



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

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Colorado Children's
Immunization Coalition

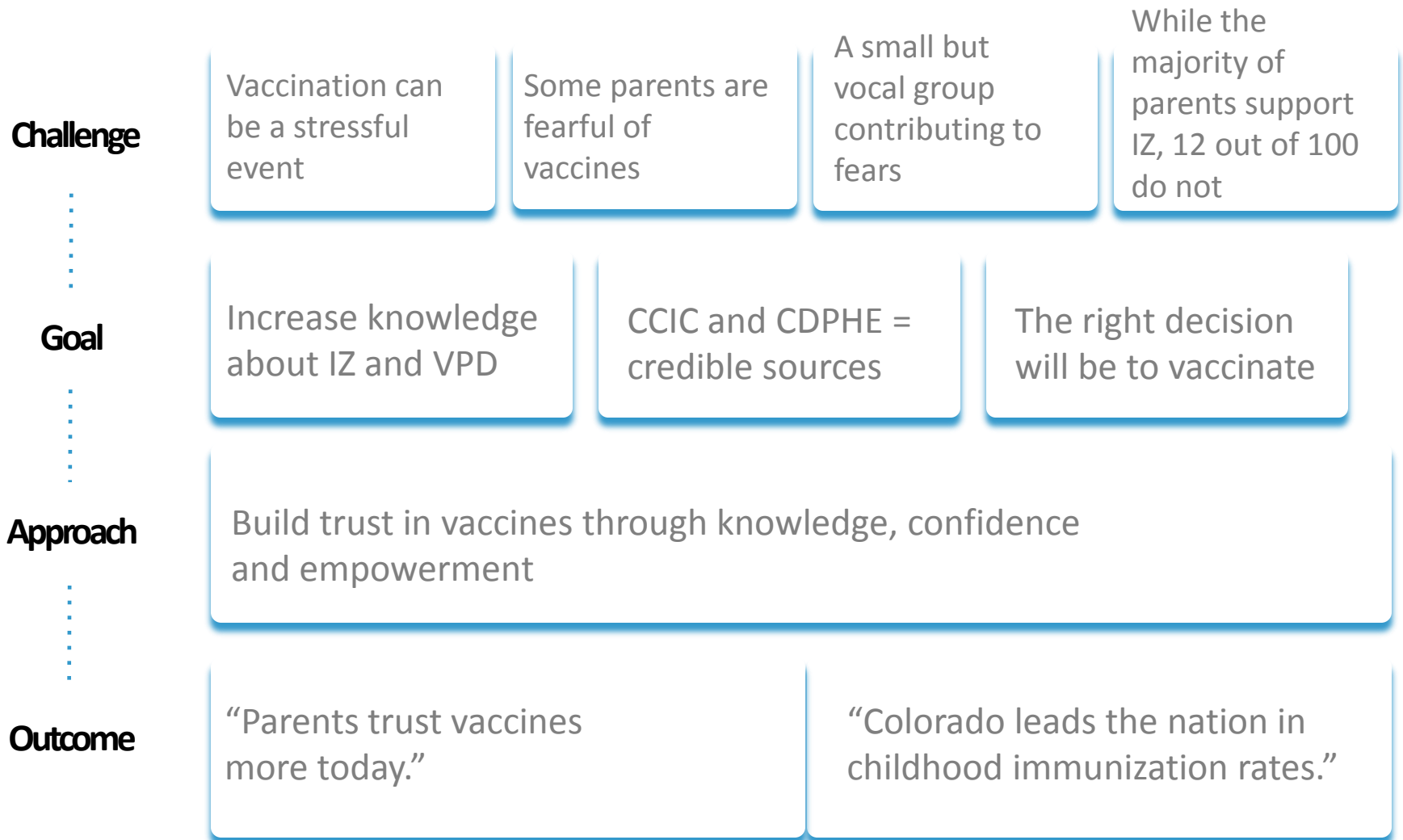
Who We Are

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.

Background – The Plan



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."**

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.



GOOD TO GO
VACCINE SCHEDULE

LIKE US



FOLLOW US



Do vaccines have side effects?

GET THE FACTS



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

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THE VACCINES

Vaccine Types

Parents know they want to protect their child from disease, but it can be hard to keep track of all the different vaccines and the diseases they prevent. Vaccines do such a great job of preventing diseases that it's easy to forget what life was like before vaccines, what vaccine-preventable diseases look like, and how easily they can spread.

In this section you will learn about:

- Each recommended vaccine and the disease(s) it protects against
- How each disease is spread
- Symptoms and effects of infection
- How the choice to vaccinate is already making an impact on lowering disease rates
- Possible side effects of each vaccine

Influenza	Hepatitis B
Polio	Diphtheria
Rotavirus	Pneumococcal
Measles	Mumps
Rubella	Tetanus
Pertussis (Whooping Cough)	Chickenpox
Hepatitis A	Meningococcal
Hib	HPV

Enter Keywords

SEARCH Vaccine Types

Ingredient Listing

How Vaccines Work

How Vaccines Are Made

Vaccine Schedule

New Vaccines On The Horizon

EN ESPAÑOL

SHARE

PARENTS TALK

Written Testimonials

Now is the time to join the vast majority of parents who immunize. Read the countless reasons why parents immunize their children and tell Colorado why you stand up for children's immunization. This is your opportunity to educate others and share your understanding that immunization is the best way to keep children healthy and protected. Because when they're protected, *they're good*.

Enter Keywords

SEARCH Introduction

Videos

Written Testimonials

SHARE YOUR STORY

Submit your own video or written testimonial. [Terms & Conditions](#)

CLICK TO SHARE

GOOD TO GO VACCINE SCHEDULE

Luckily, I have a friend who is an MD, so when any of my mom friends talk about not vaccinating while their rubbing their big, beautiful bellies, I (somewhat) stay out of it and tell them to give her call. I know it's scary and people want to believe in conspiracy theories or myths that vaccines are bad. And worse, want to shame others for vaccinating. But we MUST put aside that nonsense and stand bravely together to we protect the weakest in our

I am very committed to making sure my kids receive all of their immunizations on time. In our house, getting immunizations is the same as wearing a helmet while biking and buckling up when getting into the car. The thought of my kids having to suffer through a vaccine-preventable disease when there is a way to prevent them breaks my heart.

Erica Bloom
Denver, CO



01:45

HD vimeo

Immunize for Good Media Buy



- 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



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

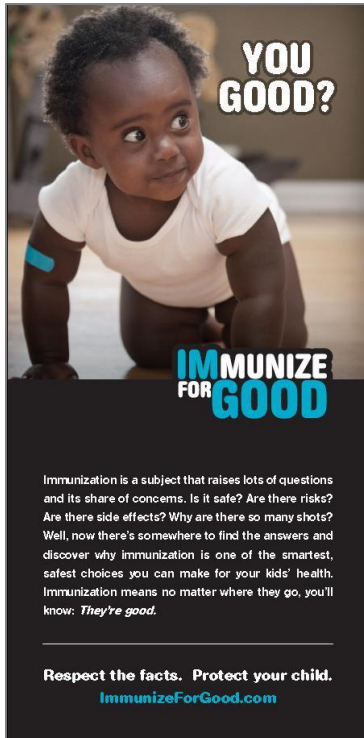
What are visitors doing on ImmunizeforGood.com?
pageviews, time on site/page, bounce rate, site search

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



April 2011:
NIIW Radio Buy +
Ongoing Ad
Placements



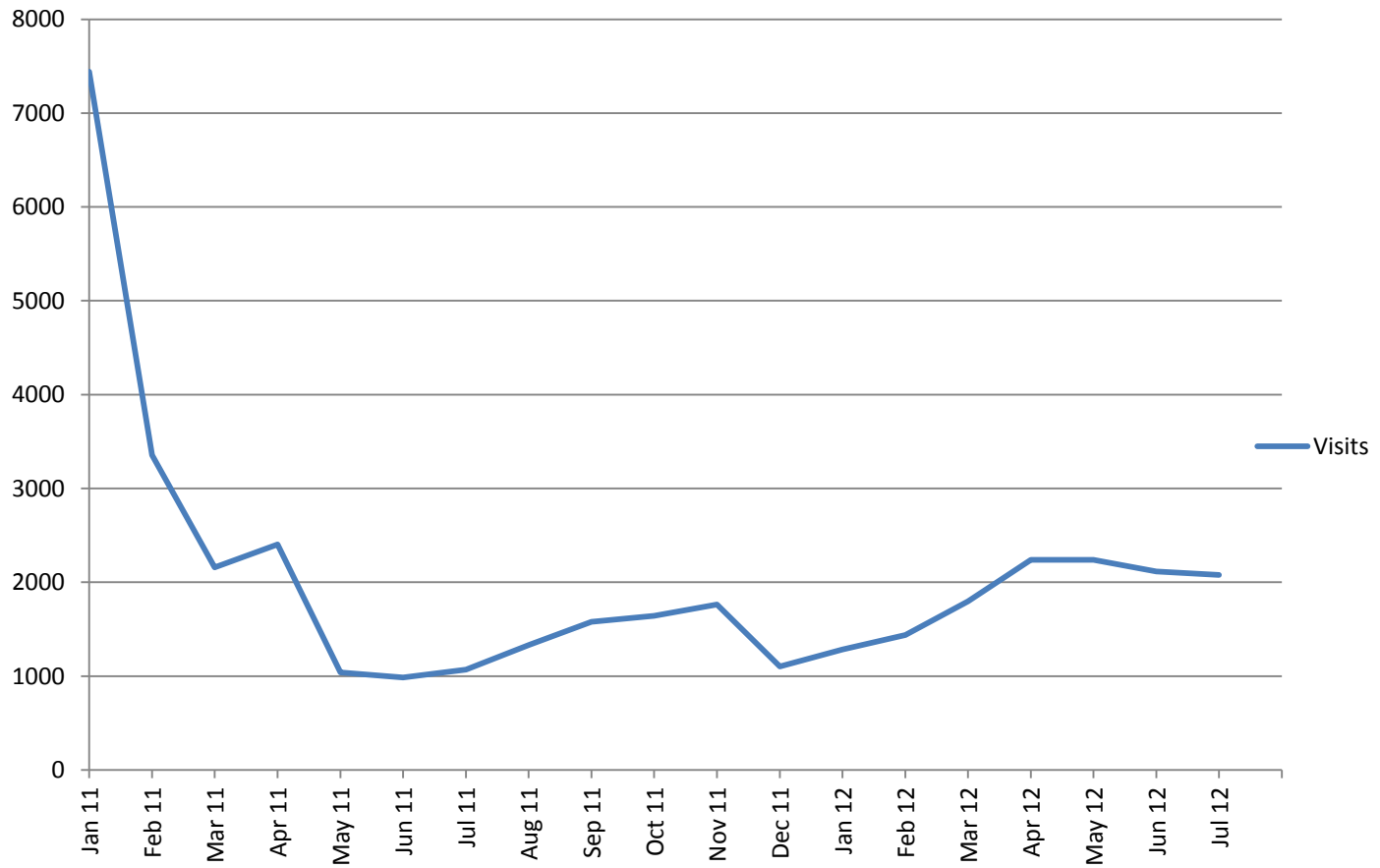
..... Sept. 2011:
'Good to Go' Mobile
Web Application



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

Website Performance

January 1, 2011 – July 30, 2012



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”)

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)

VacunalosporSuBien.com

**VACÚNALOS
POR SU BIEN**

¡¡ INFORMATE. PROTEGE A TUS HIJOS. VACÚNALOS POR SU BIEN. ¡¡

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.



**CRONOGRAMA
DE VACUNAS**

COMO NOSTROS 
SIGUENOS 

¿Qué **opciones** tengo para
poder **pagar las vacunas?**

CONSIGA LA INFORMACIÓN CORRECTA



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COMPARTIR

IN ENGLISH

CENTRO DE RECURSOS

Lo que Todo Padre Debe Saber

Immunizar a su hijo es la mejor opción que puede elegir para proteger su salud. Una vez que nazca el bebé, tendrá muchas preocupaciones como los pañales y las horas de alimentación y de sueño, y también celebrará su llegada. Vacunar a los niños según el cronograma de vacunas recomendado hace que tenga una cosa menos de qué preocuparse.

Esta sección responderá las principales preguntas que tenga sobre la vacunación de su hijo:

- ¿Cómo puedo consolar a mi hijo antes o después de las inyecciones?
- ¿Qué vacunas se requieren para asistir a los centros de cuidado infantil, preescolares o salones de kindergarten de Colorado y hasta el 12º grado?
- ¿Dónde puedo vacunar a mi hijo?
- ¿Qué hago si no puedo pagar las vacunas de mi hijo? ¿Cómo puedo asegurarme de que esté protegido?
- ¿Cómo puedo participar en el Sistema de Información sobre Inmunizaciones de Colorado (CIIS, por sus siglas en inglés), el registro a nivel estatal, como ayuda para mantener al día las vacunas de mi hijo?
- ¿Cómo pueden las vacunas ayudar a proteger a mi bebé antes, durante y después del embarazo?
- ¿Existen distintas recomendaciones con respecto a las vacunas para los niños de necesidades especiales?
- ¿Cómo puedo hacer que ir al médico sea un poco más divertido (y menos estresante) para mi hijo?

La inmunización es una forma simple de asegurarse de que su hijo inicie su vida con la salud que merece. Felicitese por ser un participante activo en la salud de su pequeño. Y recuerde, cuando ellos están bien, todos estamos bien.

Introduzca tu Búsqueda

BUSCAR

Lo Que Todo Padre Debe Saber

Saber

Requisitos De Las Escuelas De Colorado

Exención De Vacunas

Dónde Vacunarse

Vacunas Gratuitas O A Bajo Costo

CIIS

Las Vacunas Y Los Niños Con Necesidades Especiales

Vacunas Para Los Adolescentes Y Adultos

Las Vacunas Y El Embarazo

Alivio Del Dolor

Solo Para Niños

+

CÓMO TRABAJAN LAS VACUNAS

Aprenda como funcionan las vacunas para ayudar a proteger a sus hijos.

[+] más

VACÚNALOS
POR SU BIEN

INFORMATE. PROTEGE A TUS HIJOS. VACÚNALOS POR SU BIEN.

IMMUNIZE COLORADO · POR QUÉ VACUNAMOS? · LAS VACUNAS · CENTRO DE RECURSOS

COMPARTIR

IN ENGLISH

LAS VACUNAS

La tabla de vacunas

Los padres saben que deben proteger a los niños de las enfermedades; sin embargo, llevar la cuenta de las diferentes vacunas y las enfermedades que previenen, puede ser difícil. Las vacunas hacen tan buen trabajo a la hora de prevenir enfermedades que es fácil olvidarse de cómo eran las cosas antes de las vacunas, cómo son las enfermedades que estas previenen y cuán fácilmente se transmiten.

En esta sección aprenderemos sobre:

- Cada una de las vacunas recomendadas y las enfermedades que previenen
- Cómo se transmite cada enfermedad
- Los síntomas y efectos de las infecciones
- Cómo la opción de vacunar ya ha hecho que disminuyan los índices de enfermedades

Los posibles efectos secundarios y las preguntas frecuentes sobre la seguridad de las vacunas

Introduzca tu Búsqueda

BUSCAR

La Tabla De Vacunas

Cómo Trabajan Las Vacunas

Cómo Se Hacen Las Vacunas

Cronograma De Vacunas

+

CÓMO TRABAJAN LAS VACUNAS

Aprenda como funcionan las vacunas para ayudar a proteger a sus hijos.

[+] más

EL

CRONOGRAMA DE VACUNAS

La influenza	La hepatitis B
La poliomielitis	La difteria
El rotavirus	Pneumococcal
El sarampión	Las paperas
La rubéola	El tétano
La tos ferina	La varicela
Hepatitis A	Meningococcal
La gripa hemofilus (Hib)	HPV

Colorado Children's Immunization Coalition

Goal 4: New Resources



Infórmate. Protege a tus hijos. Vacunalos por su bien.

Se está hablando mucho de las vacunas últimamente. ¿Por qué hay que vacunar a los niños? ¿Son seguras? ¿Por qué hay tantas? ¿Qué opciones tengo a la hora de vacunar a mi hijo? Y el reto es que, a menudo, cada una de estas preguntas obtiene muchas respuestas contradictorias.

Pues, ahora hay un sitio al que puede ir para obtener toda la información que necesite 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 VacunalosporSuBien.com

CONSEJO PARA TRANQUILIZAR A SU HIJO:

“Cara divertida”

Para tranquilizar a su hijo cuando lo estén vacunando, distráigalo con caras o sonidos cómicos. Cuando lo vea a usted contento, él estará más contento.

VACÚNALOS POR SU BIEN

VacunalosporSuBien.com

Goal 4: New Resources

Respect the facts. Protect your child. [Immunize for good.](#)

Respect the facts. Protect your child. [Immunize for good.](#)

Respect the facts. Protect your child. [Immunize for good.](#)

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.



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GOOD**

ImmunizeForGood.com



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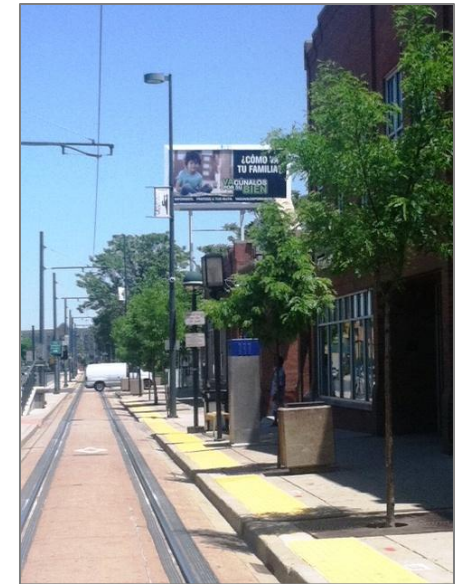
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Goal 4: New Resources

- 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, KXPX 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)

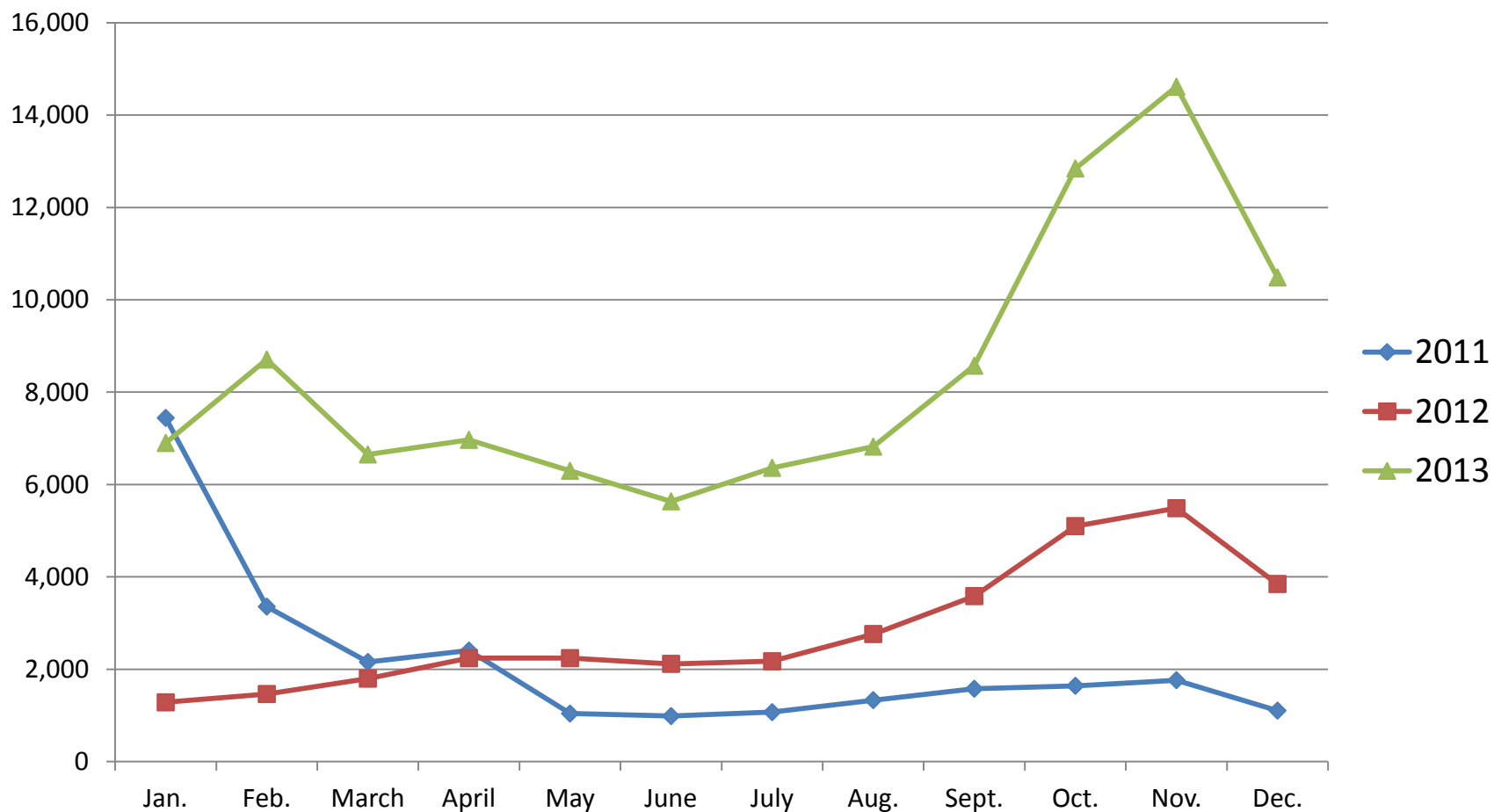


Results

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

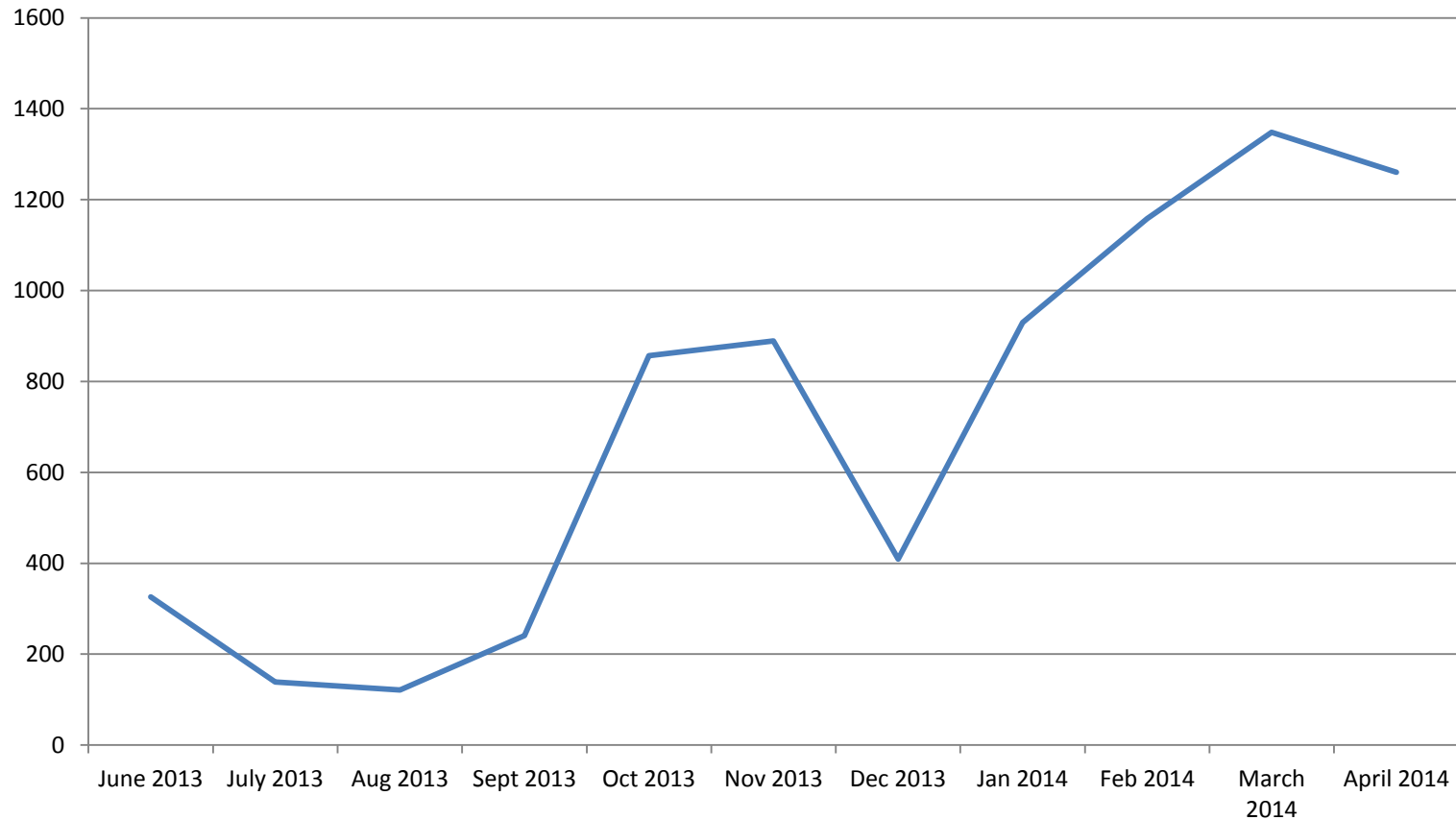
Results

ImmunizeforGood.com Visits



Results

VacunalosporSuBien.com Visits



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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