

2007 Immunization Campaign

The DSHS Immunization Branch launched the 2007 Immunization Campaign, which will air from October 29-December 14, 2007, targeting women 18-34 years of age with children younger than three years of age.

The campaign is being held in Austin, Dallas/Ft. Worth, El Paso, Houston, and San Antonio.

The key goals of the campaign are to (1) heighten awareness of the importance of immunizations to building a child's overall health, with an emphasis on the 4th DTaP vaccine; and (2) remind parents about the recommended immunization schedule and inform them of why and when vaccines are due.

The objective is to raise audience awareness of the 2007 immunization campaign 3-5% in all cities where the campaign is being conducted by December 31.

Key messages featured on all campaign materials are:

1. Get the 4th DTaP vaccine at 15-18 months.
2. Every vaccine counts.
3. Keep up to date. Vaccinate.
4. Vaccines on time, every time.

The media buy will encompass TV ads, radio ads, outdoor ads, direct mail, print ads in parent/family magazines, ads in doctors' office monitors, and retail posters in English and Spanish in all five cities. Print inserts in English and Spanish will be placed in two test cities: El Paso and Dallas/Ft. Worth.

New messages on last year's award-winning TV and radio ads include a strong call to action to have the audience contact their doctor regarding their child's immunizations and to contact DSHS for a copy of the recommended immunization schedule and more information regarding the 4th DTaP vaccine. A new jingle ad focuses on the 4th DTaP vaccine.

Billboards in English and Spanish are located in all five cities on both highway billboards and smaller neighborhood billboards and will run from mid-November through mid-January.

Direct mail will specifically target new, first-time mothers by using mailing lists that target this audience. This will put the immunization schedule and other information directly into the hands of new and expectant mothers.

A video in English and Spanish for play in doctors' office waiting rooms has been developed. This video follows a news-magazine format. The key message of the video focuses on the importance of the 4th DTaP vaccine at 15-18 months of age.

Print inserts will be tested in Dallas/Ft. Worth and El Paso in daily community papers and minority papers. The test will be performed to measure the success of these inserts.

A few other grassroots outreach activities are being done as well. New posters and brochures focusing on the 4th DTaP vaccine will be placed in high-traffic areas. For example, grassroots outreach will be done via collaborations with large retailers, such as Babies 'R' Us, Wal-Mart, and HEB., where parents typically buy baby items. Retail/grocery events include booth displays and educational tools to be distributed including magnet picture frames. Other efforts include informational booths/promotional items during the shopping rush of "Black Friday," mall events, and photo opportunities. Efforts will be made to secure in-store or mall-wide discount coupons for distribution at the booths, and we will have campaign-oriented "concert-style" adult T-shirts for distribution. Informational displays will be set up at HEB pharmacies.

The Dairy Queen Operators Council will display new collaborative posters on the front doors of Dairy Queen franchises in these cities with a 25-mile radius outside of these cities as well.

Collaborations are being developed with mass transit authorities in these cities to display posters on the interiors of buses/trains to further target low-income parents who rely on mass transit for their primary form of transportation.

Educational information is being distributed through collaborations with county and city hospitals and local recreation centers. These collaborations will enable DSHS to reach parents who are present for Lamaze classes, the delivery of a child, or a child's doctor's appointment, while collaborations with recreation centers will enable DSHS to reach parents of older children who may have younger children as well.

DSHS is participating in media interviews as requested by TV and radio station morning shows, talk shows, and public affairs programs. For these interviews, emphasis will be placed on the following:

- The importance of getting the 4th DTaP
- Building immunity over time by completing the series of vaccines
- Importance of following the Recommended Immunization Schedule, staying on time, every time

New Web site banners and buttons in both English and Spanish have been developed. These banner/buttons are on the DSHS Web site and have been distributed to local health departments in these five cities as well as radio and TV stations to use on their Web sites with direct links to the DSHS Immunization Campaign Web page for the duration of the campaign.

A pre- and post-wave random-digit dial survey is being conducted to determine the effectiveness and efficiency of the campaign. Pre-wave surveying was completed in early October 2007. Post-wave surveys will be held December 15-December 31, 2007. A campaign evaluation report will be issued in spring 2008.