

IMMUNIZATION PROGRAM INFORMATION

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Program Location: New York City Department of Health and Mental Hygiene, Bureau of Immunization

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BULL'S EYE INFORMATION

Title: Use of social media to promote awareness during a mumps outbreak in New York City

Keywords (up to 5 main terms/phrases that describe the initiative)

Social media, health promotion, mumps, outbreak, awareness

Is this initiative Evidence / Guideline Based? *(if yes, please include reference below)* ☐_Yes ☒_x_No

Reference:

Background (scope of the immunization need or problem)

An outbreak of mumps is being investigated in the Rockaways in New York City (NYC) with 52 cases from June through December, 2015. The median age is 31 years; all but 2 cases were adults. Transmission was centered around popular bars and other social congregate settings. Traditional outreach was pursued initially through advertisements in local papers and DOHMH distribution of educational posters throughout the community. However, we felt that we were not reaching our target population affected by the outbreak.

Description

Describe the initiative's goals and objectives.

In order to better reach our target population, the DOHMH used social media for advertising during the outbreak of mumps in order to increase community awareness about the outbreak and to educate the public regarding control measures. Advertisements targeting our intended demographics were placed on Facebook. This is the first time the DOHMH used Facebook advertising for outbreak control.

What were the main implementation activities?

The NYC Department of Health and Mental Hygiene (DOHMH) paid for advertising in Facebook.

Where and when did the initiative take place?

The Facebook advertisements ran during from October 30, 2015 to November 17, 2015.

How much staff time was involved?

Staff from the NYC DOHMHs' Bureau of Immunization and Communications spent time developing the

advertisement and responding promptly to comments and questions asked by viewers of the Facebook advertisement over the duration of the posting.

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

Cost was \$5,500. Source was local city funds.

Identify the target population that the initiative affected.

The advertisement displayed on Facebook pages for persons aged 20 through 59 years whose home address on Facebook was in one of 7 affected zip codes or people who accessed internet from IP addresses in these zip codes or whose location on their mobile device included these zip codes.

If partners were involved, include who was involved, and how.

Timeframe of Implementation (Start and Stop Dates)

October 30, 2015 to November 17, 2015

Evaluation Data: Was the implementation and/or effectiveness of this initiative assessed? (if "yes" or "limited," provide any data that is available) x__Yes __No __Limited

Data: The advertisement was shown to 86,118 unique people, 2,094 people liked, commented or shared the post, and 4,085 people clicked on the post. The engagement rate for the post was 5% which is considered to be extremely high and is the highest rate the NYC DOHMH has had for both paid and sponsored content.

Conclusions / Lessons Learned / Key Factors for Success

Through Facebook, the NYC DOHMH successfully and rapidly reached a large population of people in the target demographic during an outbreak to increase awareness and provide education regarding control measures. By rapidly responding to comments posted by the public, the NYC DOHMH kept viewers engaged. Facebook enabled the DOHMH to reach a specific population that we would not otherwise have been able to reach with other forms of social media, such as text messaging and twitter, that have been used in the past. Facebook was an innovative and inexpensive method for rapidly reaching a targeted population during an outbreak.

Check if any of the following are being submitted to complement your submission:

(All materials will be posted on the AIM website)

<input type="checkbox"/> Testimonials	<input type="checkbox"/> Project photo(s)
<input type="checkbox"/> Quote from partner/participant	<input type="checkbox"/> Publication (e.g., news story, journal article)
<input checked="" type="checkbox"/> Sample of materials produced	<input type="checkbox"/> Video/audio clip
<input type="checkbox"/> Press release	<input type="checkbox"/> Website URL
<input type="checkbox"/> Promotional materials	<input type="checkbox"/> Tables or graphs
	<input type="checkbox"/> Other — Explain: _____