

Social Media:

Strategies For Effective Outreach & Engagement

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Social Media Manager : Every Child By Two

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Twitter Account Manager: @ShotofPrev & @EveryChildBy2



Coalition Call, March 2013

Social Media Investment = Big Dividends

Alert Public to Timely Information

Effectively Communicate Accurate Messages

Build Relationships with the Public

Inspire Action, Advocacy & Good Health



Prevalence of Social Media

- * 80% of US internet users look for health information online
- * 79% of moms with kids under 18 yrs old use social networking sites
- * More than 50% of teens use social networks daily (mind you, these are the parents of the future)
- * 22% of people log in more than 10 times daily



Where Do People Go for Immunization Information & Advice?

Parenting and health blogs?

Facebook
friends?

Doctors and
Pediatricians?

Google
Searches?

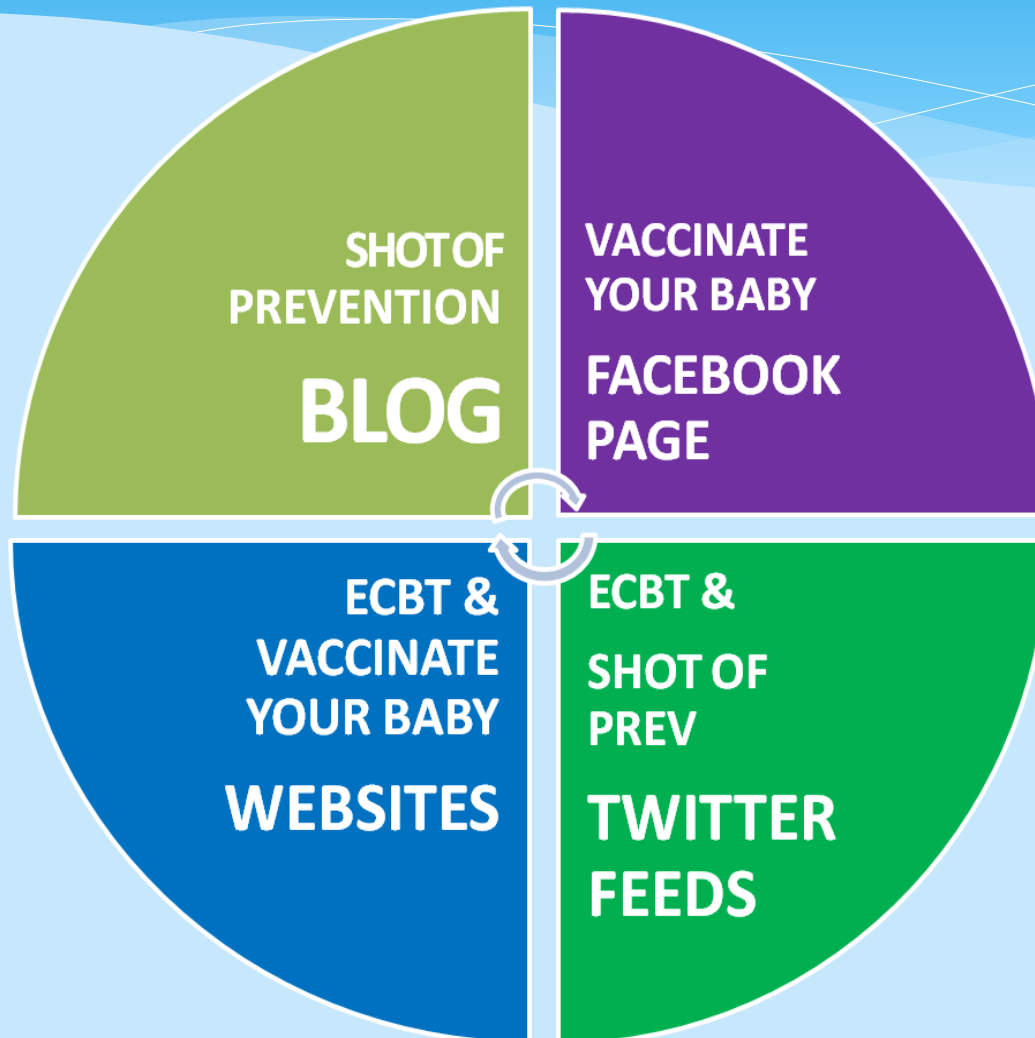
Family members?

You Tube?



EVERY CHILD BY TWO

Integrated Online Presence



Every Child By Two's Vaccinate Your Baby Website

vaccinate your baby

About Us | Blog | Donate | News & Updates | **Get Involved**

Why Vaccinate? | About Vaccines | Are they Safe? | More Resources | Video FAQ | Search

Amanda Peet Choosing to Vaccinate
As a parent, Amanda faced tough choices about vaccinations for her baby. See what she learned on her journey.

WHAT ARE VACCINES?
What's in a vaccine?
How are they regulated?

AUTISM MYTHS
RESEARCH & SCIENCE
TV & RADIO PSAs
MORE RESOURCES

Amanda's choice | What the experts say

Immunize On Time, Every Time
The recent trend of delaying or skipping vaccines has put children across the country at risk for diseases like Hib, whooping cough and measles. Learn why immunizing your child on time, every time is the right choice.

When to Vaccinate
Recommended Child & Adolescent Immunization Schedules
Importance of Timing

Risks of Missing or Delaying Vaccines
Victims of Vaccine-Preventable Disease
Too Many Vaccines?

New tools for parents available!
Download a free tool to organize your children's immunization schedules. Print a cute bookmark for your kids to understand why they need vaccines.

Launch tools »

Join the Conversation
Facebook | Shot of Prevention | Twitter

News & Articles
Flu season off to a very late start: CDC | HealthDay News | February 23, 2012
Better flu vaccination for moms-to-be | United Press International | February 23, 2012
And the celebrity science awards go to... | MSNBC | February 15, 2012
[More »](#)

About ECBT
Founded in 1991 by Rosalynn Carter and Betty Bumpers, Every Child By Two works to raise awareness of the critical need for timely immunizations and to foster a systematic way to immunize all of America's children by age two.
[More »](#)

View a timeline of the most important milestones in the history of vaccines.

1971 The MMR vaccine, which provides protection from measles, mumps and rubella, is licensed.
1976 The largest public vaccination program in the United States.

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CALL TO ACTION:
GET INVOLVED

Social Media Widgets Drive Traffic to VYB Facebook Page Shot of Prevention Blog & Twitter Accounts

Vaccinate Your Baby Facebook Page



- Most active pro-vaccine page in existence.
- 72,000+ “likes” & growing.
- Updates include links to blog posts, current news articles, videos.
- Share photos, infographics and content from other IZ organizations.
- Over 500,000 impressions per week
- Roughly 443,000 monthly post views
- Average of 15,314 monthly active users
- Generating approximately 3,505 monthly comments

Sample Status Update

★ Posted
Feb 19th

Non original
content/
Based on CDC
data.

★ 2,270
people liked
this post

Received latest
comment on
March 10th

★ 107,148
people saw this
post

You are posting, commenting, and liking as Vaccinate Your Baby — Change to Christine Geisler Vana

Vaccinate Your Baby
February 19

Wondering how vaccine use in the United States has impacted morbidity for various diseases? Here's a detailed infographic, created by graphic designer Leon Farrant, to reflect recent data provided by the CDC. More evidence that vaccines save lives.

Disease	Vaccine Coverage	Cases (Left)	Cases (Right)
DIPHTHERIA	100%	21,053	0
H. INFLUENZA	99%	20,000	243
HEPATITIS A	91%	117,333	11,049
HEPATITIS B	83%	44,232	11,269
MEASLES	99%	530,217	61
MUMPS	99%	162,344	982

Like · Comment · Share

2,270 people like this.

View previous comments

Martin Smith So it's all a conspiracy! The data is faked? How come every single developed country in the world shows the same trend? It is a worldwide conspiracy?
14 hours ago via mobile · Like · 1

Thomas John Burrows Let the morons avoid the vaccine but please expose them to disease and then we can have a demo they can try to prove their point and we can have some peace
53 minutes ago · Like

Write a comment...

107,148 people saw this post

Promote

★ 5,268
people
shared this
image on
their
personal or
group page

★ We
received
1,108
comments
on this
status
update

Vaccinate Your Baby/ Vaccinate Your Family Print Campaigns Social Media “Summer Sightings” Contest

**Vaccinate Your Baby**
July 9, 2012



Have you seen this ad? Brenda W. spotted it in FL and Carolyn R. spotted it in NC. Email shotofprevention@gmail.com telling us exactly where you've see it and earn a chance to win a \$25 Amazon gift card in our Summer Sightings Sweepstakes.



Not Vaccinated? No Kisses!

Get the adult whooping cough vaccine.
www.VaccinateYourFamily.org

Like · Comment · Share

 347  60  249

15,860 people saw this post

Promote ▼



shot of prevention
News & Views on Vaccines

community

doctors chat

blog advice chat

doctors

opinions

concerns experts

help children fathers

communication

health

questions

share friends mothers

family

About Us

Type text to search here...

Share This Special Valentine

February 14, 2013 Christine Vara 148 comments

It's Valentine's Day! A day when we send flowers, give chocolate and share kisses. And who doesn't love to kiss the sweet, soft skin of a precious little baby?

BUT WAIT!
Let's remember...***NO KISSES!***

(Unless - of course - everyone is up to date on their Tdap boosters.)

See, those kisses can be deadly to little babies if they spread whooping cough. So, for Valentine's Day this year, don't just show your love with flowers and chocolate. If you really want to show how much you care, [share this colorful infographic from the CDC](#). It shows the three important steps that expectant parents can take to give their babies the best protection from whooping cough, including the recent [recommendation that pregnant women get a Tdap shot during every pregnancy](#). [Read more...](#)

 baby with whooping cough, pertussis, Whooping cough outbreaks

Immunization Legislation May Impact Foster Care in Arizona

February 12, 2013 Christine Vara 23 comments

The following is a guest post from Debbie McCune Davis, based on her personal experience as the Executive Director of The Arizona Partnership for Immunization and an Arizona State Representative from District 30.

In Arizona, two legislators have sponsored legislation to lower the standards for families to qualify as Foster Parents. Unfortunately, our Child Protective Services Program (CPS) is overloaded with a record number of children, limited placement choices for children in care, and low staffing levels. Sadly, just



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Tweet Us at ShotofPrev

- RT @shotatlife: Thanks to @MaDonnaNegra and @rotary for today's incredible story for 28 Days of Impact! [ow.ly/hIXtz](#) #vaximpact 4 days ago
- RT @endpolionow: Health workers are critical in ending polio. @UNICEF celebrates their work in this amazing photo essay.... 4 days ago
- A roadblock to global health. RT @sabinvaccine: Recent Acts of Violence Undermine Efforts to Eradicate Polio Worldwide [sabin.org/updates/blog/r...](#) 4 days ago
- Best news of the day! RT@mayoclinic: Healthy chocolate? Yes! In moderation, chocolate may prevent #heartdisease. [mayocl.in/Arxdef](#) 4 days ago
- RT @OrinLevine: Lessons from India, using #polio to strengthen routine #immunization @gatesfoundation

[Follow](#)

SHOT OF PREVENTION BLOG

Refers readers to our Shot of Prevention Twitter feed.



We include a Facebook widget and frequent links to Vaccinate Your Baby Facebook page

rotavirus vaccine

Improving Measles Vaccine Efficacy with the Help of a Rat

March 15, 2011

Christine Vara

48 comments

Edit

Have you ever wondered how the immunization schedule is created and what determines the ideal age for children to receive immunizations from certain diseases?

When exploring this question you can refer to the videos on the [Vaccinate Your Baby](#) website. Here experts explain that the schedule is influenced by evaluating the risks. In other words, children should be immunized against disease prior to the time when they are most susceptible.

However, in the case of measles, the recommended schedule for administering the vaccine has a lot to do with efficacy. Children don't receive a measles vaccination until they are 12-15 months old, mainly because the maternal antibodies that nursing mothers transfer to their babies through their breast milk keeps the vaccination from working effectively. Unfortunately, while breast milk has numerous health advantages to children, in the case of measles the maternal antibodies aren't necessarily strong enough to protect a child from infection. Therefore, a child is vulnerable to contracting this highly contagious disease before the vaccine is able to be effectively administered.



The cotton rat helps researchers at Ohio State University with vaccine efficacy

Join Us on Facebook

Vaccinate Your Baby

facebook

Name:
Vaccinate Your Baby

Status:
Thank you! We have just topped 10,000 facebook..



Fans:
12390

Most Recent Comments

Dena P... The Autism Community Can Be the Elephant in the Room

Steve M... In The Autism Community, Vaccines Can Be the Elephant in the Room

Chris on... Autism Community, the Elephant in the Room

Double-click to change sec
rct Mode: On

SHOT OF PREVENTION BLOG

Steady Growth of Shot of Prevention Blog

April 2010:
1,396 monthly
views

April 2011:
9,088 monthly
views

January 2013:
24,300 monthly
views

Increasing
number of
subscriptions,
comments, and
pingbacks

- Post new content 2-3 times a week.
- Articles represent a mix of current immunization news, parent perspective & expert advice from guest bloggers.

THINGS CAN GET UGLY



Our Unique Comment Policy Considerations

Unlike most anti-vaccine sites, we allow “opposing” views

ON THE ONE HAND:

Allowing anti-vaccine claims to remain then demands knowledgeable supporters to correct false statements and refer to credible research.

We have support but always need reinforcements!



ON THE OTHER HAND:

The argumentative nature can have a negative effect and prevent people from engaging in the conversation. We must be careful not to alienate the silent observer.

Challenges in Dealing with Anti-Vaccine Sentiment on Shot of Prevention Blog

- ❖ Intense “discussions” on variety of immunization topics.
- ❖ Allow comments to post without moderation which enables real time dialogue but then allows unsubstantiated claims.
- ❖ Interesting to note: Participants on blog are not necessarily the same as those on the Facebook page.
- ❖ Certain anti-vaxers tend to dominate each comment thread.
- ❖ Occasionally, anti-vaxers recruit friends & call upon them to comment in support of their position. (Ex: Autism piece with close to 1,000 comments)

Challenges in Dealing with Anti-Vaccine Sentiment on Vaccinate Your Baby Facebook Page

- ❖ Comments post in real time.
- ❖ No ability to moderate before they appear.
- ❖ Immunization discussions can get heated.
- ❖ Increased activity = more time required for moderation.
- ❖ Anti-vaxers repeat misinformation/instigate debate.
- ❖ Anti-vaxers often recruit people to “swarm” pro-vax pages.
- ❖ When someone is banned for inappropriate behavior, they often get creative, set up a fake account & return.

JOIN THE CONVERSATION

facebook
CLICK HERE

**THE REWARD:
SEEING
(& HEARING)
THE
DIFFERENCE WE
ARE MAKING**

“...I discovered it’s a lot easier to come across anti-vaccine pages on the internet and there seems to be more of these out there. **I started to consider not having my next child vaccinated** or delaying them, but I decided to keep further researching and found information that discredited pretty much all of the junk I’d read so far....**Coming here I’ve actually found fact and medical evidence to support my decisions,** not just blogs and papers written by quacks that pick and choose the statistics they want to show and leave out... **Thanks for the information, and for letting everyone have a say.** If you try to dispute something on the anti-vaccine pages they delete you and the comment, I guess that goes to show that they can’t back up there information... **Thanks for making me no longer question my decision.”** Kate Le Breton

“ I just met with Ashley Shelby from Moms Who Vax. We are trying to find other parents in MN who are interested in meeting with state lawmakers about strengthening our state's vaccination laws.” Karen Ernst

Have You Heard The Good Things People Are Saying ?

“I learn something new
(and scientifically
supported) every day” Amy
McKay Cooper

“I've really enjoyed your posted discussion-starters lately. Interesting articles, a nice mix of videos, articles, blog posts, events... It's been great. The articles on recent measles outbreaks have been helpful. I've passed information on to friends who are planning international travel.” Amy McKay Cooper

“Just joined up...I was anti-vax for a long time but then had a baby and woke up. There's so much misinformation out there. Thank you for the facts & saving lives!”
Carrie Mitchell

“This is exciting. I was hoping to find a way to get more involved incorporating my passion in this cause to promote awareness about vaccines with my nursing career. ..I'd also love to learn about more opportunities for nurses to get involved on the front lines of these issues, and make even more of a difference. If VYB ever has suggestions for me about how to do this, I'm in!” Marni Sacks Weimer

VACCINE ADVOCATES IN THE MAKING

SOCIAL MEDIA HAS PROVIDED US WITH GREAT INSIGHT:

WHAT INTERESTS PEOPLE? WHAT CONCERNS THEM?

WHAT INSPIRES PEOPLE TO TAKE ACTION?

**SOCIAL MEDIA HAS ENABLED US TO
IDENTIFY PEOPLE WHO WANT TO
GET INVOLVED IN VACCINE ADVOCACY**

- **Counter anti-vaccine rhetoric w/ science.**
- **Reference studies and provide links as proof.**
- **Refer others to reputable resources.**
- **Correct vaccine misinformation in other forums.**
- **Alert us to anti-vax info in other media.**
- **Created additional pro-vax groups.**
- **Collaboration and sharing of content.**
- **Significantly expand our reach & influence.**

Karen's Story

From “Liking” Vaccinate Your Baby to Starting a Coalition

- Spring 2009: Karen was looking for information about H1N1 vaccine.



- A google search led her to “Vaccinate Your Baby” Facebook page.



- Collaborated w/other VYB regulars to create Wear Em, Nurse Em, Vax Em Too page.



- Her interest then led to inquiry of MN vaccination laws & contact w/MN Dept of Health.



- She connected a fellow MN resident & admin of Moms Who Vax blog.



SOCIAL MEDIA RESULTS IN THE BIRTH OF A NEW COALITION AND VFV

COALITION CHALLENGES



NO TIME

NO STAFF

NO MONEY

COLLABORATION IS THE KEY

ECBT Outreach to Immunization Partners

Having trouble viewing this email? [Click here](#)

Every Child By Two News

December 17, 2012

Thimerosal Articles in Today's Issue of Pediatrics

The AAP has announced their endorsement of the recommendation of the WHO's Strategic Advisory Group of Experts on Immunization pertaining to the use of thimerosal in vaccines. Three captivating commentaries accompany their endorsement of the use of thimerosal in vaccines. The first titled "Ban on Thimerosal in Draft Treaty on Mercury: Why the AAP's Position in 2012 Is So Important" provides the rationale for the call for the removal of thimerosal from vaccines in 1999. The commentary concludes with this decisive statement:

"Had the AAP known what research has revealed in the intervening 14 years, it is inconceivable to us that these organizations (AAP and USPHS) would have made the joint statement of July 7, 1999. The WHO recommendation to delete the ban on thimerosal must be heeded or it will cause tremendous damage to current programs to protect all children from death and disability caused by vaccine-preventable diseases."

Today's [Shot of Prevention Post](#) provides insight regarding the proposed global ban on thimerosal and how it could cost the lives of countless children throughout the world...[read more](#)

Every Child By Two News is not supported through funding provided by the Centers for Disease Control and Prevention through cooperative agreement 1U38IP000455-01.

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Daily Clips - Message (HTML)

12.com] on behalf of ECBT: info@ecbt.org

Sent: Tue 6/29/2010 11:00 AM

Daily Vaccine Clips

June 29, 2010



About Vaccine Safety

Below are the vaccine safety related news clips for today. This service is provided to immunization partners nationwide to encourage proactive engagement of local print and television reporters on vaccine safety issues. Thank you for your support!

- 1) "A Combo Vaccine May Cause Seizures in Kids. But Why?" *Newsweek* (June 28, 2010) - "Another day, another controversy about the vaccine that protects against measles, mumps, and rubella. Parents don't need to worry that the injection will increase their children's risk of autism-as we've written many times before, that supposed link has been roundly discredited-but if their kids are getting ProQuad, the Merck-manufactured 'MMRV' vaccine that also includes protection against varicella (chicken pox), they should be vigilant a week or so after the shot. A new Kaiser Permanente study shows that in days seven to 10 post-injection, children given the MMRV vaccine have a slightly higher risk of developing febrile seizures-the scary if ultimately harmless phenomenon that can accompany a bad fever-than children given the plain MMR and varicella shots separately on the same day. In one sense, this isn't a surprise. The Centers for Disease Control has known for a while that the combo vaccine causes more high fevers than what we'll call the 'MMRV+' and it has advised parents accordingly. The Kaiser group discovered the link to febrile seizures in 2007; the new data simply confirms it."
<http://www.newsweek.com/blogs/the-human-condition/2010/06/28/a-combo-shot-causes-more-seizures-in-kids-but-why.html>
- 2) "Giving MMR, Chicken Pox Vaccines Separately Cuts (Already Slight) Seizure Risk" *The Wall Street Journal* (June 28, 2010) - "A study finds that a combination vaccine against MMR (measles, mumps and rubella) and chicken pox slightly increases the risk of a fever-related seizure. Still, the study's lead author Nicola Klein, co-director of the Kaiser Permanente Vaccine Study Center, tells the Health Blog that such a seizure is far more likely to be caused by a cold or virus than a vaccine. The study, published in *Pediatrics*, looked at data covering more than 450,000 kids between the ages of 12 months and 23 months and found that vaccinating with the combined shot rather than two separate ones nearly doubled the risk of seizure. The absolute numbers were small, though: The combo vaccine produced just one additional fever-related seizure every 2,300 doses. The window of risk was between seven and 10 days post-vaccination."
<http://blogs.wsj.com/health/2010/06/28/giving-mmr-chicken-pox-vaccines-separately-cuts-already-slight-seizure-risk/>
- 3) "Childhood: Combination Vaccine and Seizure Risk" *The New York Times* (June 29, 2010) - "Toddlers who get that combines the measles-mumps-rubella and chickenpox immunizations are at twice the usual risk for fevers that lead to convulsions, a new study reports. The risk for a so-called febrile seizure after any measles vaccination is less than per 1,000 vaccinations, but among children who receive the combined vaccine, the risk is nearly doubled."



vaccine safety resources

WIC
MAKES A DIFFERENCE


**Vaccine 101
& Media
Training**


**Bringing
Immunity
To Every
Community**

ECBT Outreach to Parents & Advocates



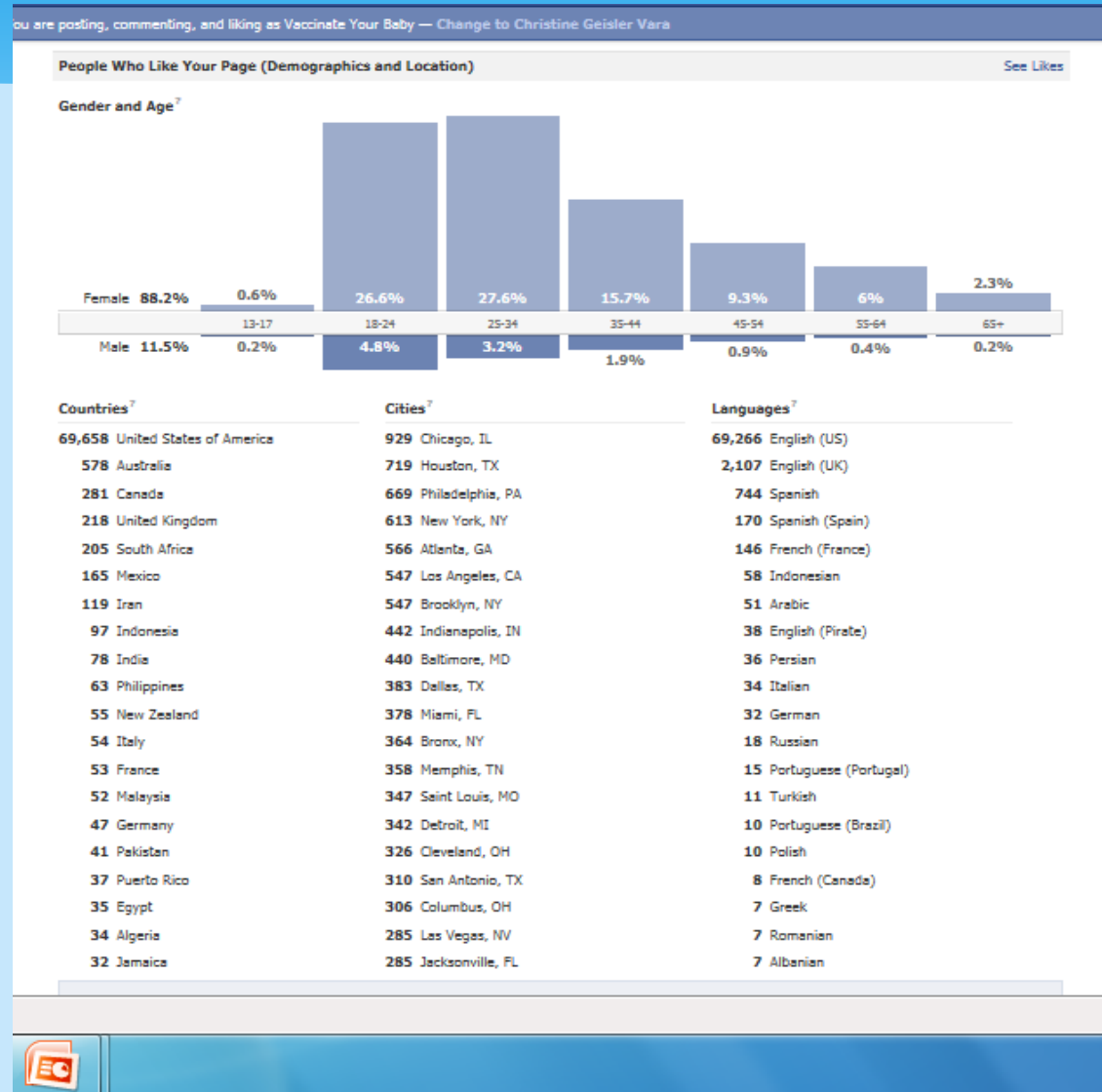
**CALL TO
ACTION:
GET
INVOLVED**

ECBT DATABASE:

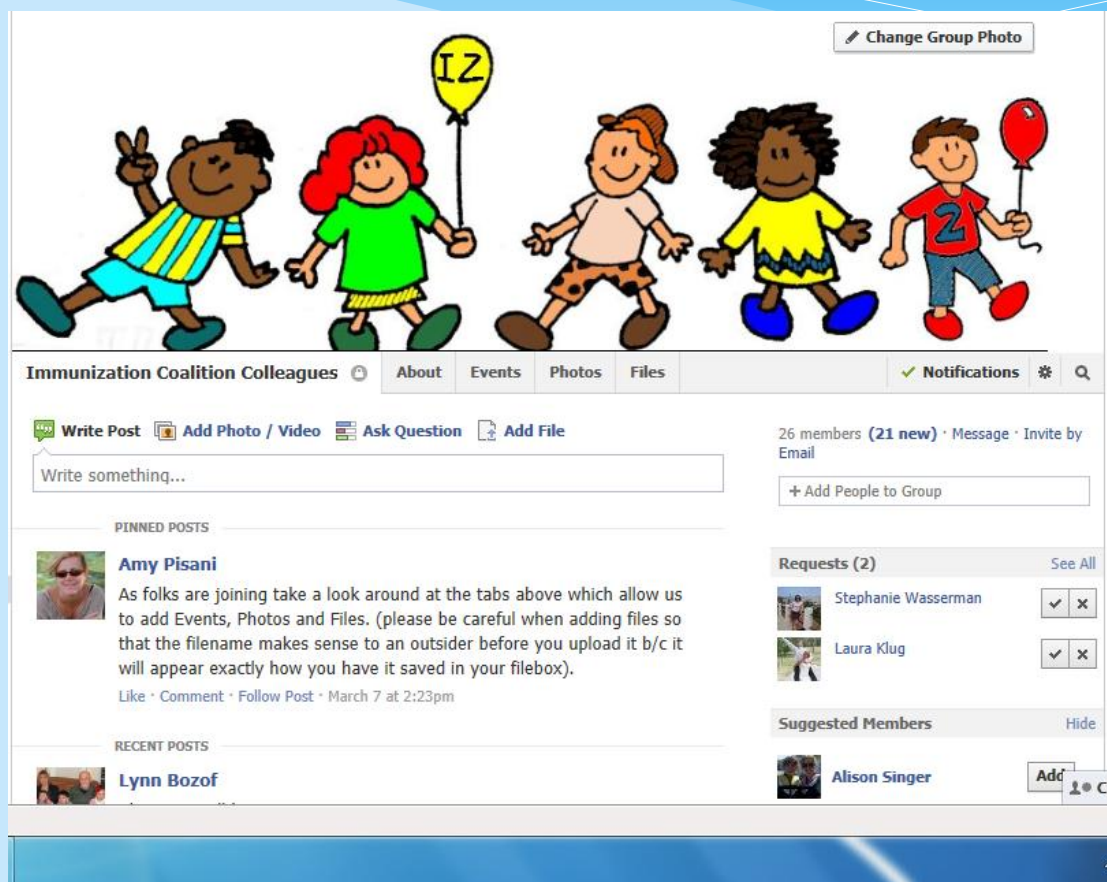
Hundreds of people have already signed up and indicated how they want to get involved.

By collaborating with coalitions, we're able to alert them to issues that pertain to them on a local level.

Our National Reach Has Local Impact



Introducing the Immunization Coalition Colleagues Facebook Page



The image shows a screenshot of the Facebook page for the 'Immunization Coalition Colleagues' group. The page features a group photo of five diverse cartoon children. The first child is a boy with dark skin, wearing a blue and yellow striped shirt and blue pants, making a peace sign. The second child is a girl with red hair, wearing a green shirt and green pants, holding a yellow balloon with the letters 'IZ' on it. The third child is a boy with light skin, wearing a white shirt and brown pants. The fourth child is a girl with dark skin, wearing a yellow shirt and blue pants. The fifth child is a boy with light skin, wearing a red shirt with the number '2' and blue pants, holding a red balloon. The page has a navigation bar with tabs for 'About', 'Events', 'Photos', and 'Files'. There is a 'Write Post' section with a text box and buttons for 'Add Photo / Video', 'Ask Question', and 'Add File'. On the right, there are sections for 'Requests (2)' and 'Suggested Members'. The page also shows a pinned post by Amy Pisani and a recent post by Lynn Bozof.

Immunization Coalition Colleagues [About](#) [Events](#) [Photos](#) [Files](#) [Notifications](#) [Search](#)

[Write Post](#) [Add Photo / Video](#) [Ask Question](#) [Add File](#)

Write something...

26 members (21 new) · [Message](#) · [Invite by Email](#)

[+ Add People to Group](#)

PINNED POSTS

 **Amy Pisani**
As folks are joining take a look around at the tabs above which allow us to add Events, Photos and Files. (please be careful when adding files so that the filename makes sense to an outsider before you upload it b/c it will appear exactly how you have it saved in your filebox).
[Like](#) · [Comment](#) · [Follow Post](#) · March 7 at 2:23pm

RECENT POSTS

 **Lynn Bozof**

Requests (2) [See All](#)

	Stephanie Wasserman	☒	☐
	Laura Klug	☒	☐

Suggested Members [Hide](#)

	Alison Singer	Add
---	---------------	---------------------

Jump on in...



Immerse yourself in the online conversation.

- * Set up Facebook/Twitter accounts.
- * Join the new Immunization Coalitions Colleagues Facebook page.
- * Follow @ShotofPrev and @EveryChildBy2 on Twitter
- * Read & subscribe to relevant blogs (Shot of Prevention).
- * Sign up for ECBT's Daily Clips to receive immunization news.
- * Sign up to **“Get Involved”** on Vaccinate Your Baby website.

ECBT

every child by two

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