



PROGRAM PRACTICES  
SUBMISSION FORM

IMMUNIZATION PROGRAM PRACTICES INFORMATION

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Does AIM have permission to share this information on the publicly accessible AIM website? All materials submitted will be posted on the AIM website.  Yes  No

BULL’S-EYE AWARD

The **Bulls-Eye Award for Innovation and Excellence in Immunization** recognizes immunization strategies that “hit their mark” and achieve immunization goals with special consideration for practices that are innovative and easily replicated. Each year, AIM awards three programs the Bull’s-Eye Award. Only those practices with activities that are **currently ongoing** or **concluded during 2016** (including implementation, follow-up, and/or evaluation activities) will be considered for the award.

Would you like for this submission to be considered for the 2017 AIM Bull’s- Eye Award?  Yes  No

PROGRAM PRACTICE INFORMATION

Title  
#BhepBfree - Hepatitis B Social Media Awareness Campaign

Keywords (up to 5 main terms/phrases that describe the practice)  
Hepatitis B, Thunderclap, social media, health promotion, awareness

Is this practice Evidence / Guideline Based? (if yes, please include reference below)  Yes  No

Reference: <http://www.thecommunityguide.org/vaccines/communityinterventions.html>

One or more interventions to increase community demand (client reminder and recall systems, manual outreach and tracking, client or community-wide education, client incentives, client-held paper immunization records, and case management).

## **Background (scope of the immunization need or problem)**

About one million people in the United States are living with hepatitis B infection and don't know it. Most of those people have no symptoms, don't feel sick and haven't been tested. Every year 3,000 of those one million Americans die from cancer or liver failure as a result of their undiagnosed viral infection. Social media has become increasingly popular for parents to discuss health options, specifically topics surrounding immunizations and pregnancy. With young parents relying heavily on internet and mobile web devices for immediate answers to health concerns we decided to host a social media awareness campaign encouraging hepatitis B immunization and testing starting with birth-dose vaccination to help Washington parents make informed, evidence-based decisions for their family. We created the hashtag #BhepBfree to attach to all messaging and invited our partners and supporters to include it in all their own efforts as well.

## **Program Practice Description**

### *Describe the practice goals and objectives.*

To host a #BhepBfree social media campaign during May (National Hepatitis Awareness Month) with weekly, targeted messages, videos, and images tailored around specific immunization activities and audiences. Our goal was to increase awareness of the importance of vaccination and testing of hepatitis B.

### *What were the main implementation activities?*

The Dept. of Health (DOH) piloted using Thunderclap, an online crowdsourcing platform, to attract a support network throughout April promoting our message of birth-dose vaccination. The message went out on May 1<sup>st</sup>. We then encouraged our supporters to create their own #BhepBfree messaging and reciprocate posting & sharing with each other on social media platforms (Facebook and Twitter) throughout the month of May during Hepatitis Awareness Month.

We created a new birth-dose hepatitis B resource webpage for parents and provider resources and promoted the Thunderclap campaign on internal web pages, live webinars, newsletters, email and in-person immunization conferences.

We posted native-language cultural messaging in Mandarin, Korean and Vietnamese to high-risk Asian and Pacific Islander (API) populations (WA state is 8.4% API) across Twitter encouraging family members to get tested.

Promotion of the campaign continued via our collaborative network of partners including Washington state agencies, federal agencies, clinics, hospitals, pharmacies, and non-profits.

DOH both hosted and participated in webinars and teleconferences promoting the #BhepBfree campaign and answered any questions or concerns partners had in lending support.

### *Where and when did the practice take place?*

Our campaign ran April 1<sup>st</sup> – May 31<sup>st</sup>, 2016.

### *How much staff time was involved?*

Our office collaborated on putting together a committee that included an immunization health educator, health services consultant, immunization database specialist and perinatal hep-B coordinator. Committee work was conducted within regular working hours.

### *What were the costs associated with the activity? What was the funding source?*

There were no promotional expenses involved; all web traffic was organic. Original graphic design work and photos were created by internal staff with additional, existing resources provided by CDC. All messaging



**\*\*Email the completed form to Mary Waterman ([mwaterman@immunizationmanagers.org](mailto:mwaterman@immunizationmanagers.org)) with the subject line "Program Practices Submission."**

The screenshot shows the Washington State Department of Health website. At the top left is the logo with the text "Washington State Department of Health". A navigation menu includes "Home", "Topics A-Z", and a main menu with categories: "You and Your Family", "Community and Environment", "Licenses, Permits and Certificates", "Data and Statistical Reports", and "Emergencies".

The main content area features a large banner for "Protect Babies from Hepatitis B" with the hashtag #BhepBfree. The banner includes an image of a baby and a mountain landscape. Below the banner, text reads: "Hepatitis B infection can lead to a lifetime of serious health problems including liver damage, cancer, and even death. Vaccination after birth is the best protection."

To the right of the banner is a "Featured Topics" section with three items:

- Protect babies from Hepatitis B**: Hepatitis B infection can lead to a lifetime of liver damage, cancer, and even death. Vaccination is the best protection.
- Lead in drinking water**: You can reduce lead in your home drinking water page.
- Zika Virus in Washington**: Travelers to areas with the virus should take precautions.

Below this is a "Quick Links" section with a list of links:

- [Emergency Preparedness and Response](#)
- [Licensing Requirements for Health Professionals](#)
- [Health Education Resource Exchange](#)
- [Secretary of Health](#)
- [Medical Marijuana Updates](#)

At the bottom of the page are three columns of content:

- How Do I?** (with a question mark icon):
  - [File a complaint](#)
  - [Find employment opportunities](#)
  - [Get a birth, death or marriage certificate](#)
- Partners** (with a globe icon):
  - [Centers for Disease Control and Prevention \(CDC\)](#)
  - [Local Health Departments](#)
  - [National Immunization Program](#)
- News** (with an information icon):
  - [Tuberculosis in Washington: more cases and getting harder to treat](#)
  - [State program recognizes birth centers that support breastfeeding](#)

A second, larger version of the "Protect Babies from Hepatitis B" banner is shown at the bottom of the page, including the Washington State Department of Health logo in the bottom left corner.

