



KIDS THAT ROCK

A Campaign to Increase Toddler Immunization Rates through a Public Private Partnership

Mimi Broderick and Jill Thompson

A program of the Maternal, Child & Family
Health Coalition of Metropolitan St. Louis

PARTNERS

○ Co-Author(s):

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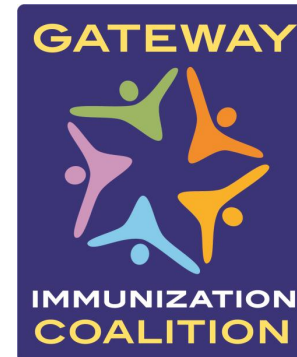
Jill Thompson; Gateway Immunization Coalition

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Eleanor Peters, MSPH, MA; Saint Louis County Department of Health

○ Media Partner:

Amber Christy; Emmis Communications



PROJECT CONTEXT

- **Background:**

- ✓ St. Louis County, Midwestern suburb
- ✓ Approximately 1 million people
- ✓ Low toddler immunization rates statewide
- ✓ Recent outbreaks in pertussis

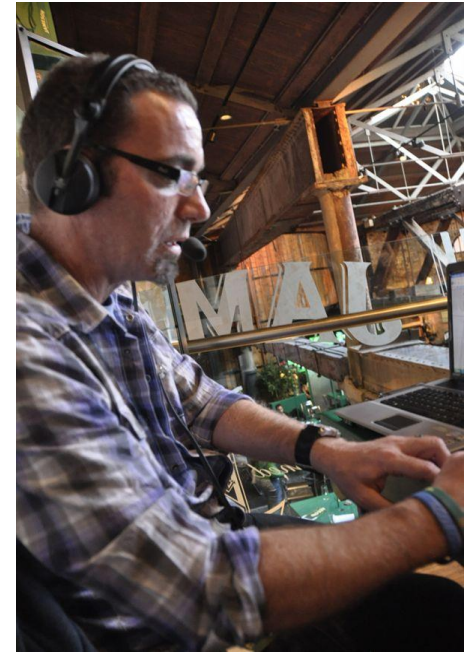
- **Objectives:**

- ✓ Educate parents of the threats of pertussis and influenza
- ✓ Promote safe vaccinations available to prevent pertussis and influenza



PROJECT STRUCTURE

- Media Campaign
- Target Audience: Parents aged 18-44 whose children are toddlers
- Trendy Messages and Approach
- Public-Private Partnership
- ✓ St. Louis County Department of Health – Funding
- ✓ Gateway Immunization Coalition – Connections, collaboration
- ✓ Emmis Communications – Media savey



WHAT IS A PUBLIC-PRIVATE PARTNERSHIP

Public-private partnership (PPP) describes a government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies.



THE BENEFIT OF PARTNERSHIPS

Money! That's where the funding is.

Synergy! You can get more done (sometimes) if you get more people to do it.

Fun! It is not the same old same old.

Novelty! Working with a different group of people often engenders better solutions.

Money! That's where the funding is.



BENEFIT FOR GOVERNMENT

Choice – Often government has to choose the lowest bidder ideally to protect the taxpayers from fraud. But can sometimes result in subpar service.

Red Tape Scissors – Galactic vs. Geologic Time

Trust – A message from the government is not always the shortest distance between two points.

Access to Subject Matter Experts

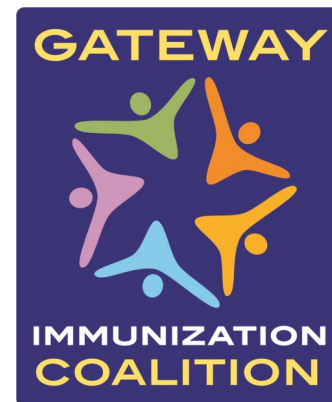


BENEFIT FOR COMMUNITY AGENCY

Requirement – More and more funding opportunities want to see this type of collaboration. Brings \$ to community agencies.

Data – Government organizations can compel certain types of data that private organizations cannot.

Access to Subject Matter Experts



FUNDING STRUCTURES

Method 1

- LHD gets a block of money (usually federal government to state government to local government)
- LHD develops an “RFP” Request for Proposals
- Community Partners propose projects based on the guidelines
- LHD scores them and chooses one

Method 2

- LHD & Community Partner apply for independent grant together





CAMPAIGN GOALS

- ♪ To increase the number of flu vaccinations given in the St. Louis market in 2011 by promoting education of the major vaccine-preventable diseases facing our community and dispelling myths about vaccines.
- ♪ Increase awareness for the Flu Information Line.
- ♪ Create an informational outlet for the community to easily access educational resources, school vaccine requirements and locations of vaccination clinics.



MEDIA TECHNICAL EXPERTISE

- **Marketing Research**

- ✓ Knowledge of which audiences listen to which stations – could target the desired audience

- **Media Tools**

- ✓ On-air promotions
- ✓ Station-specific website resources
- ✓ Station events and promotions
- ✓ Ads



THE BASIC 'HOOK'

- Listeners would submit photos of their children to be voted on by the station's audience.
- Each entrant and voter would then be prompted to fill out a short survey regarding vaccines.
- As a result of submitting photos, listeners were directed to information about influenza and DTaP immunizations.
- A section of the website addressed immunization misconceptions.
- Traffic was also driven to the Gateway Immunization Coalition's new website to serve as a hub of vaccination information
- The child with the most votes at the end of the contest would win his or her family a trip to Cancun!





THE FINAL VOTES ARE IN...CLICK HERE TO SEE WHO WON!

Click any image below to view its full details.



4/5/2011
Chillin on our Hog!



4/6/2011
Rockin out with the back up singers



4/7/2011
Andrew



4/7/2011
Rockin in Mexico



4/11/2011
Michael



4/6/2011
Sister that rock together



4/13/2011
Rock Stars



4/8/2011
Tony MoHawk



4/15/2011
PARKER D



4/20/2011
Rockin' Maddox



4/17/2011
little rocker Leland



4/8/2011
DEVIN... ROCKIN HIS LIBERTY SPIKES WITH ROB ZOMBIE!



4/7/2011
Andrew rockin' out!



4/6/2011
Brett Michael rocks!!



4/6/2011
Johnny Rotten



4/8/2011
Little Rock Star



4/15/2011
aRoN rOcKiN oUt!



4/17/2011
Rockin Lily

Displaying 1 to 18 of 218.

Like This

1 2 3 4 5 ... 13 Next »

COMMON DISEASES PREVENTED BY IMMUNIZATION

D-TaP

Common Names:

Diphtheria, Tetanus, Pertussis
These diseases can lead to breathing problems, paralysis, heart failure, and even death

What to do:

Get your Shots!

5 doses
All children get 1 dose at ages of: 2 mos, 4 mos, 6 mos, 15-18 mos, and 4-6 years.
Ask your doctor for more info!

Flu

Influenza:

Virus spreads through coughing or sneezing
Can be very serious for other family members that are either young or old or have other chronic conditions like asthma, heart disease, or diabetes.

What to do:

Get your Shots!

1 dose every year for everyone
Especially those with chronic conditions, or who have family members with chronic conditions
Ask your doctor, or school nurse for more info!

IMMUNIZATION Q&A
CLICK HERE

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Copyright Policy
EEO Forms

Station Info
Community Outreach
Advertise with The Point
Jobs with Emmis
Ask The Point
Contest Rules
Recruitment

105.7 the Point is St. Louis' source for Everything Alternative

Since 1993, 105.7 the Point (KPNT-FM) has brought the best in Alternative Rock music to the St. Louis metro area. Our bi-annual music festival, Pointfest, showcases the biggest and best alternative acts and introduces the finest up-and-coming bands to the St. audience. Listen to Woody and Rizzuto in the morning, Donnie Fandango in mid-days, Thom & Jeff in the afternoon and Drew in the evening.

Your feedback is important!



- Campaign main page
- ✓ DTaP and Flu information
- ✓ Links to parental misconceptions
- ✓ Pictures of the kids in the contest
- ✓ Link to Gateway Immunization website



Vote on the Finalists | Browse all Entries | Tell a Friend | Immunization Misconceptions

Tell a Friend! or Submit Your Own

PREVIOUS | BROWSE | NEXT >



little rocker Leland

Tell us about your "Kids that Rock" Leland is 3 yrs old in this picture. He loves Nerf wars, sword fighting, canoeing and camping.

Submitted by patrick hambrick from st louis On 4/17/2011



Like This

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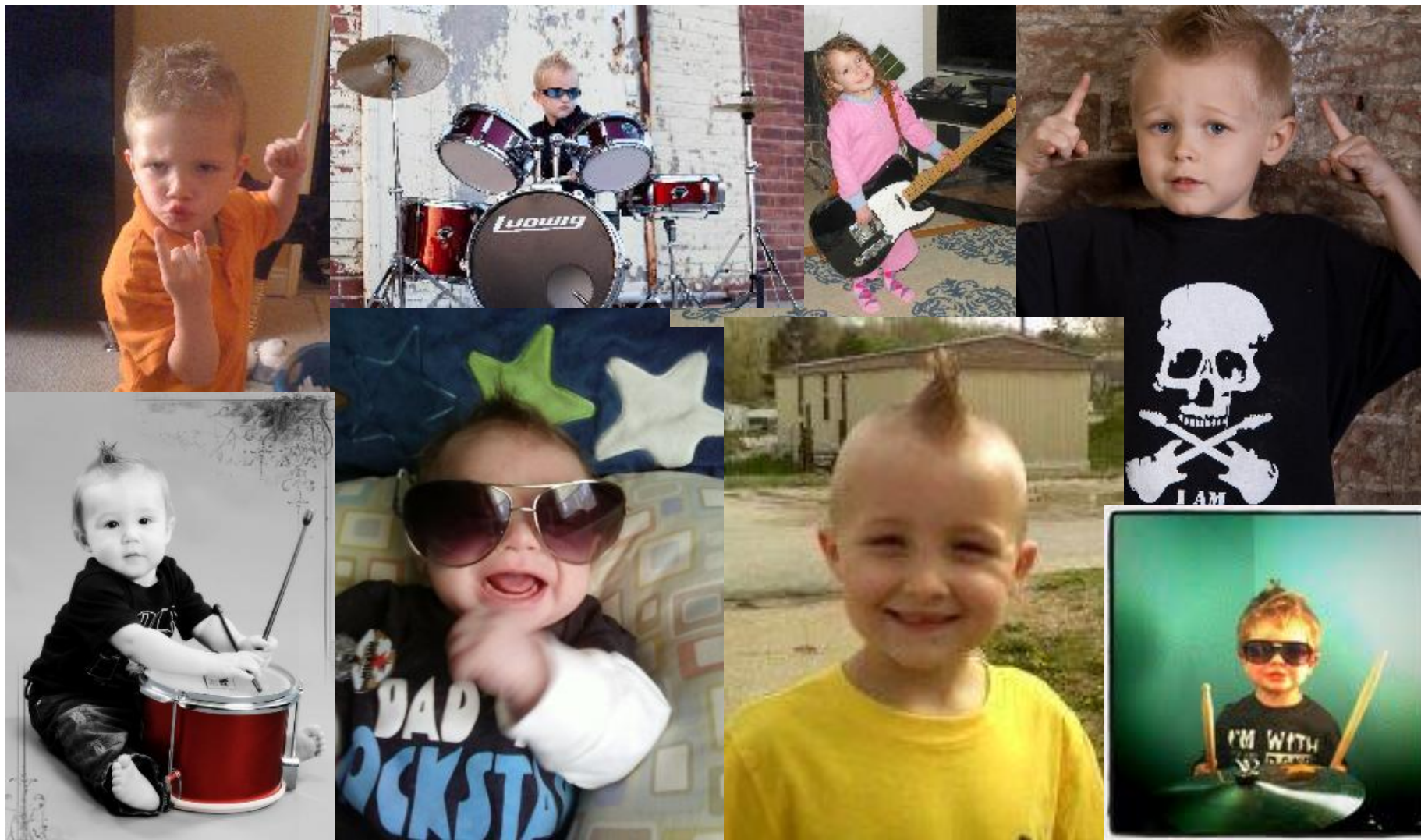
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Especially those with chronic conditions, or who have family members with chronic conditions
Ask your doctor, or school nurse for more info!

IMMUNIZATION Q&A
CLICK HERE

- Contestant pages
- ✓ Still has DTaP and Flu information
- ✓ Link to parental misconception page
- ✓ Way to vote
- ✓ Way to tell a friend



Kids That Rock Submissions:





KIDS THAT ROCK

GATEWAY
IMMUNIZATION COALITION

Vote on the Finalists | Browse all Entries | Tell a Friend | Immunization Misconceptions

AND THE WINNER IS...



Haley Lyons from Jerseyville, IL.

Congratulations Haley! Haley's entry, "Andrew rockin' out!" has won her a trip to Cancun courtesy of the Gateway Immunization Coalition and Funjet Vacations. Thanks to everyone who entered their Rockin Kids. The final round was a very tough competition with the winner and runner-up being separated by only 5% of the total votes. To find out more about having your children immunized visit gatewayic.org.

[CLICK HERE TO VIEW THE WINNING ENTRY](#)

[CLICK HERE TO SEE ALL 10 FINALISTS](#)

[CLICK HERE TO BROWSE ALL OF THE ENTRIES](#)



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IMMUNIZATION Q&A
[CLICK HERE](#)

THE WINNER



CAMPAIGN RESULTS AND BENEFITS

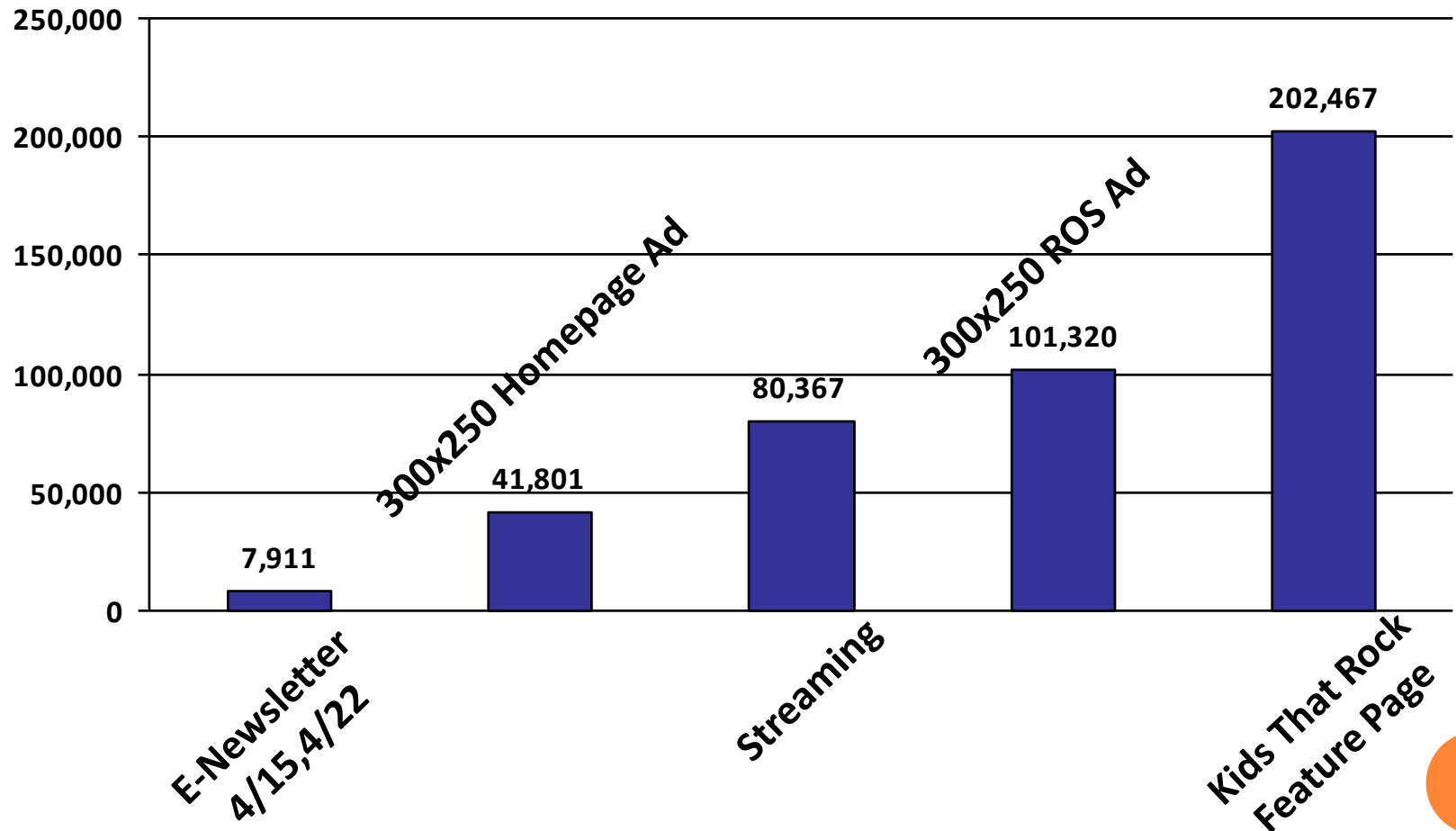
- New Website Created
- New website visited!
- ✓ 210 campaign participants went to website
- ✓ 2331 pages were visited
- ✓ 11,161 hits were recorded
- ✓ An average of 5.9 pages was viewed per visit
- www.gatewayic.org



GATEWAY
IMMUNIZATION
COALITION



TOTAL CAMPAIGN IMPRESSIONS: 433,866



CAMPAIGN RESULTS AND BENEFITS

- 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



COSTS AND CONSIDERATIONS

- Cost - \$17,000 for the media components
- Cost - \$3,000 for the website
- Once the campaign was done, what did we have to show for it?
 - ✓ Website
 - ✓ Literature review
 - ✓ Survey results
 - ✓ Lessons learned from initiative



CONCLUSIONS:

- **Unique unconventional outreach strategies can be effective in increasing immunization awareness among parents of young children.**
- Over 500,000 adults in the target age-range were reached
- Through creative partnership, ongoing collateral materials and information was received



CONTACT INFORMATION

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