Slam Dunk Strategies for Adolescent Immunization: Utilizing Sports-Based Approaches to Increase Catch-up and Engagement

JULY 15, 2024
Closed Caption Instructions

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Housekeeping

• The recording and slides from today’s webinar will soon be available on AIM’s Adolescent Immunization Toolkit.

• Please add any questions you have for our speakers to the Q&A box, and they will be addressed at the end.

• Please take a few moments to answer the survey questions that pop up in your browser after the webinar. Your feedback helps us to improve future events!
AIM Adolescent Immunization Toolkit

• Resources and insights into activities and strategies to enhance and improve the delivery of vaccinations through adolescence.

• The included Adolescent Immunization Resource Guide contains:
  • overviews of programmatic activities,
  • key lessons learned, and
  • downloadable resources to help address low adolescent immunization rates.

Access the Toolkit Here
Panelist Introductions

Amy Herrington, DNP, RN, CEN, CNE
Clinical Team Manager, Kentucky Department of Health Immunization Branch

Remeka Jones
Deputy Chief of Public Affairs and Equity, Washington State Department of Health

Robin Mowson, MA, MPH
Director of Immunization, National Association of County and City Health Officials
Kentucky Department of Public Health
Vaccination Promotion During High School Athletic Events

Amy Herrington, DNP, RN, CEN, CNE

July 2024
Lesson Learned From Pandemic

- Make it easy
- Make it accessible
- Peer communication drives change
- Trusted messengers are key
High School Boys Baseball and Girls Softball

State high school athletic tournaments occurred in same location over same weekend
- Track and field
- Boys' baseball
- Girls' softball

Community partners excited
- Kentucky High School Athletic Association
- University of Kentucky Community Pharmacy
- Lexington-Fayette County Health Department
- Kentucky Association of Healthcare Plans
  » Incentives
  » Free COVID-19 vaccines
  » General vaccination education
  » Developed individualized vaccination plans
    - Based on IIS data
    • Appointments were scheduled for back-to-school vaccinations
High School Boys Baseball and Girls Softball

- Doses administered: 2,139
- Individual vaccination plans created: 2,139
- Part of a statewide event
  - Vaccine Extravaganza: 3,025
  - Individual vaccination plans created: 3,025
Become a Vaccine Champion Poster & Media Contest

Annual Vaccine Champion Media Competition

- Elementary
  - Poster
- Middle School
  - Brochure
- High School
  - YouTube video (30 seconds)
Become a Vaccine Champion Poster & Media Contest

- Local competition aligns with basketball regions
- Promoted by school nurses, providers and local health departments
- Student submissions collected in Dropbox
- Local Health Departments select regional winner
- KDPH Immunization Branch select a state winners
- State winners and local health department leaders recognized
  - Rupp Arena floor during the Boys High School Sweet 16 Basketball tournament
Vaccine commercial promoted
• Megatron at the tournament
• Simulcast during the game
2023 Event Promotion

Paducah health department engages Kentucky students in vaccine awareness

BY: SARAH LADD - FEBRUARY 7, 2023  5:36 AM

Community Response 2023

https://fb.watch/ji82JmqTlo/?mibextid=unz460
2024 Poster Winners

VACCINES
Your Opportunity To Protect Your Community

Why?
- Community Immunity
- Protect the young, old, vulnerable
- Prevent disease spread
- Stay healthy!

Where?
The North Central District Health Dept.
Immunizations for residents of:
Henry, Shelby, Spencer, Trimble Co's 88 Spence Drive Taylorsville 302-497-9146

VACCINES KEEP US HAPPY AND HEALTHY

Available at your State and local health departments clinics and doctors office.
2024 State Video Winner

Videos downloaded to private YouTube

- Link uploaded into Dropbox
- https://www.youtube.com/watch?v=mBqQSBmOB_4
For children-by-children media materials remain local for vaccination promotion

Local health departments have used student creations for billboards

Medicaid Care Organizations have used student creations for billboards

Promoted on social media
Opportunities

- Local messaging
- Vaccine confidence
  - Buy-in by school districts
- Student transportation to the game
- Day of game confusion
  - Parking
  - Seats
    » Request for additional tickets
- KDPH representative
  - Attends every game to facilitate game day event
Thank you.

Amy Herrington
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Speaker Presentation

Remeka Jones
Deputy Chief of Public Affairs and Equity, Washington State Department of Health
Executive Office of Public Affairs and Equity

TAKE YOUR SHOT CAMPAIGN

Executive Office of Public Affairs and Equity
Department of Health partnered with Seattle Storm for 2023 WBNA Season

May 2023 – September 2023

Take Your Shot Campaign

Storm into STEM

STEM Academy

Player Videos

Basketball Clinics

Nate Silverman and Dr. Umair Shah on FOX13
Encourage youth vaccinations and vaccine education

Promote Care-a-Van

Childhood vaccine campaign

Catch up on Check-ups
Storm provided 500 tickets for five games
Two tickets for each youth or adult vaccination
280 tickets were claimed
Mobile Vaccine Events

Care-A-Van unit on site for six home games

Storm players and mascot attended back to school events

Sami Whitcomb at Dryer Masonic Center Health Fair

Everett Public Schools Back to school vaccine event

Climate Pledge Arena plaza
TAKE YOUR SHOT PROMOTION

Top story spot on the Storm website

Email to the Storm database

Storm social media posts Facebook, Instagram, Twitter and LinkedIn
Leveraging private partners for public health impact
Administered a total 365 vaccines*

Effective way to broaden exposure to a new audience

Total Broadcast views: 662,751
Total home game attendance: 179,587
Received 20 commercial spots for
Catch up on Check up campaign
Remeka Jones
Remeka.jones@doh.wa.gov
Deputy Chief, Executive Office of Public Affairs and Equity
To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.
Speaker Presentation

Robin Mowson, MA, MPH
Director of Immunization, National Association of County and City Health Officials
NACCHO & National Federation of State High School Associations (NFHS) Partnering to Increase Adolescent Immunization

Robin Mowson, MA, MPH
Director of Immunization
Partnership Overview

Through the increasing COVID-19 and routine coverage among adolescent project, the National Association of County and City Health Officials (NACCHO) will support Teall Properties Group (TPG) to create new messaging and utilize channels for national and local communication campaigns to promote confidence in and access to COVID-19 and routine vaccines for adolescents through partnership with the National Federation of State High School Associations (NFHS). Primary project activities and goals include reaching middle school and high school administrators via email marketing; a collaborative social media campaign conducted by NFHS and NACCHO; NACCHO involvement in the National Athletic Director Convention; and recognition in NFHS’s monthly publication. The high school sports marketing firm, Teall Properties Group (TPG), will manage and facilitate all aspects of the relationship (i.e., including all-inclusive activation, staffing for onsite events, collateral, creative, etc.) between NACCHO and NFHS over the course of the project.
National Federation of High School (NFHS) - Overview

The NFHS is the national leader and advocate for middle & high school athletics as well as fine and performing arts programs.

- **Serves:**
  - 19,500+ high schools and 30,000 middle schools across the US
  - 50 member state associations, plus the District of Columbia
  - 2M+ coaches/athletic directors/administrators
  - Serving over 12 million student participants
    - 9.2 Million Students in High School Performing Arts Programs
    - 7.6 Million Students in High School Athletic Programs
  - 24M parents
  - 500M fans attending high school events annually

- **Areas of Focus:**
  - Education-based athletics and performing arts/fine arts activities promote physical, mental and emotional wellness during the most important time of a young person’s life. These activities are essential in promoting a physically healthy lifestyle; developing character attributes such as leadership, teamwork, self-discipline, empathy and civic engagement; boosting academic performance; and encouraging positive relationships.
  - Ensures that all high school students have an opportunity to enjoy healthy participation, achievement and good sportsmanship in
NFHS Network Overview

The NFHS Network - the "Netflix of high school sports" - is the nation's largest media and marketing company exclusively dedicated to streaming live and on-demand high school sports.

- The NFHS Network delivers 95% of all high school video content while streaming a projected 700,000 annual events, which includes over 11,000 high schools' regular season games, almost all of the state playoff/state championship games across 27 girls & boys sports.
- NFHS Network viewership is based on an affordable subscription model that gives subscribers "anytime, anywhere" viewing capabilities across all smartphones, tablets, computers, and connected devices.
Our Campaigns

Defense Wins Championships

Promoting vaccination

Trust Your Teammates

Promoting trust with healthcare professionals
Communication Channels

NFHS

- Reaching the "Influencers": Teachers, Coaches & Athletic Directors
- Email Marketing
- Print
- Social Media
- Convention Activation

NFHS Network

- Reaching High School Athletes, Their Parents & Fans
- Pre-roll video impressions
- Email Marketing

Local Activations

- Reaching the Community at the Grassroots Level
- On-site interaction with community
- Giveaway items
- Branding
Communication Examples
"The Voice" Emails

Each "The Voice" email is sent to 2.1 million within the NFHS database that consists of administrators, coaches, referees, and parents.

High School Today

Each magazine is sent to 19,500 high schools and emailed to 2.1 million high school administrators, coaches, teachers, etc.
NFHS Network Reach

**BY THE NUMBERS**

- **2.5M** Streams on Avg per month
- **6.1M** Viewers per month
- **60M** Minutes watched per month Avg
- **900K** Events streamed per year
- **47** Avg mins per session
Un-skippable Videos Played on NFHS Network

Over 12.9 million views from October 2023-June 2024
Local Activations with NFHS

- Over the last 7 months NFHS has conducted 10 local activations in communities that reach parents and adolescents during high attendance sporting events
- During the activation, the LHD works with NFHS ambassadors to educate attendees on the importance of immunizations and answer any health-related concerns
Next steps

• Audience survey being piloted
  o Understanding impact of messaging
  o Measuring intent to vaccinate in the fall

• Disseminating our experiences
  o Sharing strategies with partners and LHD members
  o Connecting NFHS with other topic areas
Q&A
Utilizing Infodemiology to Improve Vaccine Confidence: Resources for Immunization Programs and Partners
AIM Webinar on July 16 from 1-2pm ET

• Joe Smyser, Ph.D., MSPH, CEO at Public Good Projects, will discuss infodemiology, a public health discipline that studies the spread of information with the goal of improving health.

• Jessica Malaty Rivera, MS, Infectious Disease Epidemiologist and Science Communicator at de Beaumont Foundation, will share science communication tips for health care providers and public health professionals.

Questions? Email jdonavant@immunizationmanagers.org

Register here
Post-Event Survey

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Your feedback helps us to improve future events!
Thank you!