

Does Your Community Have Immunity?

Mobilizing parents who immunize to influence their vaccine-hesitant peers

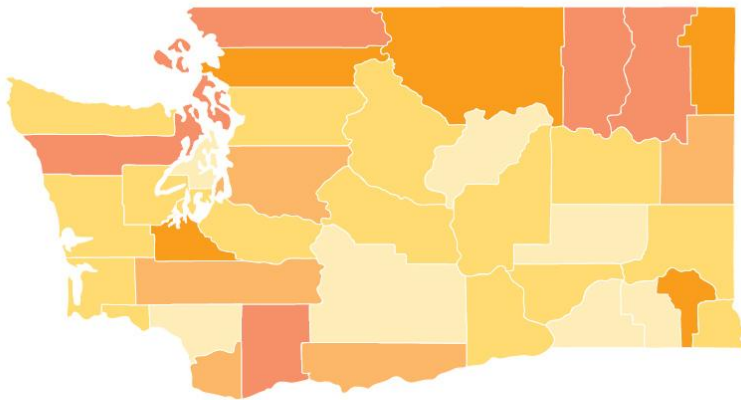


Presenting authors: Mackenzie Melton, MPH,
Dawn Crawford, Clarissa HSU, PhD, Jennie Schoeppe, MPH



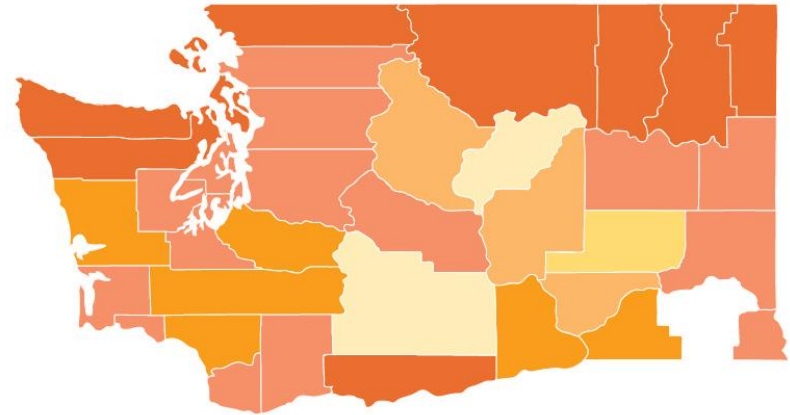
Defining the problem – kindergarten exemptions

1999



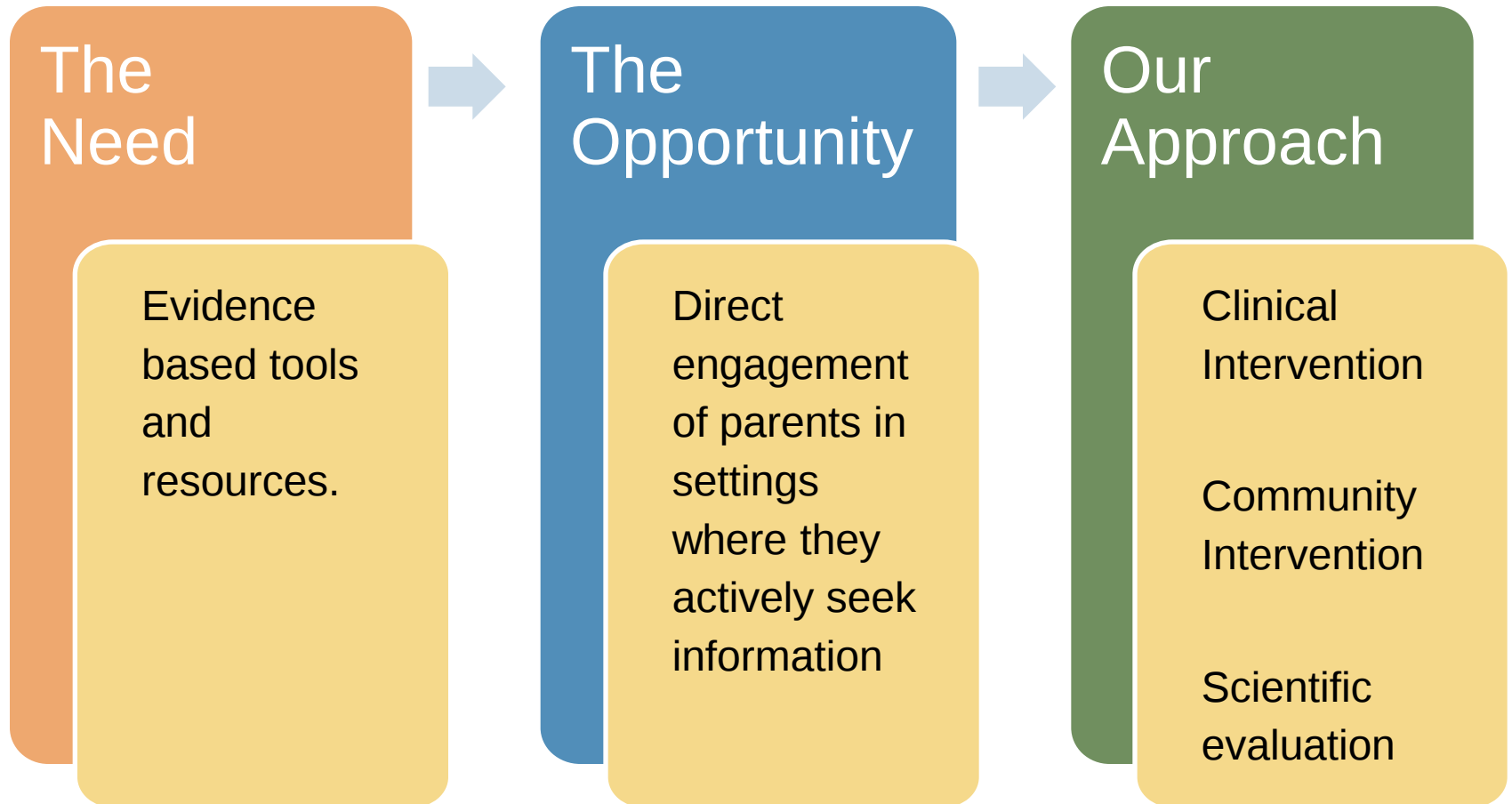
<2% 2–2.9% 3–3.9% 4–4.9% 5%–5.9% >10%

2010–2011



<2% 2–2.9% 3–3.9% 4–4.9% 5%–9.9% >10%

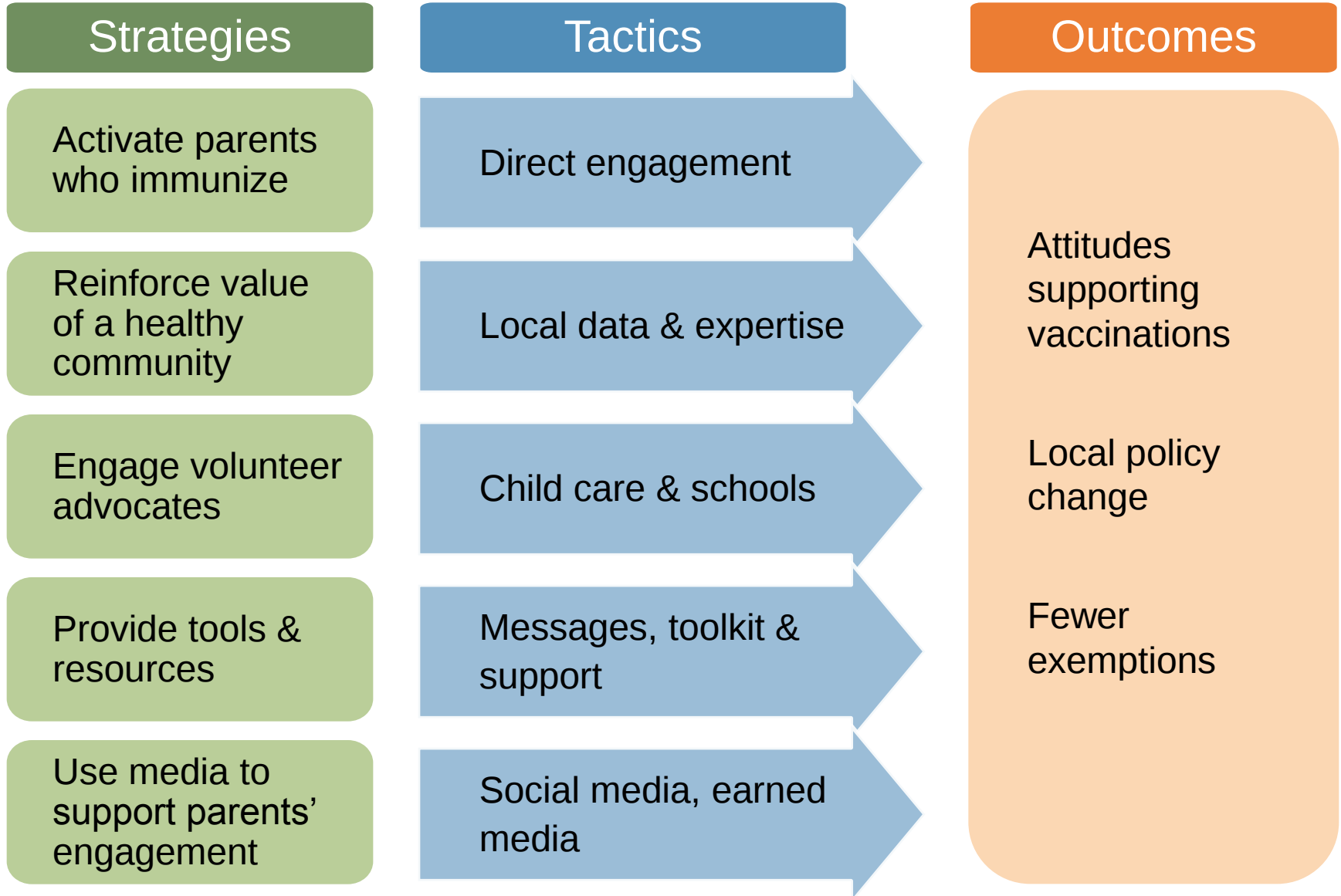
Turning the tide on vaccine hesitancy



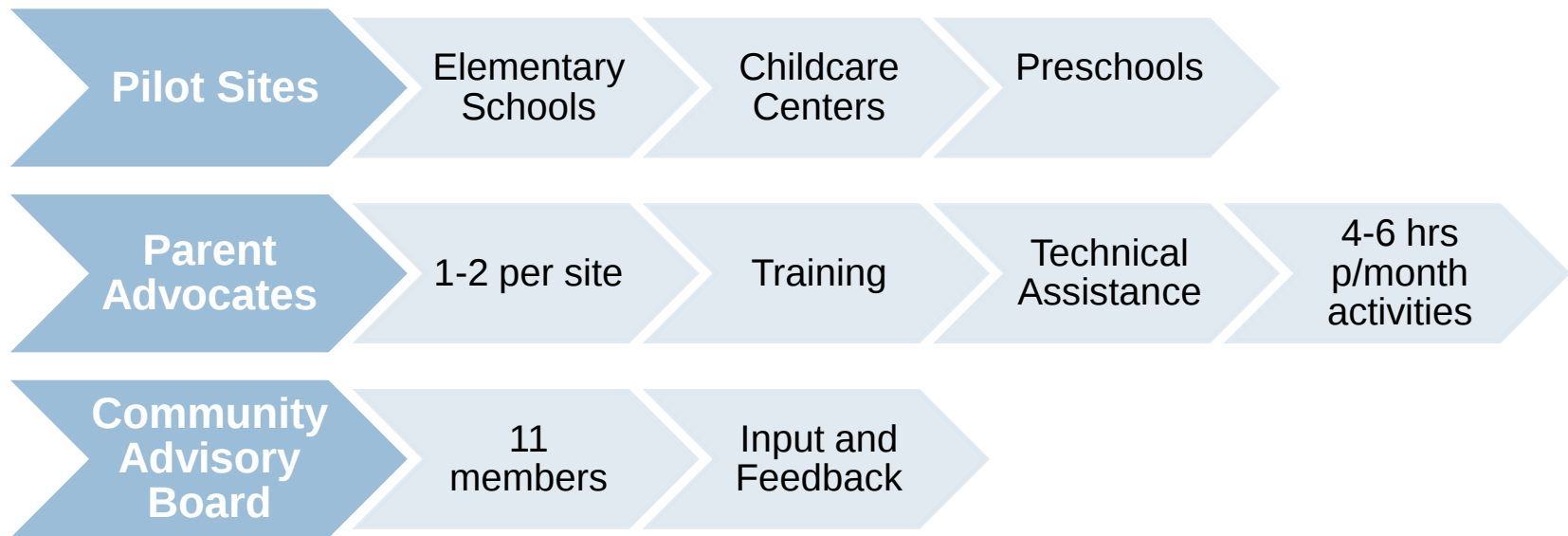
Communities can influence vaccine hesitancy

- Parents want to do what's best for their child.
- Parents gather information & form opinions through social networks.
- Most parents immunize their children**
- The voice of immunizing parents is unheard.
- Immunizing parents understand & recognize the value of a healthy community.
- When given compelling information, immunizing parents become activated!

Community Intervention



The Immunity Community



Tools and Tactics

Training

Technical Assistance

Communications

Materials

Support

Parent Advocates in Action



“...positive thing to do with the community, to spread some positive things about vaccinations, because you know, the minority, the anti-vax people tend to be the loudest, right?”
— Parent Advocate

“Getting information out, I mean, people are talking about it. Positive or negative, they’re talking about it—the awareness.”
— Parent Advocate



Creating an IMMUNITY COMMUNITY



- Full service communications & fundraising agency that works exclusively with nonprofits across the country
- 12+ years of dedicated nonprofit experience paired with 7+ years of corporate advertising experience
- **LOVE** PUBLIC HEALTH & VACCINE WORK

Some Of Our Awesome Clients:

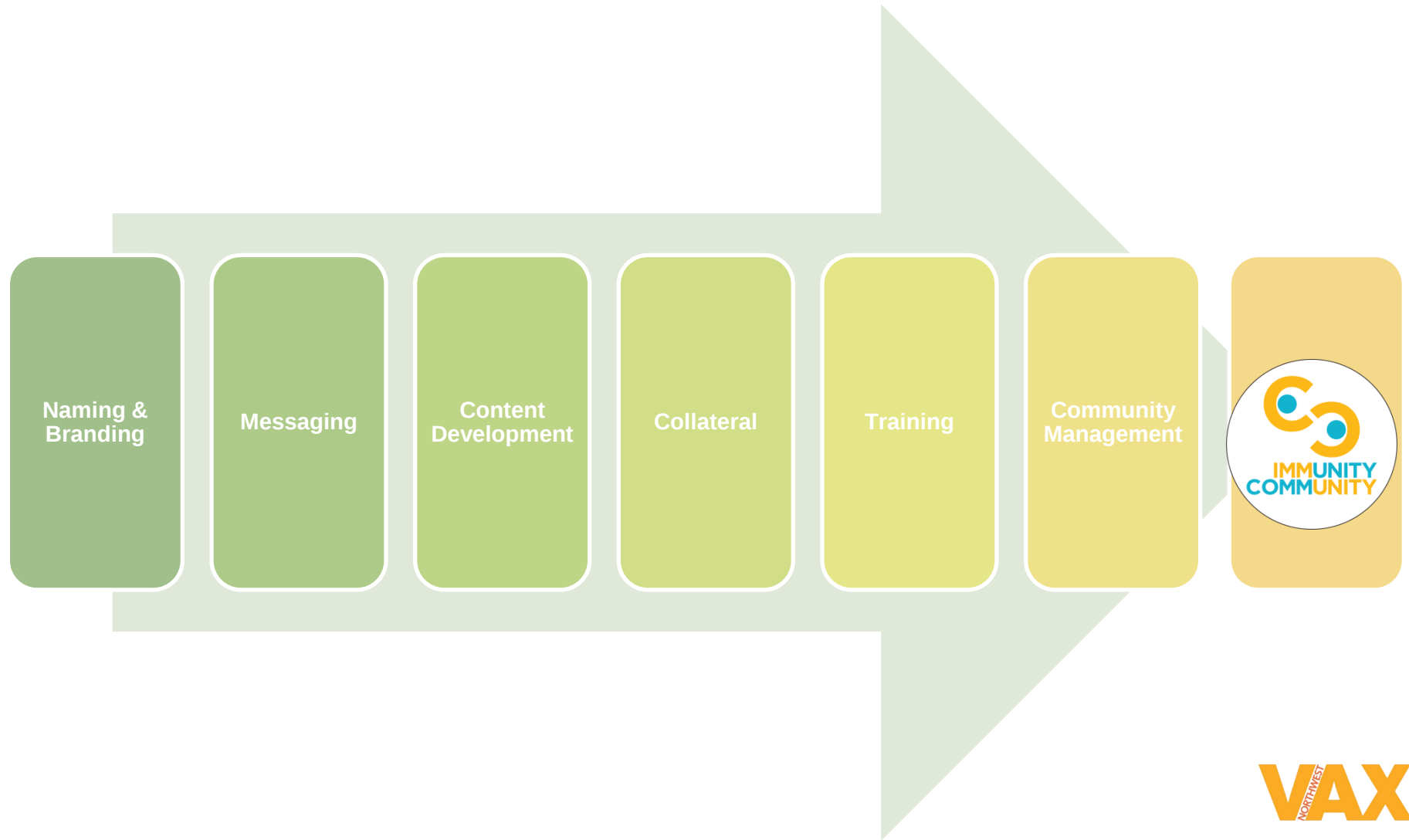




Purpose of the Campaign

- Create a pro-vaccine social marketing brand that parents wanted to share with other parents
- An “own-able” look and feel for the project
- Create messages for empower parents to talk about their support of vaccines
- Give parents “peer-to-peer” communications tools
- Pivot off Herd Immunity as our primary reason to vaccinate your family

Complete Communications Package



Brand Statement

Being part of a community means being part of a bigger whole. It means unifying on issues that matter to our community's health. Immunity Community = UNITY. Heck, you can't even write immunity or community without unity, that's just how important it is.

It's time that we all share our belief that vaccination is a safe and healthy choice for our family. Together we'll spread knowledge to our community that will stamp out illness and misinformation.

Together we can unify against disease. Together we can unify against misinformation that is confusing parents. Together we can build a Immunity Community that allows us all to thrive.

Logo

IMMUNITY
COMMUNITY



NORTHWEST
VAX

Graphic Look



- Washington specific
- Diverse
- Fun & Bright

IMMUNITY COMMUNITY



Action Guide



PARENT ACTION GUIDE

Power to the Parents

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- Wire-bound, wipe-able so parents can keep it
- Details about vaccines
- FAQs and talking points
- Great online sources
- How to talk to other parents about vaccines with knowledge and love
- Action steps they can take



MESSAGING

Keystone Statements

- I choose to vaccinate my child.
- Vaccines protect my child from 14 diseases.
- Most of us vaccinate our kids—and I'm glad. It keeps our community healthy and gives diseases fewer opportunities to spread.
- Vaccines are the best choice for my family.

HEART Method

- Hear
- Empathize
- Analyze
- Resources
- Tell



Effective Messages

- Use “I” Statements
- Use Anecdotes
- Share YOUR story

Gracefully Exiting a Tough Conversation

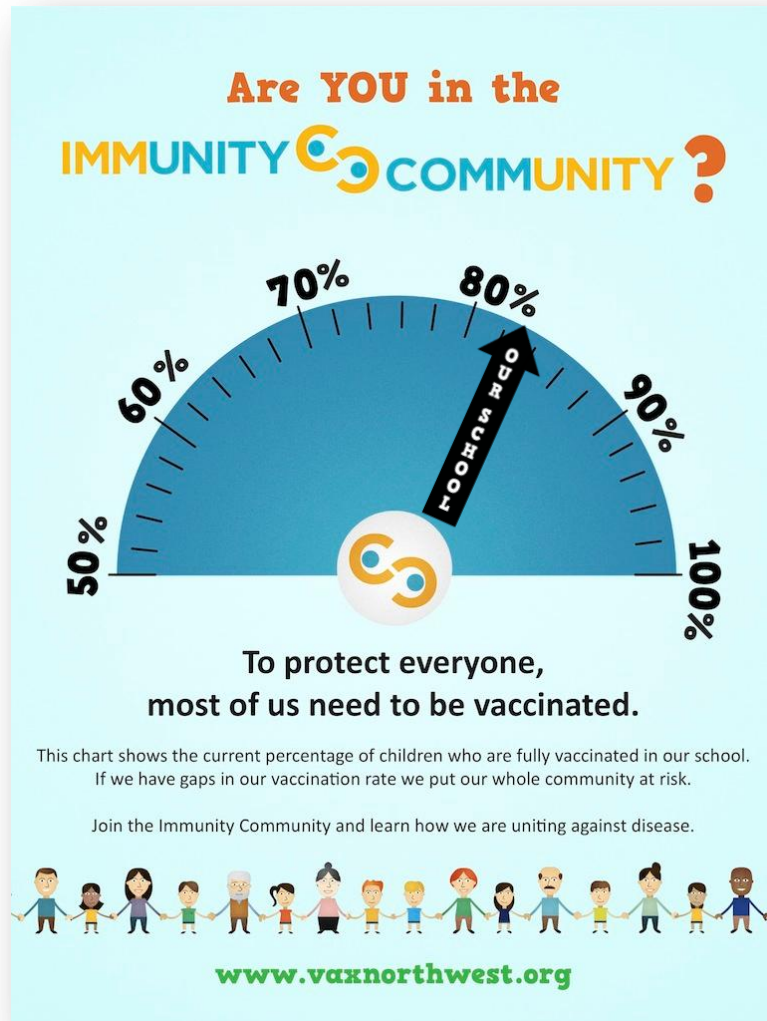
Thank you for sharing your opinions with me. I'm just glad we both care about protecting our kids' health. Thank you for being so passionate.



CREATIVE & COLLATERAL

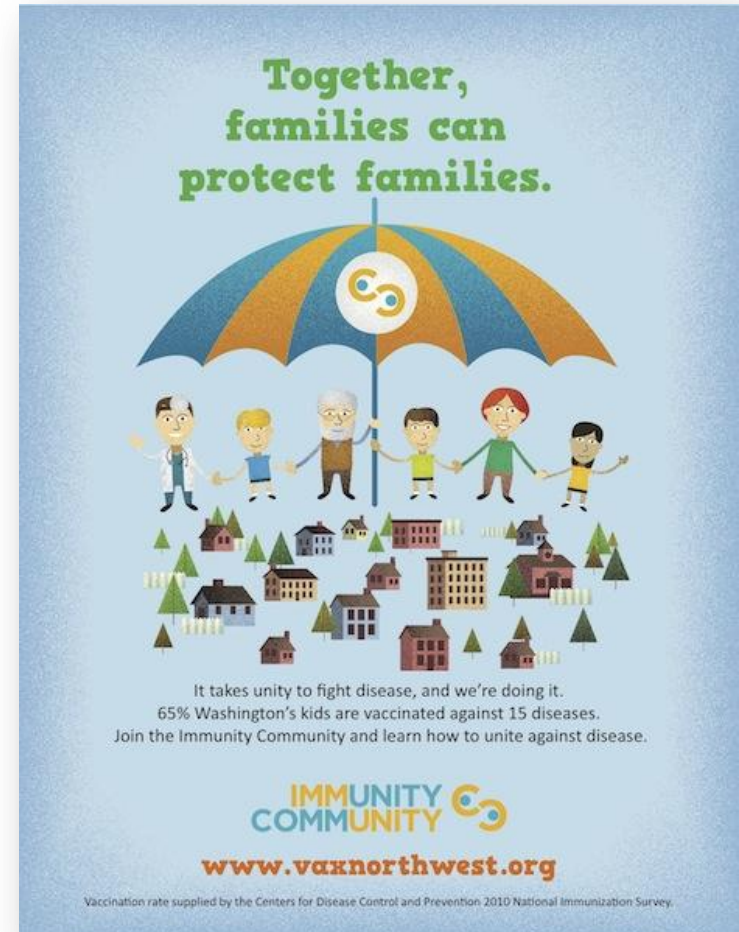
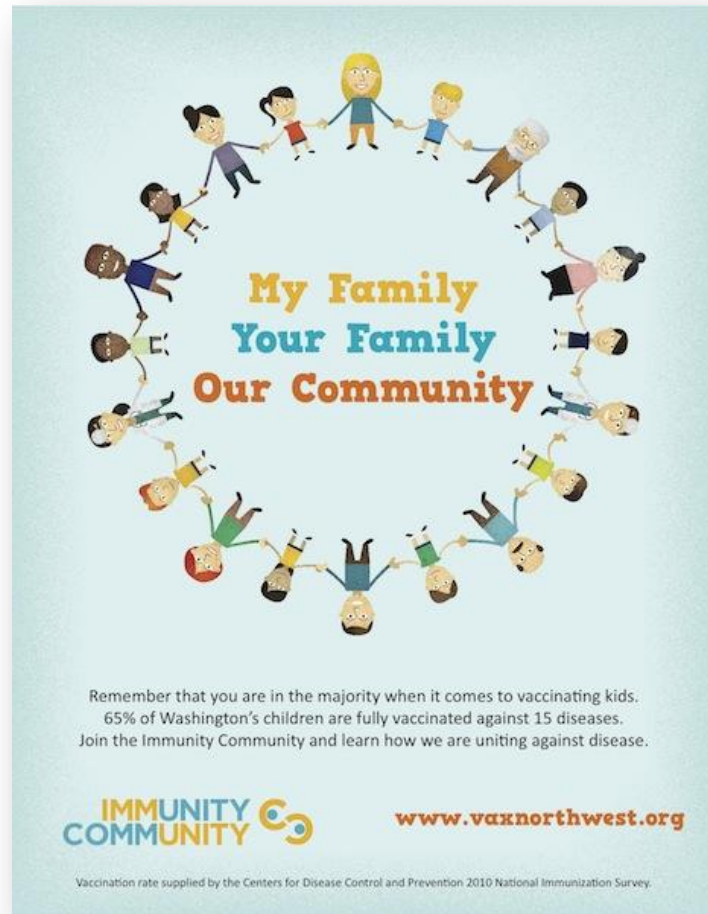
“Speedometer” Poster & Door Sign

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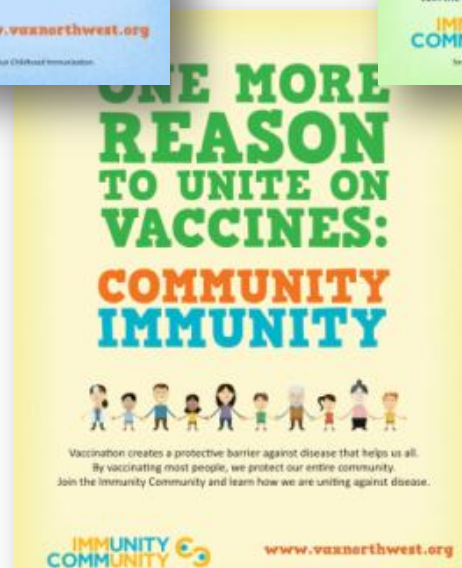
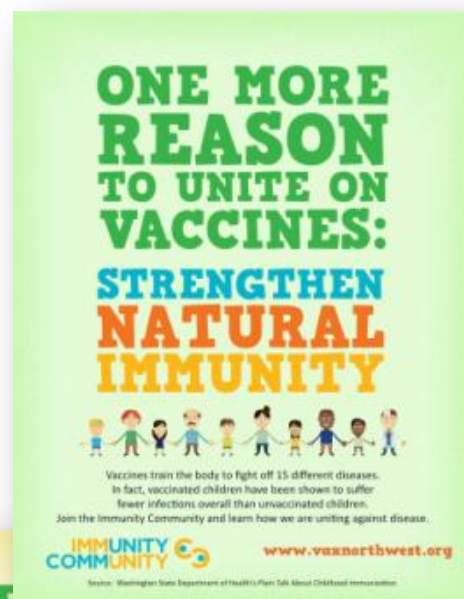
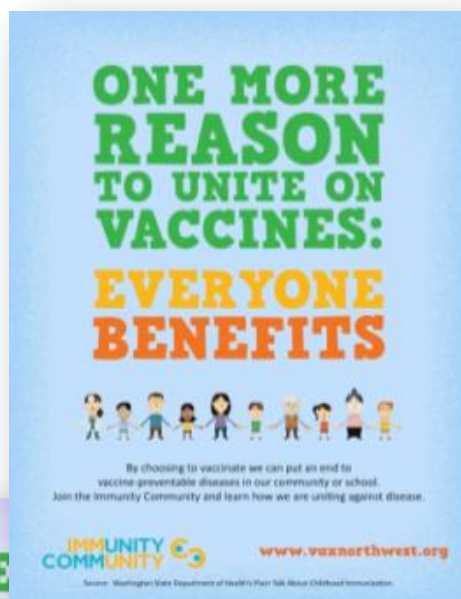
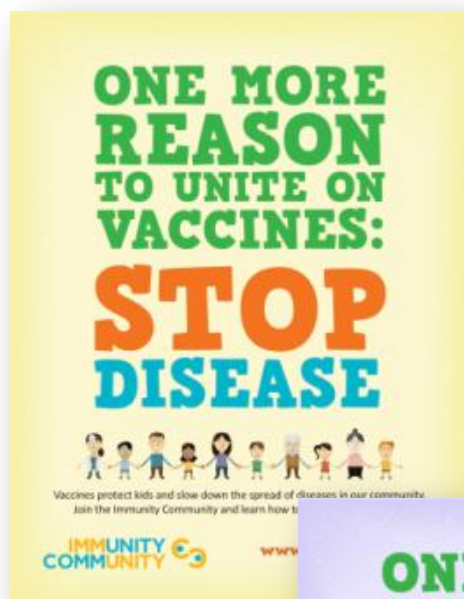


We're In This Together Flyers

26



One More Reason Flyers



Community Flyers



Videos

5 Reasons Card

5 REASONS TO UNITE ON VACCINES:

- 1 STOP DISEASE**
Vaccines protect children against 14 diseases
- 2 PROTECT THOSE WHO CANNOT BE VACCINATED**
Young babies, the elderly, and people with weak immune systems sometimes can't get vaccinated against certain diseases
- 3 KEEP OUR COMMUNITY HEALTHY**
When most of us are vaccinated we can create community immunity to protect us all
- 4 STRENGTHEN YOUR IMMUNITY**
Vaccines train the body to fight off diseases
- 5 BENEFITS US ALL**
By choosing to vaccinate we can put an end to certain diseases



JOIN THE IMMUNITY COMMUNITY



Visit vaxnorthwest.org to unite against preventable disease



Get the vaccine schedule:
vaxnorthwest.org/about-vaccines-2/schedule

Find out the immunization rate of your child's school: schooldigger.com/WAImmunization/

More great resources:

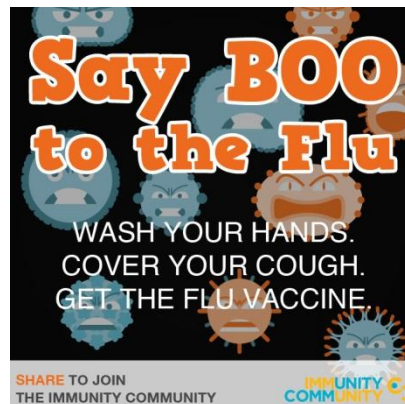
- Washington State Department of Health:
doh.wa.gov/YouandYourFamily/Immunization.aspx
- Centers for Disease Control and Prevention:
cdc.gov/vaccines/parents/index.html
- The American Academy of Pediatrics:
aap.org/immunization
- National Network for Immunization Information:
immunizationinfo.org
- Shot by Shot: shotbyshot.org

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IMMUNITY COMMUNITY 

VAXNORTHWEST.ORG
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Viral Images



Swag

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Take Away

- Taking complicated vaccines information can be accessible and easy and sharable for parents
- Building messages and consistent branding is key to awareness
- An integrated campaign with multiple tactics matter – people will find the handful of tactics that speak to them and they will make them their own

Aims of the evaluation

Document the specific details of the intervention to facilitate the spread of the intervention

Provide formative feedback for continuous improvement in each phase of the pilot

Gather evidence that the intervention contributed to the desired outcomes

Identify best practices and factors that contribute to successful implementation

Intended intervention outcomes (logic model)

Short term

Recruit/train sites and parent advocates

Sites take action to increase awareness

Parents more aware of immunization issues

Campaign messages reach community at large

Intermediate

Attitudes supporting vaccinations

**Changed behaviors:
Decreased refusal/delay, fewer exemptions**

Local policy change: community level

Long term

Improved immunization rates in targeted communities

Hesitancy not a major contributor for those not immunizing

Evaluation Activities

Observation & document review

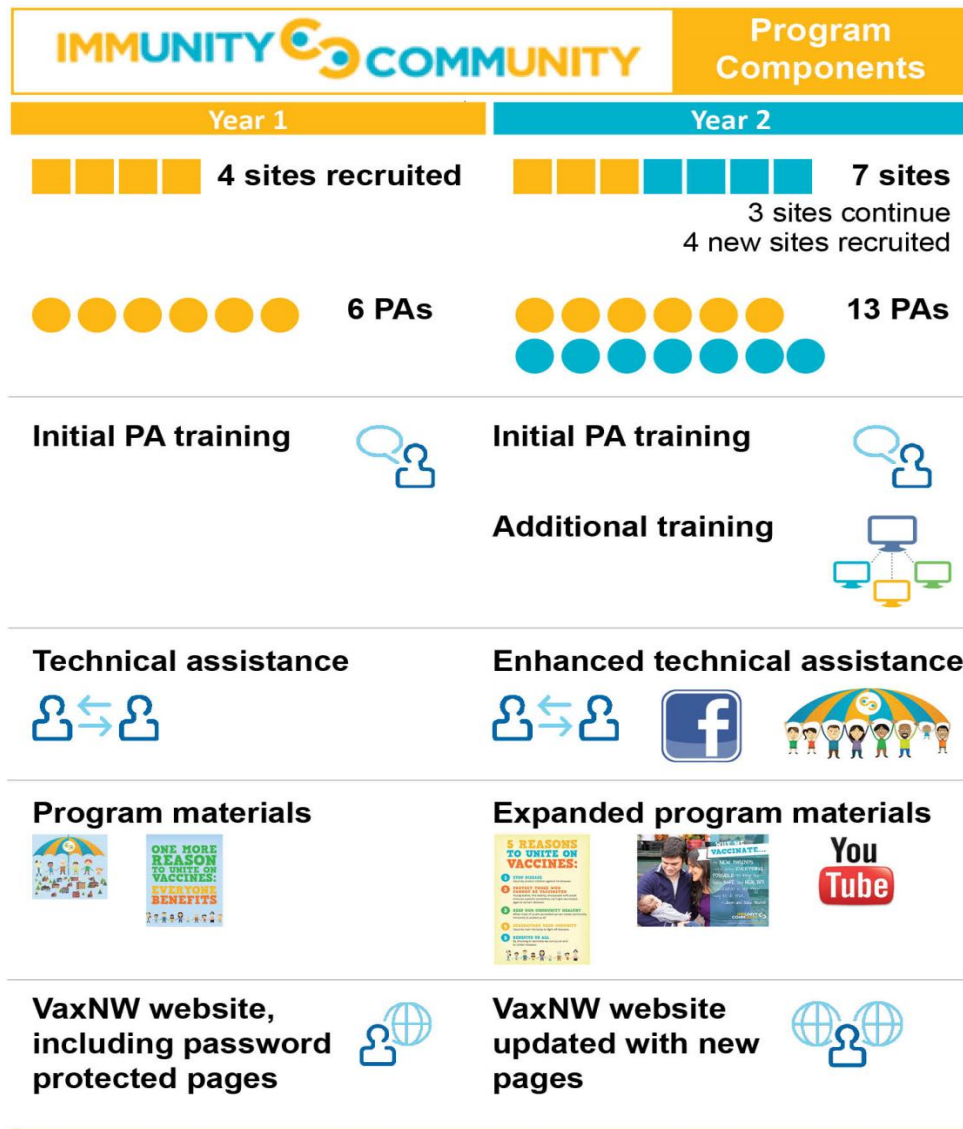
Activity & media tracking

Parent survey

Key informant interviews

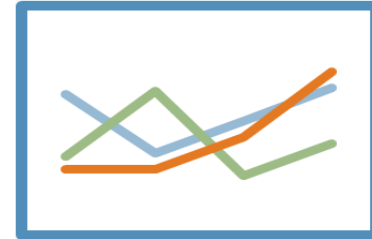
Parent focus groups

Short-term outcomes: Successful program expansion



Short-term outcomes: Efforts to raise awareness

Sites monitor
vaccination rates



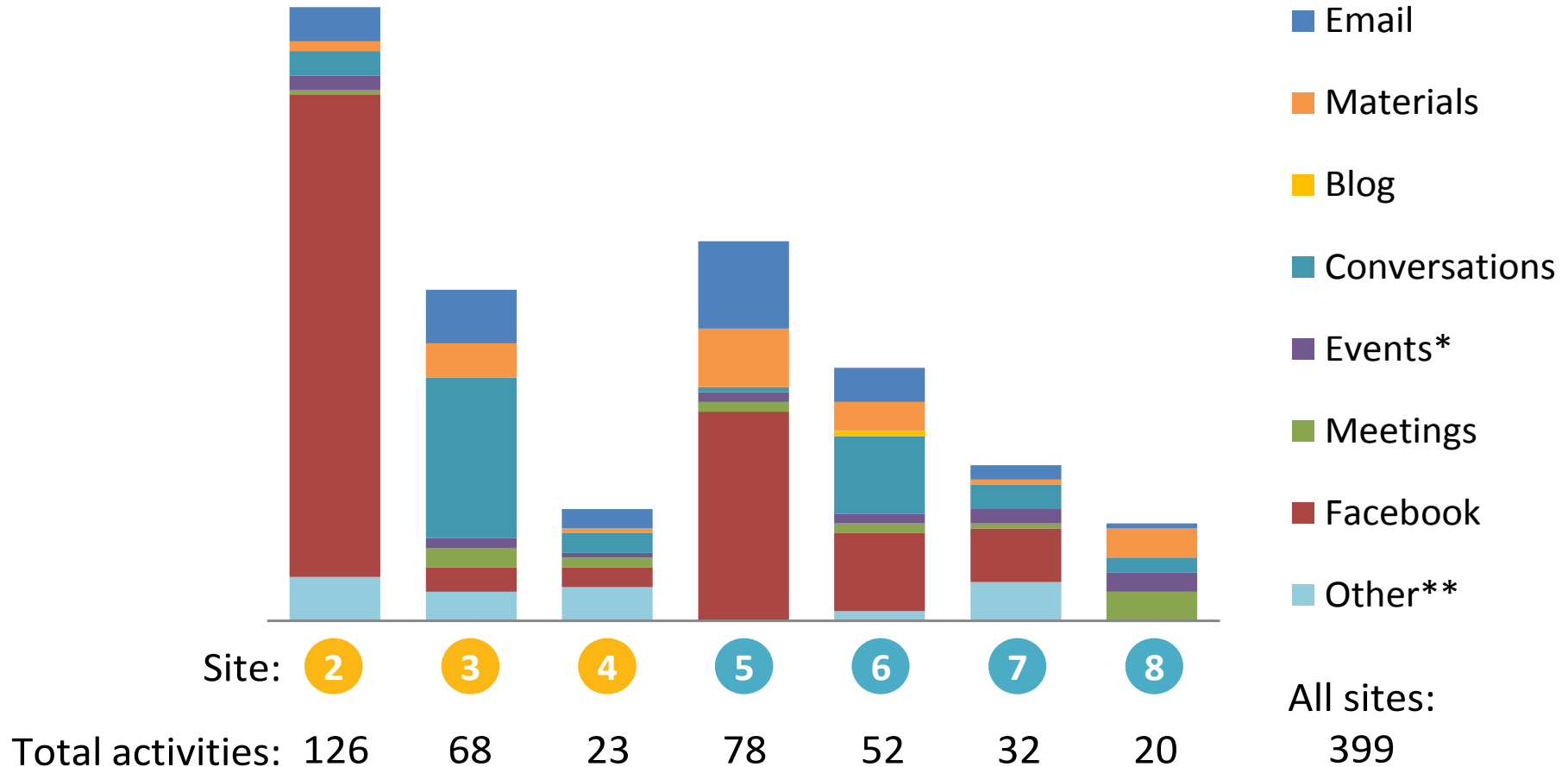
Educate parents

Generate
conversation via
social media



Short-term outcomes: Efforts to raise awareness

Parent activities



Short-term outcomes: Messages reach community

	2011-12	2012-13
Visits	1,356	2,215
Unique visitors	878	1,277
Pageviews	4,242	6,619
Unique pageviews	3,083	5,020
Average visit duration (minutes)	2.33	3.08
New visits	65%	54%



Immunity Community Sign-in Provider Sign

APPROACH

Parents need reliable information to recognize the continuing risks of vaccine-preventable disease and the value of vaccines.

[LEARN MORE](#)

BACKGROUND

Timely immunization of infants and children is a cornerstone of public health in both developed and developing nations.

[LEARN MORE](#)

ABOUT VACCINES

[FAQS](#)

[SCHEDULE](#)

[REASONS TO VACCINATE](#)

[RESOURCES](#)

[IMMUNITY COMMUNITY](#)

[VACCINE ACHIEVEMENTS](#)

[WHY WE VACCINATE](#)

NEWS

Read our latest press releases and media coverage.

[LEARN MORE](#)

CONTACT

Contact us for more information.

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Page	Unique pageviews		Average minutes on page		Shares (number of clicks)	
	2011-12	2012-13	2011-12	2012-13	2011-12	2012-13
About vaccines	84	155	1.11	0.6	21	11
FAQs	74	94	1.32	2.35	5	15
Schedule	33	49	1.37	2.33	0	0
Reasons to vaccinate	28	181	2.15	2.8	1	11
Resources	42	113	3.27	2.1	2	8
Immunity Community*		315		2.48		18
Why we vaccinate*		153		3.14		24

*New pages in 2012-13



Short-term outcomes: Messages reach community



TIME



Family Matters

By Bonnie Rochman

VACCINES

How Social Networks Influence Parents' Decision to Vaccinate

A small group of parent advocates is mobilizing "gentle propaganda" against vaccine naysayers

By Bonnie Rochman @brochman | April 15, 2013 | 0

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22

in Share

14

Pin it

Read Later

At her son's preschool near Seattle, Robin Haight is a foot soldier in the vaccine wars. She arranged for a pediatrician to speak about vaccines at the home of a school parent. She put up posters — she calls them "gentle propaganda" — that touted the importance of immunization in stopping the spread of disease. Her husband helped create a spreadsheet to track which children at the school are missing which vaccinations.

Some parents have said that Haight's provaccination message has no place at preschool, that it's disrespectful and patronizing, that the decision to vaccinate a child is nobody else's business. One mother got so emotional that she broke out in hives. But Haight thinks a conversation is critical, and the latest research published in the journal *Pediatrics* backs her up.

"I'm just trying to let people know that if you don't vaccinate your children, it might affect other children's health," says Haight. "It directly affects a community of young children. How do we not talk about this?"

(MORE: Jenny McCarthy, Vaccine Expert? A Quarter of Parents Trust Celebrities)



Getty Images / Getty Images

RELATED

Experts Argue to Keep Thimerosal in Some Vaccines

Parents Wary of Childhood Vaccines? Here's How to Persuade Them

Vaccines: They're Not Just for Kids (But Too Few U.S. Adults Are Getting Immunized)

NORTHWEST
VAX

Outcomes – Parent survey

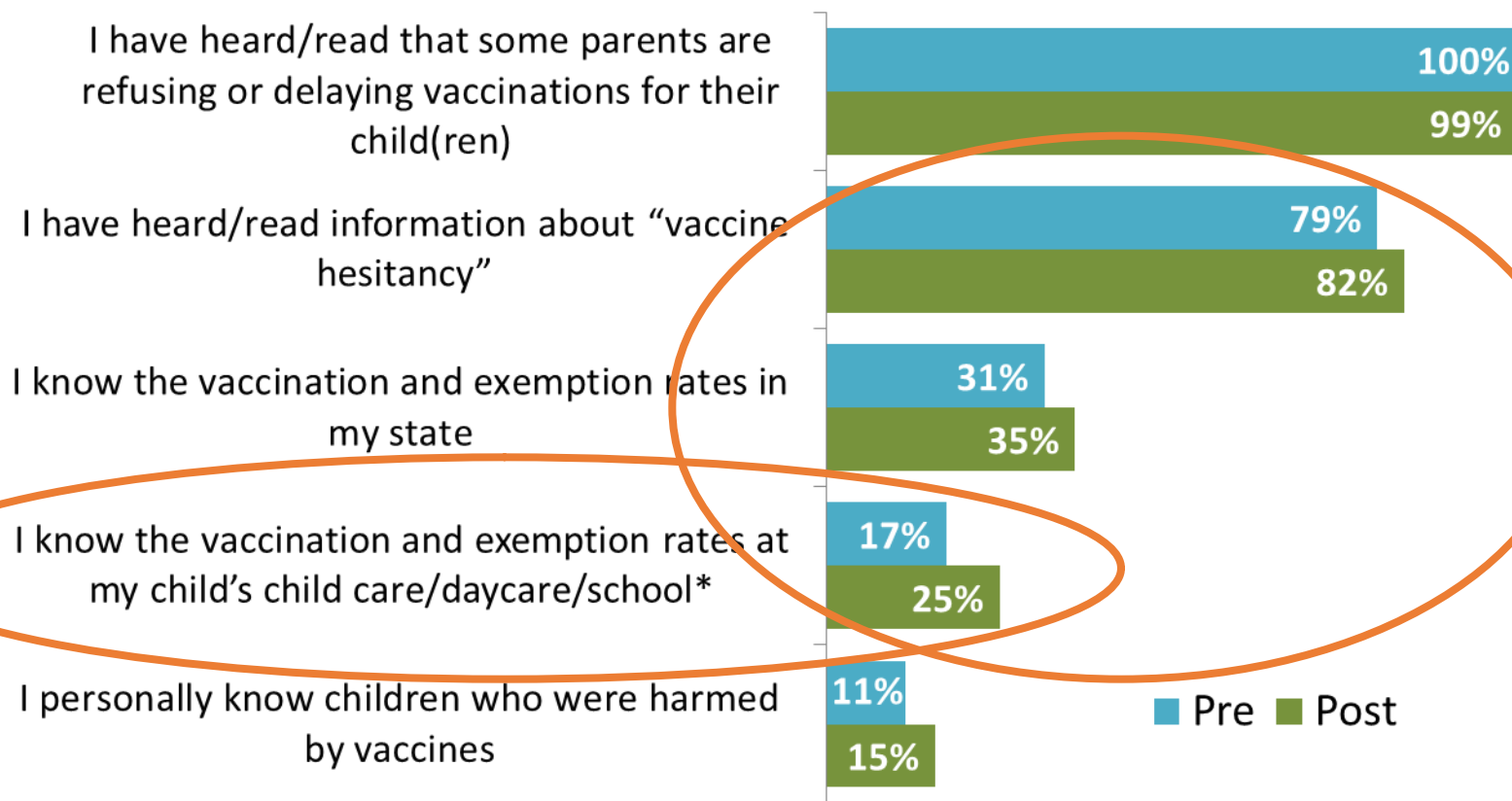
Pre/post, cross-sectional web-based survey

Purpose

Response rates: Pre n=329, Post n=135
Low response: post n ~10% of total families

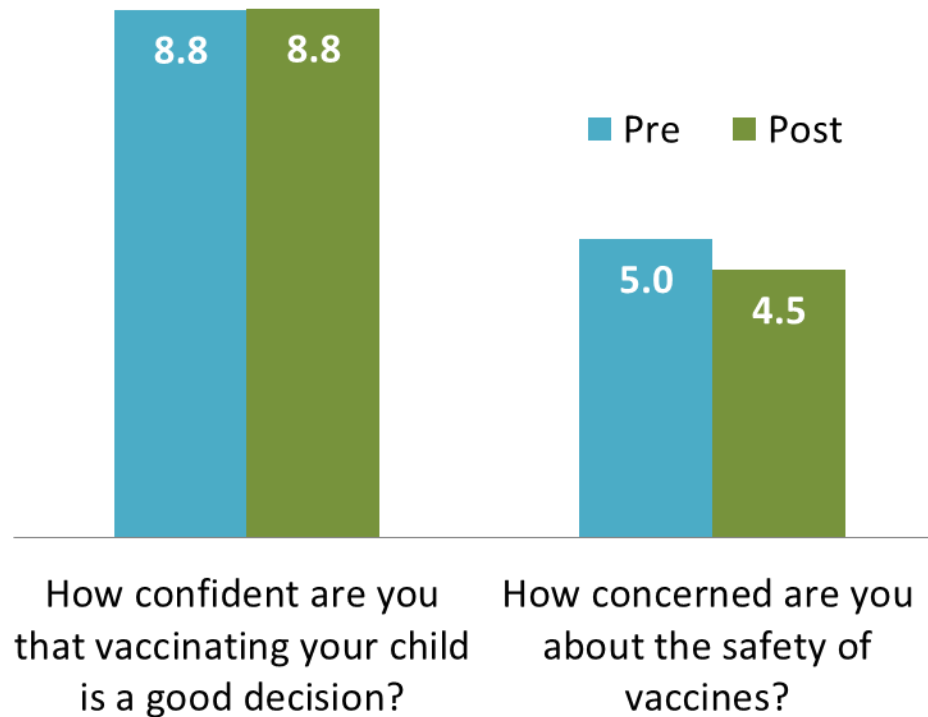
Analysis

Short-term outcomes: Increased parental knowledge

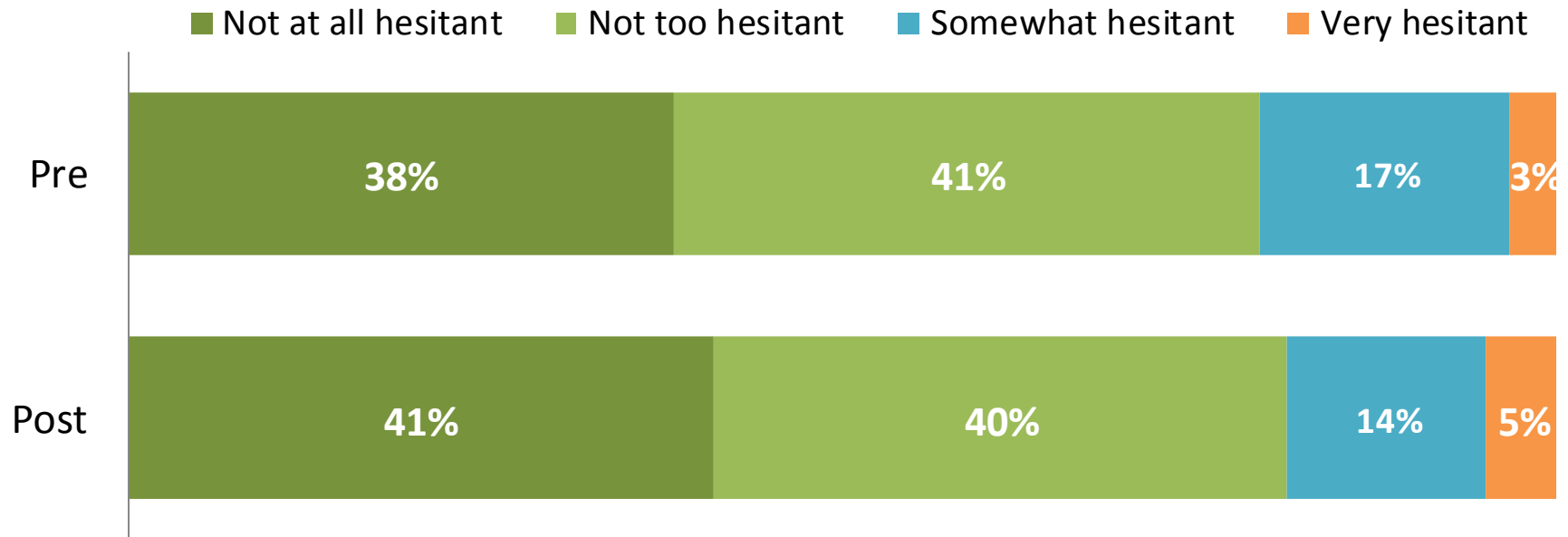


*Trend toward statistical significance ($p = .079$)

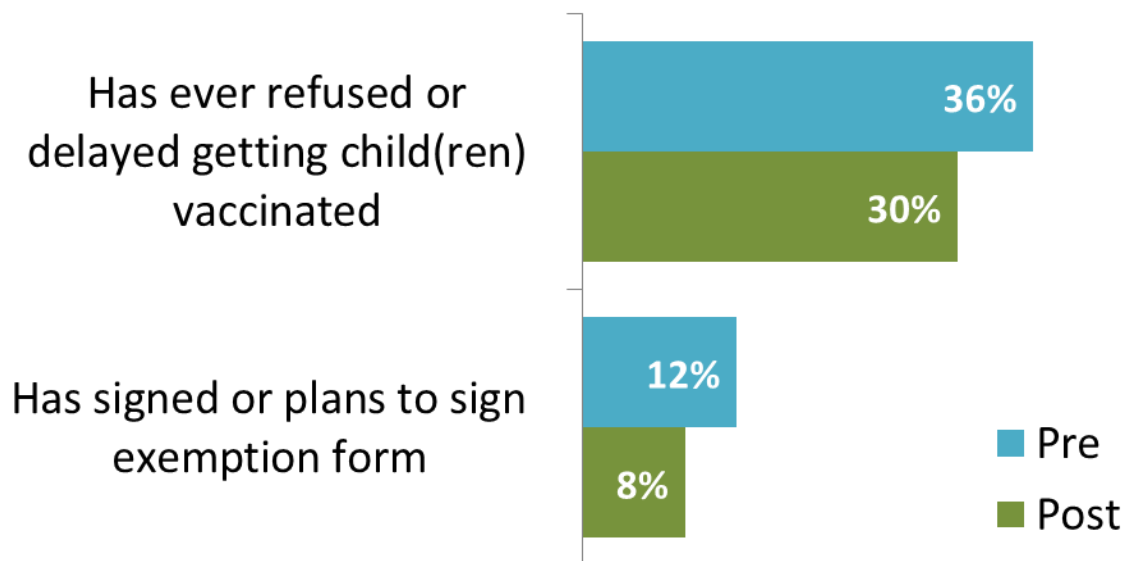
Intermediate outcomes: Change in parental attitudes



Intermediate outcomes: Change in parental attitudes



Intermediate outcomes: Change in parental behaviors



Intermediate outcomes: Policy change

Community-level
policy change



OPEP (Organization of Parent Education Programs) adopted changes to risk management manual → Potential to impact 10,000 Washington state families

Next Steps

Complete Year 3 of IC program: June 2014

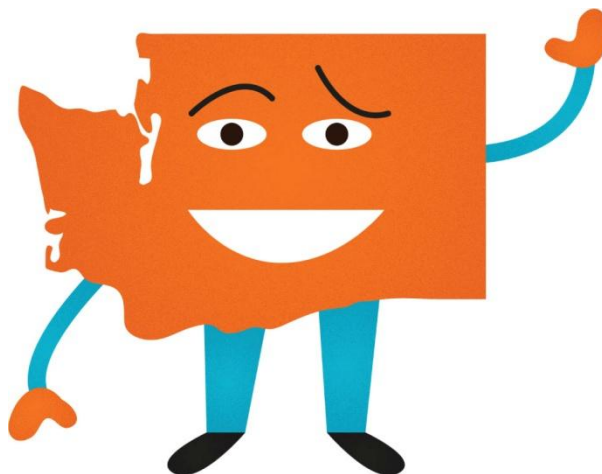
Complete Year 3 evaluation & reports: July 2014

Develop marketing and dissemination plans for IC program expansion: by end of 2014

Submit paper to peer-reviewed journal: by end of 2014

THANK YOU:

- Group Health Foundation
- Parent Advocates and Site Representatives
- Community Advisory Board Members



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