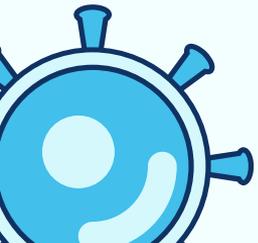


Strategies for Promoting Immunization in Diverse Populations



# Marketing for Public Health

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# Fundamentals:



## Social Marketing



Evidence-based method for health behavior change with applications in countering anti-vax messaging in hesitant populations

## Cultural Competence



Flexible and integrative nature of social marketing leaves room for tailoring messages to a variety of distinct communities



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Adults should ensure they have received appropriate immunizations to protect against diseases that can result in serious illnesses like pneumonia (lung infection), meningitis (brain infection), hepatitis (liver infection), and others.

**Talk to your doctor about your immunization history and how to stay protected.**

Rockland County Department of Health clinics help eligible patients with immunizations at no cost.

Call **845-364-2520** for more information or to make an appointment.

## Adult Immunizations Protect Your Health

Learn more inside.



 **Rockland County**  
Department of Health



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# Get the Facts:

## Getting Seriously Ill Is Dangerous – and Expensive

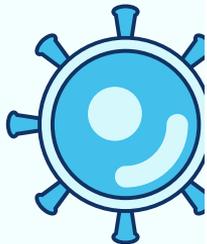
Every year some people are hospitalized or even killed by diseases that immunizations could have prevented. And becoming very sick means you can't work or care for your family.

## Even if You Were Immunized as a Child, Protection From Some Immunizations Wears Off Over Time

Ask your doctor about which immunizations you may need to take again, or for the first time if you missed one as a child.

## Immunizations can lower the severity of illness from flu, COVID, and RSV

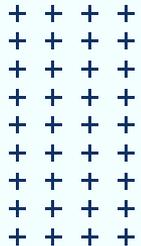
A simple shot can prevent hospitalization, poor health, missed work, and not being able to take care of your loved ones.



# Immunizations protect against a number of serious illnesses:

<b>Chicken Pox (Varicella)</b>	Fever, rash spreading over entire body. <b>Disease Complications:</b> Pneumonia, bacterial infections, toxic shock syndrome.
<b>COVID-19</b>	Respiratory symptoms that can feel like a cold, the flu, or pneumonia; sometimes body aches and symptoms elsewhere in the body. <b>Disease Complications:</b> Ongoing symptoms ("Long COVID"), Pneumonia, and even death.
<b>Influenza "Flu"</b>	Fever cough, headache, runny or stuffy nose, sore throat, body aches, and fatigue. <b>Disease Complications:</b> Pneumonia, hospitalization, possibly resulting in disability, or even death.
<b>Measles</b>	Fever, runny nose, cough and rash. <b>Disease Complications:</b> Ear infection, pneumonia, swelling in the brain, or even death.
<b>Meningococcal Disease</b>	Nausea, vomiting, stiff neck, fever, headache, confusion, tiredness, and rash. <b>Disease Complications:</b> Brain damage, loss of limbs, loss of hearing, seizures, strokes, or even death.
<b>Pneumococcal Disease</b>	Fever, chills, difficulty breathing, chest pain, stiff neck, earache, cough. <b>Disease Complications:</b> Infections of the lung, middle ear, or sinuses, heart problems, brain damage, hearing loss, loss of limbs, or even death.
<b>Respiratory Syncytial Virus (RSV)</b>	Cold-like symptoms, decrease in appetite. <b>Disease Complications:</b> inflammation of the lungs, pneumonia
<b>Shingles Zoster immunization</b>	Rash on side of the face or body, headache, fever, chills, and upset stomach. <b>Disease Complications:</b> Severe pain that can last for months or years, pneumonia, loss of eyesight and hearing, or even death.
<b>Tetanus Td/Tdap immunizations</b>	Painful spasms of muscles, lockjaw, difficulty swallowing or breathing, and fever. <b>Disease Complications:</b> Broken bones, breathing difficulty, or even death.
<b>Whooping Cough (Pertussis) Tdap immunizations</b>	Violent coughing or choking, making it hard to breathe, drink, or eat. <b>Disease Complications:</b> Rib fractures, pneumonia, or even death.

It is important to ensure that you are also up-to-date on a number of other immunizations like Hepatitis A, Hepatitis B, and HPV. For a full list of all diseases that can be prevented by immunizations, visit: [www.cdc.gov/vaccines/vpd-vac](http://www.cdc.gov/vaccines/vpd-vac)



# Development: message, marketing materials



**01**

## Product

Willingness to vaccinate

**02**

## Price

Free – no personal expense

**03**

## Place

Family physician, RCDOH clinics

**04**

## Promotion

Communication mediums varied



# Communication channels



## Social media

Ads targeted by zipcode and town, reach exceeded firm's projections



## Print newspapers

Rockland Times, Monsey Mevaser, Community Connections, Hamispak Gazette



## Radio

Long-form interview debunking vaccine misinformation



## Clinicians

Family practitioners, OB/GYNs, urgent cares, etc



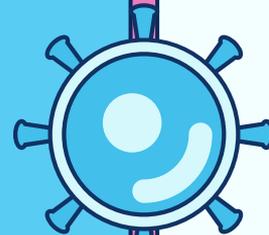
## TV

Clinic info shared on News12 Hudson Valley



## Community events

Events for seniors, in churches, for parents

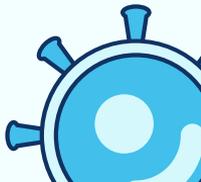




## Direct outreach:



- Pamphlets were printed in-house and distributed to physician offices across Rockland (ongoing)
  - Focus on family practice, OBGYN, urgent care, pediatricians, hospitals
- Tabling at community events
  - State Senator Bill Weber Senior Health Fair
  - News12 Hudson Valley Backpack Giveaway
  - Religious education: Church of Saint Joseph, Spring Valley, NY





# News12 Backpack Giveaway



- Combining media exposure with direct outreach
  - Attempt to leverage attention on childhood immunizations to include peer-to-peer discussion and guidance for adults on seasonal vaccines
- Multiple segments with RCDOH Disease Control staff aired on News12
  - importance of being up-to-date
  - communicating benefits (protection against illness) vs. risks (unlikelihood of adverse outcomes) of vaccination
  - information about location and eligibility for RCDOH's no-cost immunization clinics

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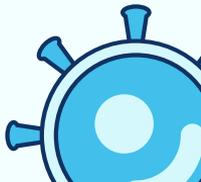




# Radio, extended interview:



- Radio Telemodel 88.9 FM, Haitian radio based in Spring Valley, NY with reach across US and Haiti
  - 1.5 hour extended interview with Director of Communicable Disease and PH Specialist, Immunizations explaining vaccines and immune response in layperson's terms, addressing and refuting common misinformation
- Interview ran twice over radio, livestreamed on Facebook
- Opportunity to take callers and respond to vaccine concerns in real time
- Ads for RCDOH Immunization Clinic running on commercial breaks



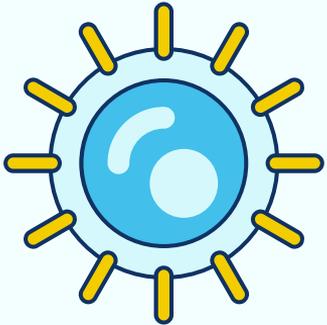
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# Conclusion

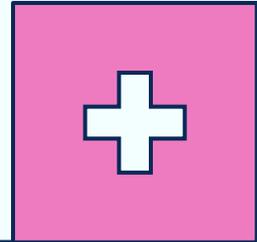


- Social marketing as effective component of community-based strategy in diverse population
- Importance of using online, print, and TV media to counteract vaccine-hesitant messaging
- Leverage opportunities to answer vaccine-related concerns directly, through community-based channels



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# Questions?

Thank you for your attention!

