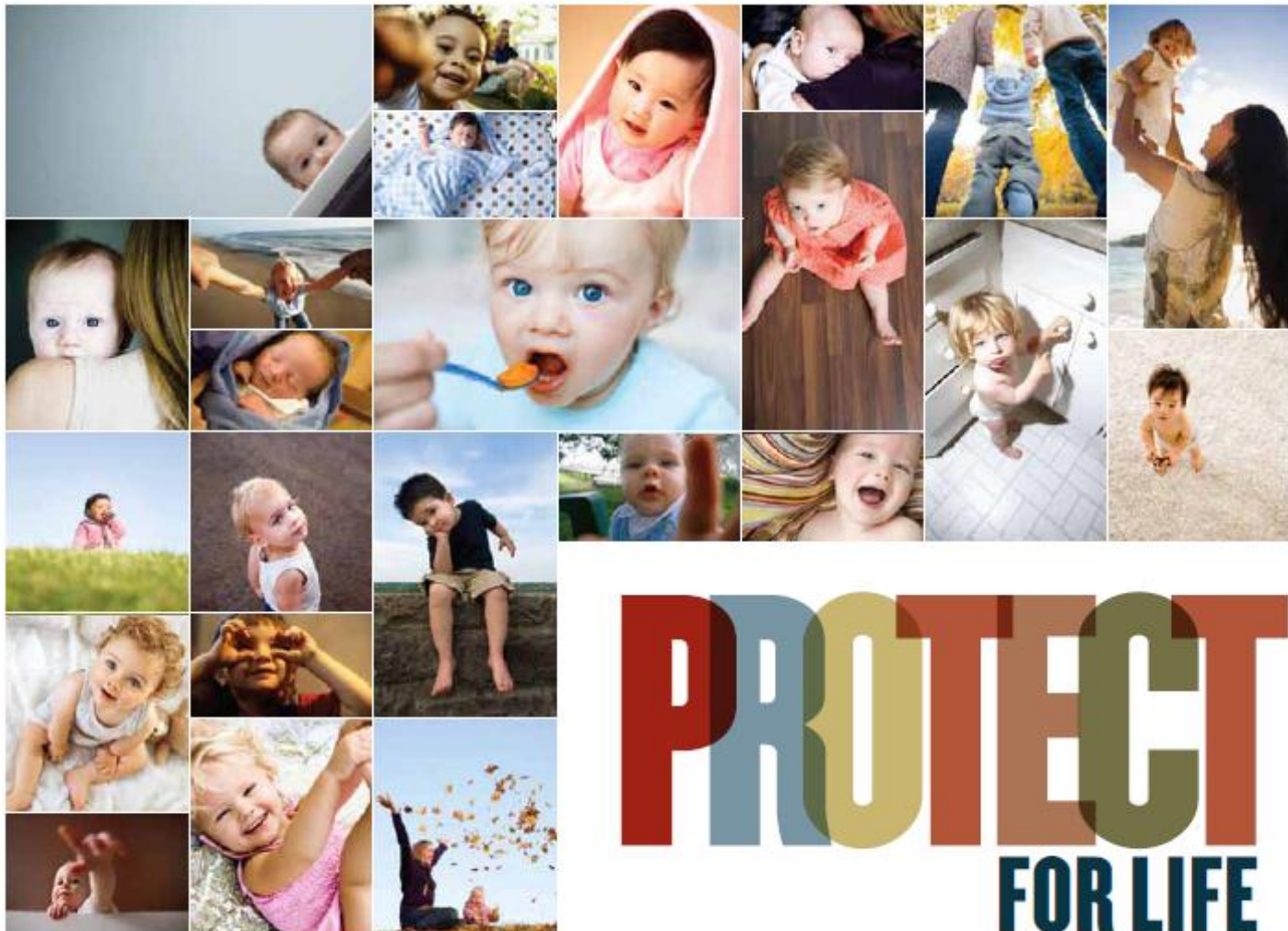
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Secondary Target:

Parents who opt for vaccination and need validation.



# Concept One



# Concept Two



**RESPECT + PROTECT**



# Phase Three – Focus Group Testing



# Focus Group Results

## Issue 1: Tone

Not fitting with serious issue that has safety considerations

**Solution:** Tone down “cool factor”

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## Issue 2: Logo

- Conjured thoughts of contraception
- Respect what?

- Liked band-aids and “eye-catching” colors

**Solution:** Clarify call to action, make band-aids prominent



# Focus Group Results

## Issue 3: Photos

Overall, parents liked the different ages of “cute” kids displayed and believed the “daring” and “edgy” photos will be noticed.

### Solution:

- Focus on positive, confident images of children that will appeal to a wide range of parents
  - Veer away from images that are too soft or too hard
  - These are Colorado kids



The Result...

**IMMUNIZE**  
**FOR GOOD**

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."**





**YOU  
GOOD?**

**IMMUNIZE  
FOR GOOD**

**Respect the facts. Protect your child. [ImmunizeForGood.com](https://ImmunizeForGood.com)**



RESPECT THE FACTS. PROTECT YOUR CHILD. IMMUNIZE FOR 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.

LIKE US  FOLLOW US 

## What ingredients are in the vaccines?

GET THE FACTS



IMMUNIZE COLORADO • WHY VACCINATE? • PARENTS TALK • FACT OR FICTION • THE VACCINES • RESOURCE CENTER

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SHARE



## THE VACCINES

### Vaccine Types

Parents know they want to protect their baby from disease but it may be hard to keep straight in your head all the different vaccines and the diseases they prevent. With vaccines doing such a great job of preventing dangerous diseases, it's easy to forget what the illnesses look like, how easy they can spread and the real-life repercussions of contracting these diseases.

HEPATITIS B

DTaP

POLIO

MEASLES, MUMPS, RUBELLA

PNEUMOCOCCAL

ROTAVIRUS

CHICKENPOX

FLU

HEPATITIS A

MENINGOCOCCAL

### FLU



Influenza, or the flu, is a serious illness caused by the influenza virus. It is spread through sneezes and coughs that send germs into the air and infect healthy children. [\[+\] more](#)

Enter Keywords

SEARCH

[Introduction](#)

[Vaccine Types](#)

[How Vaccines Work](#)

[How Vaccines are Made](#)

[Ingredients Listing](#)

[Vaccine Schedule](#)

[Vaccine Producers/Trials](#)

Find out how vaccines work and help protect your child. [\[+\] more](#)

# Prepare to Launch – Beta Test

- Sent personal email with attached Constant Contact survey
- Target was small - around 10 key stakeholders, immunization experts, and web-savvy ‘techies’ who could analyze content and site function
- Asked respondents to browse the site and record
  - Bugs, programming errors, “dead” or incorrect links, and “awkward” functions
  - Typos, spelling errors and grammatical errors
  - Areas where content could be improved
  - General ease, flow and usability
  - Overall site structure
- Identified areas for improvements and refined copy, functions and features for the two-phase launch



# Prepare to Launch – Soft Launch

- Identified and enlisted “First Frontiers” – immunization advocates, health professionals, bloggers, social media influencers, friends, colleagues, etc.
- Sent personal emails to each with announcement, password-protected staging URL, and action steps
- Offered incentives for testimonials (e.g. sporting event tickets)
- Soft ask to blog, tweet, post, and share the live URL beginning January 5, 2011
- Goal: Populate site for public launch, create a “buzz,” and spread the good!



# Traditional Media Buy – Radio, Print and Outdoor

## CHATTER

**Radio** :30 sec spot

*Overlapping voices*

Vaccinate.

Don't vaccinate.

What's this about mercury?

Should I space out the shots?

*Female VO*

There's a lot of chatter going on about vaccines these days. And the hard part is, it's almost impossible to tell the facts, from the follies. So we're gonna give it to you straight: When you immunize your child, they're good. They're good to get out there and live life the way every child should.

*Overlapping kids voices*

I'm good.

I'm good.

I'm good.

I'm good.

*Female VO*

Respect the facts. Protect your child. Immunize For Good dot com.





**I'M  
GOOD.**

**IMMUNIZE  
FOR GOOD**

**Respect the facts. Protect your child. [ImmunizeForGood.com](http://ImmunizeForGood.com)**

# Public Launch -- Earned Media

- Timing played a key role – The British Medical Journal *Lancet* announced MMR-Autism researcher Andrew Wakefield an ‘elaborate fraud’ on January 5, 2011
- Wakefield news embargoed and released in three-part series, keeping media buzz alive
- Centered our messaging to respond to media – “Here’s what Colorado is doing to confront this issue”
- Provided expert testimony, PSA video, creative and website URL



# Tools & Evaluation



- Google Analytics
- Google Alerts - *Free*
- Facebook Insights - *Free*
- Hootsuite - *Free*
- Tweetdeck - *Free*
- YouTube Insights - *Free*
- WordPress Stats - *Free*
- User engagement - *Priceless*

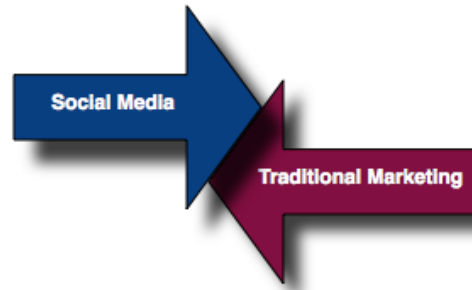
# Public Launch – Media Highlights

*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”



# Social + Traditional = Success



- Listening tools
- Respond in multiple platforms – opportunity to reach audience where they're interacting
- Use traditional media topics to generate social media conversations and vice versa
- Use opportunities to spread message far and wide
- Build community *and* campaign presence

**WE'RE  
GOOD.**

**IMMUNIZE  
FOR GOOD**

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

From nutritious meals and bicycle helmets to never hitting the gas without seatbelts fastened, there are countless things we do every day to keep our kids happy and healthy. Immunization is just as important. But with all the conflicting information out there, it's hard to know what's true and what's a big bunch of hoey.

No worries. Now there's somewhere you can go to get all your questions answered.

Find vaccine details, the current vaccine schedule, parent testimonials, helpful resources, low-cost access info and more at [ImmunizeForGood.com](http://ImmunizeForGood.com)



### SOOTHING TIP: “Funny face”

To sooth your child during shots,  
try distracting them with silly sounds or faces.  
When you seem happier,  
they'll be happier.

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[ImmunizeForGood.com](http://ImmunizeForGood.com)

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# Where We Are Now

*January 2011 – May 2012*

- 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 is Bad Astronomer, #2 is Facebook
- Good to Go = 8,046 views since Sept. 2012
- 25,000+ cards distributed
- 125+ media mentions



# Where We Are Going

*Summer 2012*

- Spanish language website, print resources, video and graphic advertisement
- Adolescent and adult resource information
- Cocooning concepts integrated and supported with print materials (e.g. “When we’re good, they’re good.”)
- “How Vaccines Work” DVD
- Whooping cough PSA featuring Governor Hickenlooper



# Lessons Learned + Tips

- Collaboration is key
- Top influencers – figure out who they are and build relationships
- Enlist liaisons
- Timing is vital
- Listen to your audience

# Lessons Learned + Tips

- Take informed risks
- Leave room for growth & be flexible
- Don't reinvent the wheel
- Share resources, but also have copyright, legal and share policies in place
- Create measurable goals





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