



BULL'S EYE AWARD
2016 SUBMISSION FORM

IMMUNIZATION PROGRAM INFORMATION

Name of Person Submitting: Elizabeth Rausch-Phung
Email address: Elizabeth.Rausch-Phung@health.ny.gov
Program Location: New York State

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

BULL'S EYE INFORMATION

Title
Use of social and digital media to rapidly raise parental awareness of a new school vaccine requirement

Keywords (up to 5 main terms/phrases that describe the initiative)
Social media; digital media; health promotion; awareness; school requirement

Is this initiative Evidence / Guideline Based? (if yes, please include reference below) __ Yes _X_ No
Reference:

Background (scope of the immunization need or problem)
In October 2015; New York State (NYS) Governor Andrew Cuomo signed into law a requirement for students entering grades 7 and 12 in NYS schools on or after September 1, 2016 to be vaccinated against meningococcal disease in accordance with Advisory Committee on Immunization Practices (ACIP) recommendations. In order to ensure a smooth transition in the coming school year, the NYS Department of Health (NYSDOH) needed to rapidly raise awareness of the new requirement among parents of adolescents. It was felt that traditional messaging via healthcare providers and schools might not have broad enough reach to ensure that a large majority of parents were already aware of the new requirement prior to September 1, 2016.

Description
Describe the initiative's goals and objectives.
In order to raise awareness among parents of students entering grades 7 and 12, the NYSDOH Bureau of Immunization and Public Affairs Group launched a high-reach, high-frequency multi-media campaign targeted women aged 35-54 years, with a secondary target of all adults aged 25-54. The objectives of the campaign were to
(1) Raise awareness of the new school requirement for the meningococcal vaccine.
(2) Encourage parents to schedule an appointment with their adolescent's doctor to receive meningococcal vaccine.
(3) Encourage viewers to learn more about meningococcal vaccine at the NYSDOH meningococcal web page.

What were the main implementation activities?

The NYSDOH Bureau of Immunization and Public Affairs Group (PAG) collaborated to develop video, audio and banner ads; rich media interactive ads; sponsored Google results; Facebook posts; and a parent-oriented web page. The NYSDOH PAG contracted with a media buyer for placement of ads in markets, stations, time slots and websites that perform well with the target audience.

Where and when did the initiative take place?

TV and radio ads aired from February 22, 2016 through April 11, 2016 in major media markets across NYS excluding NYC. TV and radio ads were not placed in NYC due to the high cost of traditional media in NYC media markets. Digital ads ran statewide, including NYC, in two flights: February 22 through March 28, and again from May 9 through May 29, 2016. Google search results were sponsored continuously from February 22 through May 29, 2016. The website launched in February 2016 and remains live at <http://www.health.ny.gov/diseases/communicable/meningococcal/>.

How much staff time was involved?

Staff began planning the ads and developing the website in late 2015. Immunization staff communicated regularly with PAG staff throughout the development process, provided responses to Facebook comments during the two digital flights, and then met with the media buyer in summer 2016 to discuss results and lessons learned from the campaigns.

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

The media campaign was supported by \$1,800,000 in state funds and \$50,000 in 317 Operations funds. The television campaign cost approximately \$1.3 million, radio approximately \$260,000 and digital approximately \$284,000. The media buyer charged 2% for administrative costs.

Identify the target population that the initiative affected.

Women aged 35-54 years were the primary target. All adults aged 25-54 were the secondary target.

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

The NYSDOH PAG developed the creative campaign; a media buyer purchased and modified ad placements in response to ad performance.

Timeframe of Implementation (Start and Stop Dates)

November 2015 through May 2016

Evaluation Data: Was the implementation and/or effectiveness of this initiative assessed? (if "yes" or "limited," provide any data that is available) Yes No Limited

Data: The video campaign delivered an estimated 40 million views and the radio campaign was heard an estimated 12 million times. However, it was difficult to measure the impact of TV and radio impressions nor whether these ads were viewed by the target audience.

The digital campaign delivered an estimated 72 million impressions, exceeding the impressions delivered through traditional media at a fraction of the cost. In addition, digital ads delivered nearly 1 million clicks, likes, shares or comments, indicating viewer interaction with the ad. Over 190,000 individuals clicked through to the NYSDOH meningococcal website via a digital ad, sponsored Google result or Facebook post during the two digital flights. This was the highest traffic experienced by any NYSDOH web page in many years. For several weeks during the first digital flight, the NYSDOH meningococcal website displaced both the NYSDOH main page and the NYS Medicaid page as the most-visited NYSDOH web page; this was the first time in memory that any other NYSDOH web page has outperformed either of those pages.

Overall, digital ads outperformed the benchmarks for interactions. Rich media interactive ads, when viewed on computers (4.12% interaction rate; 0.17% on mobile devices), Google sponsored ads (4.84% click-through rate), and Facebook video ads (8.13% view rate) performed the most effectively. The NYSDOH aired both 15-second and 30-second video ads, however on average, Facebook users viewed only 8 to 9 seconds per ad. In addition, Facebook posts accompanied by photographs of adolescents had the most likes, shares and comments. Comments on Facebook ads were markedly more positive than comments had been in previous influenza and HPV vaccine media campaigns.

Conclusions / Lessons Learned / Key Factors for Success

The NYSDOH was able to rapidly reach a large population of parents in the target demographic through the use of a multi-media campaign. Notably, use of rich media ads, sponsored Google results and Facebook video posts were more effective, while markedly less expensive, than use of traditional media. The use of rich media interactive ads was an innovative method newly implemented by the NYSDOH which was extremely effective, particularly when viewed on computers. Very few individuals who viewed the rich media ads on mobile interacted with those ads, for reasons not well understood at this time.

Facebook comments, likes and shares provided useful, near real-time feedback on ads and allowed for modification to the media campaign during and between flights. For example, in response to data demonstrating that video ads were only viewed for an average of 8 to 9 seconds, the NYSDOH did not run 30-second ads in the second digital flight, and edited 15-second ads to ensure that critical information was given within the first 8 seconds.

Use of a media buyer was critical for placement of TV and radio ads, and extremely helpful in optimizing placement of digital ads. However, Immunization programs that have access to a Public Affairs or Communications program could likely implement Facebook campaigns for relatively low cost and high impact without need of a media buyer.

The NYSDOH Bureau of Immunization and PAG utilized lessons learned from this media campaign in our 2016-17 influenza media campaign. We have reduced our use of traditional media and increased our use of digital media. Rich media ads, Google search results and Facebook posts are a cornerstone of our media campaign.

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 type="checkbox"/> Sample of materials produced | <input checked="" type="checkbox"/> Video/audio clip |
| <input type="checkbox"/> Press release | <input checked="" type="checkbox"/> Website URL |
| <input type="checkbox"/> Promotional materials | <input type="checkbox"/> Tables or graphs |
| | <input type="checkbox"/> Other — Explain: _____ |

NYSDOH Meningococcal Vaccine School Requirement web page:
<http://www.health.ny.gov/diseases/communicable/meningococcal/>

15-second ad: <https://www.youtube.com/watch?v=e-dv6-PfyuY>

30-second ad: <https://www.youtube.com/watch?v=RtCXpkuyuSg>