

Using CDC's Childhood Immunization Campaign Materials in Your Community

Elizabeth Ryan, MPH
TEKsystems - Northrup-Grumman Contractor
CDC/NCIRD

National Conference for Immunization Coalitions and Partnerships
May 27, 2016
Indianapolis, Indiana



Learning Objectives

After attending this presentation, participants should be able to:

- **Understand the importance of audience segmentation when planning for materials dissemination**
- **Identify CDC childhood immunization campaign materials that can be used to reach different parent audience segments**
- **Know how to access and use CDC childhood immunization campaign materials**

Audience Segmentation

- Identify a group of people who have enough in common that you can reach them or motivate them in the same way.
- Get as specific as you can in describing who you are reaching.
- Disseminate the right messages through the right channels to the right audience.



Examples of Ways to Segment Consumer Immunization Audiences

- Demographics
- Vaccine attitudes
- Vaccination behavior
- Healthcare approach
- Information/decision-making style



CDC Childhood Immunization Campaign

- **Target Audiences:**

- Parents of children under 2 years old
- Pregnant women
- Health care professionals (HCPs)

- **Objectives**

- Reinforce the social norm of vaccination
- Increase awareness of vaccine-preventable diseases
- Educate about benefits and risks of vaccination so parents can make informed decisions
- Support HCPs in the vaccine conversations they are having





CDC Research

- 2008, 2009, 2010 HealthStyles mail surveys
- 2008 and 2009 focus group research with moms
- 2008 online testing of draft educational materials with moms
- 2010, 2012, 2014, 2016 (upcoming) national polls of vaccine attitudes and behaviors
- 2010 cognitive interviews and focus groups with moms to test readability of Vaccine Information Statements
- 2011 focus groups and intercept interviews with parents to discuss vaccination barriers and facilitators, and to test message concepts
- 2011, 2012, 2015 ConsumerStyles Internet survey
- 2014 longitudinal survey of first-time expectant mothers
- 2016 in-depth interviews with parents (upcoming)



Most important sources of vaccination information

- **For parents of children younger than 6:***
 - Their child's healthcare professional
 - Family and/or their child's other parent
 - CDC and AAP
 - Internet
 - Friends
- **For pregnant women (first time expectant moms):****
 - Internet search engines
 - Family
 - Their healthcare professional (ob/gyn or primary care)

*Source: 2014 National Poll and 2015 ConsumerStyles Survey

**Source: Weiner, J. et al. Childhood Immunizations: First Time Expectant Mothers' Knowledge, Beliefs, Intentions, and Behaviors. *American Journal of Preventive Medicine*. 2015;49(S64):S426-S434.

Information Seeking Styles of Parents

Parents fall along a spectrum.....

*Low information
seekers*



*High information
seekers*



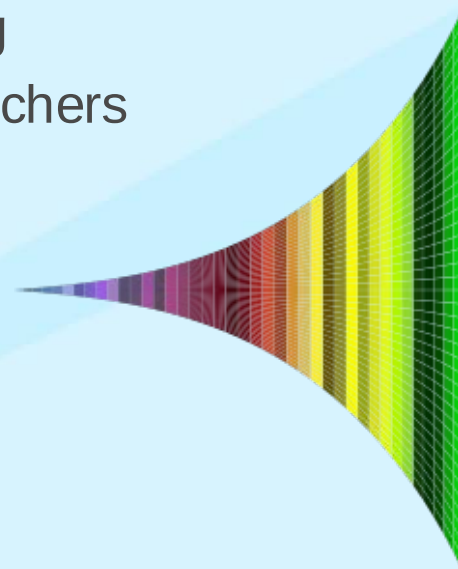
Vaccination Decision Making Styles of Parents

- **Norm followers**—tend to follow social norms; do minimal assessment of vaccine information
- **Reliers**—rely on recommendations of trusted sources within their own networks
- **Searchers**—conduct their own research and critical review of information sources; not influenced by social norms or networks.
- **Categories do not necessarily equate with vaccine attitudes**



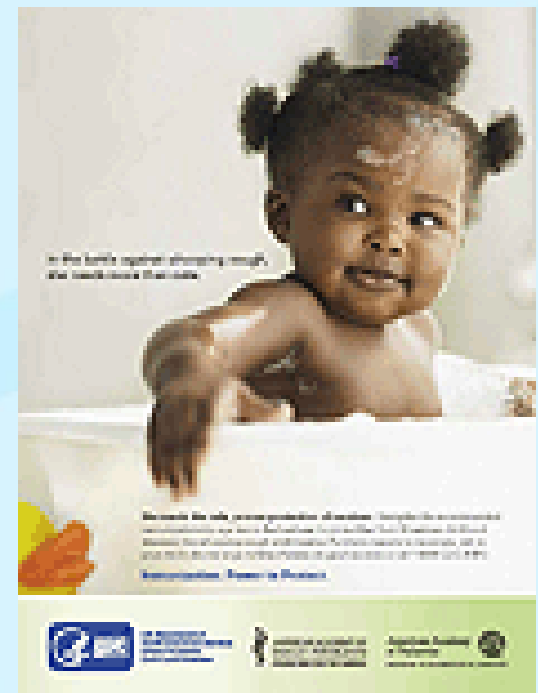
Childhood Immunization Campaign

- When thinking about materials and channels, we view parents and pregnant women on a spectrum:
 - Low —————> high information seeking
 - Norm followers —————> reliers —————> searchers
- Did not design campaign this way—
but helps ensure we have materials
and tactics that reach everyone.



Materials/tactics that promote social norms and remind parents to vaccinate

- Radio and television PSAs
- Digital display ads
- Print ads/posters
- Matte articles
- CDC parent website (basic content)



Tactics that encourage conversations and social sharing

- ***Provider Resources for Vaccine Conversations with Parents***
- **Social media content/events:**
Thunderclap, Twitter chat, social media posts, blog relay, listicles, infographics
- **Partnerships and/or media buys with organizations that parents trust:**
AAP, Every Child by Two, Baby Center, March of Dimes, Lamaze, Mocha Moms What to Expect, and digital influencers (Ex: mommy bloggers, @SeattleMamaDoc)



Materials that Offer In-Depth Education

- CDC parent website (in-depth fact sheets, vaccine safety fact sheets)
- In-depth infographics
- Longer educational videos
- Potential new products: motion graphic infographic; “how to” videos





Caveat

- **Different types of decision-makers will likely be exposed to all types of materials/tactics. For example:**
 - Searchers may view PSAs that aim to promote social norms
 - Norm followers may see social media posts designed to encourage information sharing
 - Reliers may review an in-depth educational video
- **Just more likely to be influenced by the tactics and materials that fit their decision-making style.**

How to Use CDC Materials

- **Provider Resources**—Promote them to healthcare providers in your community through e-newsletters or in-person trainings/events.
- **CDC website and digital assets**—Promote CDC's vaccine website for parents and link to our digital assets (infographics, listicles, videos) from your own website.
- **Print ads**—See if your local parenting magazine or another local publication could be willing to donate ad space
- **Posters**—Order copies from the CDC warehouse and post in clinics, health departments, and community venues



How to Use CDC Materials (cont'd)

- **Fact sheets**—Download, print and distribute them in health departments, clinics, and community venues.
- **Matte articles**—Place in your local community paper, on your website, in your newsletters or repurpose into blog posts
- **Radio and TV PSAs**—Pitch them to the PSA directors of your local stations (see the PSA pitching guide on NIIW website:
<http://www.cdc.gov/vaccines/events/niiw/>)
- **Social media messages**—Post sample content on your Twitter/FB accounts and participate in social media events (Ex: Thunderclaps, Twitter chats).



New Vaccine Website for Parents

cdc.gov/vaccines/parents

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People™

☒ Search The CDC

SEARCH

CDC A-Z INDEX ▾

For Parents: Vaccines for Your Children



[<< Back to Vaccines Home](#)



Test Your Knowledge

1 of 1

Question 1

Vaccines protect babies against how many serious childhood diseases? Select one and click the "Next" button.

4 diseases

8 diseases

14 diseases

20 diseases

Next ▶

Learn More About...

- Adoption and Vaccines
- Pregnancy
- Help Paying for Vaccines

Vaccination is one of the best ways parents can protect infants, children and teens from 16 potentially harmful diseases. Vaccine-preventable diseases can be very serious, may require hospitalization, or even be deadly - especially in infants and young children.

PROTECT YOUR CHILD AT EVERY AGE

Find age-specific vaccine information for your child from birth through 18 years.

RECORDS & REQUIREMENTS

Learn about immunization records and state vaccine requirements for child care and school.

MAKING THE VACCINE DECISION

Learn about how vaccines work, vaccine safety and risks, and answers to common questions.

IMMUNIZATION COVERAGE IN THE U.S.

Review estimates of the number of babies and teens who have received recommended vaccines.

YOUR CHILD'S VACCINE VISIT

Find out what to do before, during and after your child's vaccine visit.

TRAVEL AND VACCINES

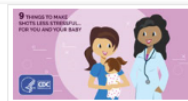
Find out which vaccines your family needs if you are traveling to another country.

DISEASES THAT VACCINES PREVENT

Review the 16 diseases prevented by vaccines recommended for children and teens.

VACCINE RESOURCES FOR PARENTS

Find fact sheets, links to videos, and additional educational resources.



PARENTS OF BABIES: [Learn how to make the shot visit less stressful.](#)



PARENTS OF TEENS: [Learn about protecting your preteen against cancers caused by HPV.](#)



RESOURCES

Provider Resources for Vaccine Conversations with Parents

<http://www.cdc.gov/vaccines/hcp/conversations>

 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People™

Search The CDC
SEARCH 

CDC A-Z INDEX ▾

Provider Resources for Vaccine Conversations with Parents

Conversations Home

Talking to Parents about Vaccines

Understanding Vaccines and Vaccine Safety

Vaccine-preventable Diseases +

About Vaccine Conversations with Parents

Provider Resources Web Tools

Resources to Share with Parents

Making time to talk with parents about vaccines during the well-child visit may be challenging.

Here's some help: CDC, AAP, and AAFP created these materials to help you assess parents' needs, identify the role they want to play in making decisions for their child's health, and then communicate in ways that meet their needs. These resources are collectively called *Provider Resources for Vaccine Conversations with Parents*.



For You and Your Practice



Help strengthen communication between you and parents, and get information about:

- Talking to parents about vaccines
- Understanding vaccines and vaccine safety
- Immunization schedules
- Research supporting these resources

To Share With Parents



Download and print these materials to help parents understand vaccine benefits and risks.

- If you choose not to vaccinate
- Vaccine-preventable disease fact sheets
- Childhood immunization schedule
- More resources

Get Email Updates

To receive email updates about this page, enter your email address:

What's this?

Related Links

Vaccines & Immunizations

Immunization Schedules

National Infant Immunization Educational Resources

For Parents: Vaccines for Your Children

Keep in Touch

Sign up to get e-mail updates when materials are added 



Spread the Word

Multimedia tools for sharing immunization information.

- Add a button or banner and link from your web page
- Send e-cards
- Watch/share videos

Partners

These materials have been developed by CDC and our partners:

- American Academy of Family Physicians (AAFP) 
- American Academy of Pediatrics (AAP) 

Questions?

Contact: Liz Ryan
ytn1@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.