Ask Questions. Get Answers.

NYC Health Department's Children's Vaccination Campaign

October 30, 2026

Research Methodology

Five types of research using three different methodologies (survey, in-depth interviews, focus groups).

All research tested preferred messaging, tones, and messengers and collected generalized information on informational landscape, values, knowledge.

Survey of Parents:

Survey of up to 1,200 NYC parents (200 per borough, oversampling SI with 400 respondents)

- Recruitment also oversampled subgroups with demonstrated history of vaccine hesitancy in NYC
- All parents were screened for vaccine hesitancy based on questions about vaccine beliefs/practices, informed by existing research.
- All parents had children under the age of 4.

Research Methodology

Parent Focus Groups

- 12 small focus groups (three to four participants), for specific demos:
  - Black (non-Hispanic) moms, dads of any race, Latina moms (conducted in EN and SP), low-to-middle income white moms, high-income white moms, and Staten Island moms of any race
  - All parents were screened for vaccine hesitancy.
  - All parents had children under the age of 2.

IDIs with Orthodox Jewish (Haredi) mothers - 16 respondents

Survey of healthcare providers

- 400 respondents from urgent care, pediatric care, and women's health (OBGYNs and reproductive health) who play an active role in vaccine counseling for childhood vaccines

IDIs with healthcare providers – 16 respondents

Research Findings

Overall, the focus groups provided the most valuable insights.

Screening for vaccine hesitancy proved most effective.

All other methodologies skewed vaccine-positive.

Messaging

Tested **11** messages

The **best performing message** was:

> Many parents worry – that's normal. Getting real answers about vaccines from your healthcare provider can help parents make an informed and right choice.

Participants felt this message was respectful and honored the need to be heard – especially after the COVID-19 pandemic.

Messaging

Second best performing messages:

> Vaccines have prevented over 1 million deaths and 500 million illnesses in children born since the 1990s.

Used statistics that parents felt showed the efficacy in a clear and credible way.

Messaging

- These messages also performed well in the Haredi mom IDIs.
- Specific message testing was less valuable with surveys and provider IDIs, providers were instead asked about general messaging strategies

Messengers

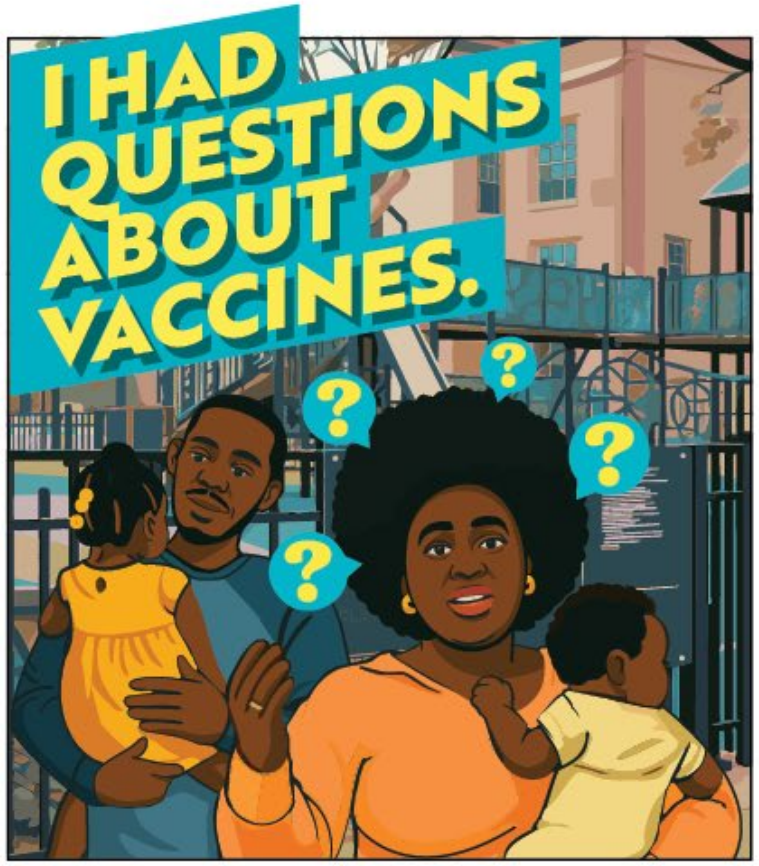
- Across all methodologies, **parents cited their child's doctor as their primary source** of information related to childhood vaccines.
- Though trust in the healthcare industry was extremely low, **parents trusted their individual doctor**, citing the personal relationship. Many parents noted that it was helpful knowing their doctors had vaccinated their own kids.
- **Family/friends were the secondary sources** of information across the board.
- Of note: Influencers and social media were not cited as particularly influential; however, there is a notable rise in AI as a source of truth.

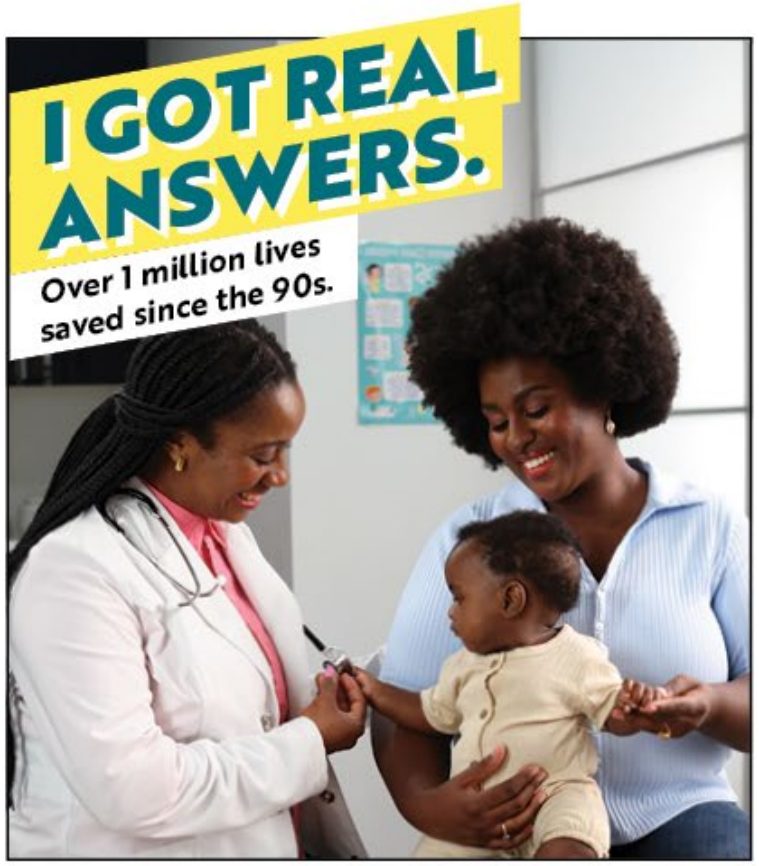
Tone

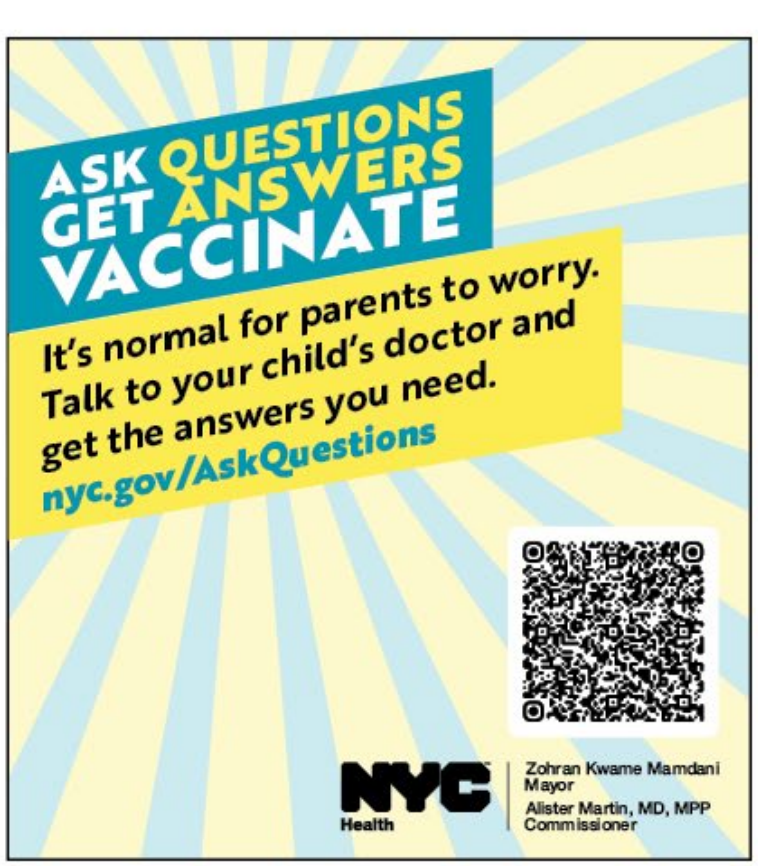
- Four tones tested: authoritative, data-driven, empowering/empathetic, and historical (fear-based).
- The most appealing tone to **mothers**, who per the research remain the primary decision-makers, was an **empowering/empathetic tone that showcased loving families**.
- Many mothers noted that since giving birth, images with babies/young kids would grab their attention.
- **Dads tended to like the authoritative and data-driven tones.**

Campaign

March 9 to April 5, 2026







Placement

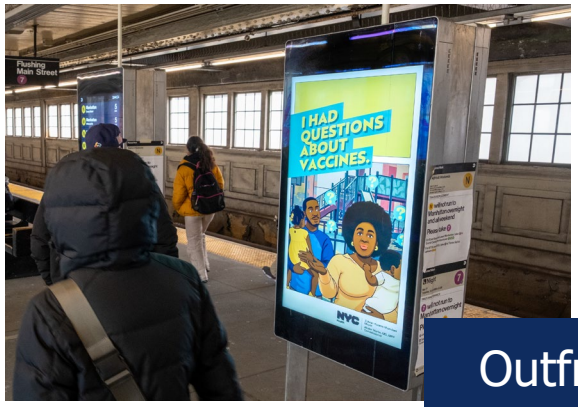
			Impressions
3/9-4/5	**Intersection/Citybridge** (LinkNYC Charging Stations)	$148,750	20,105,472
3/9-4/5	**Outfront** (Subway)	$126,929.75	17,490,872
3/9-4/5	**ECM Print**	$37,186	
3/9-4/5	**OOH** (MD offices, Pharmacies, C-stores, Staten Island Ferry)	$255,660	175,605,266
3/9-4/5	**Digital** (Podcast streaming, YouTube, Social media, OTT)	$213,611	18,151,395
3/9-4/5	**Radio**	$114,995	
3/9-4/5	**TV**	$25,588	504,520

Budget: $1,000,000

Placement



EMG



Outfront



EMG

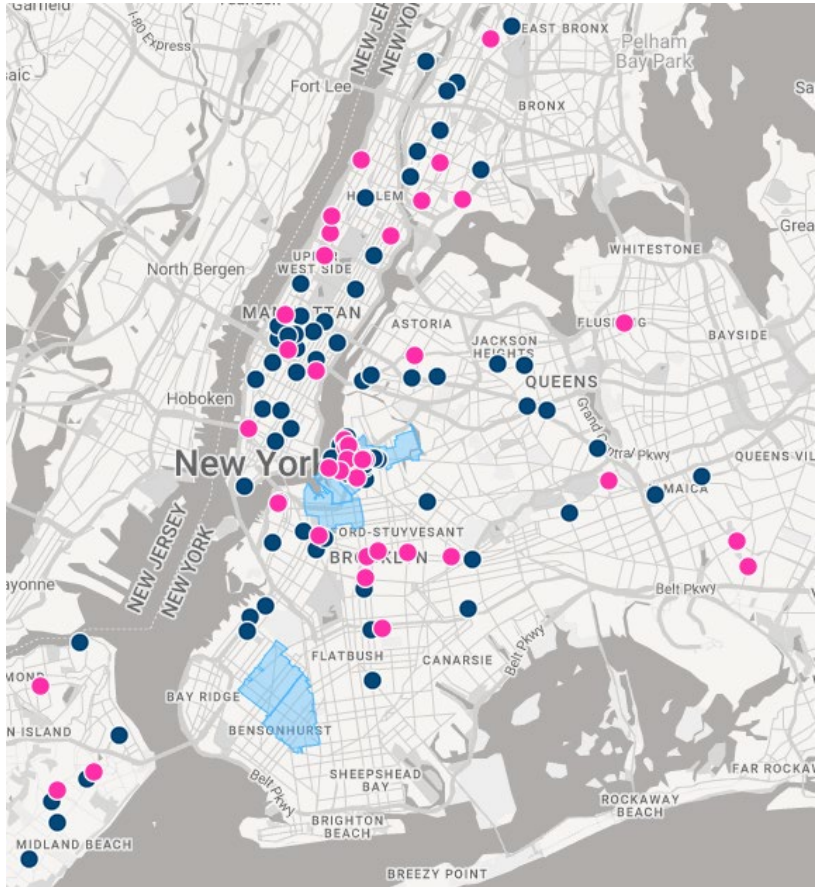


Print



Outfront

Link NYC Map



Subway Station Location List

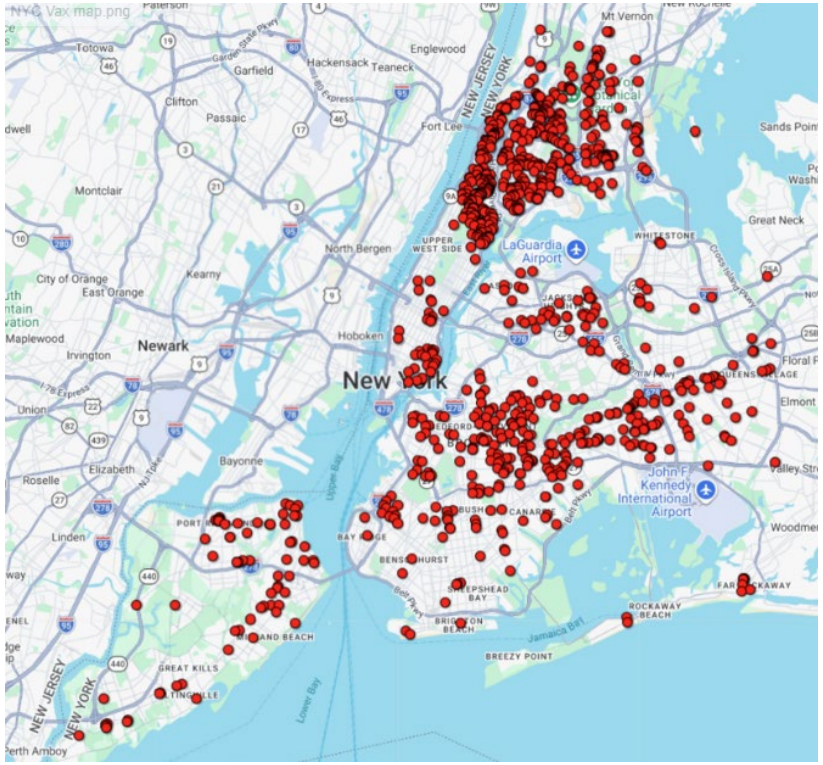
Number of Active Units	Station Location
6	Court Street
15	4th Avenue-9th Street
2	Jamaica-Van Wyck
6	Myrtle-Wiloughby Avenues
5	181st Street
18	23rd Street
6	Hoyt Street
2	Van Siclen Avenue
4	Flatbush Avenue-Brooklyn College
2	Longwood Avenue
8	149th Street Grand Concourse

Number of Active Units	Station Location
12	110th Street
7	Canal Street
2	233rd Street
8	E 180th Street
4	90th Street-Elmhurst Avenue
4	40th Street
12	Queensboro Plaza
16	Hunters Point Avenue
6	5th Avenue
215	Total

Print Publications

Publication	Language
AM NY-Full Circulation (All boroughs)	English
Queens Chronicle	English
New York Family	English
Queens Family	English
Bay News/Brooklyn Graphic	English
Brooklyn Paper	English
El Diario	Spanish
(Schneps) Noticia NY	Spanish
Haiti Progres	French/Haitian Creole
Haiti Liberte	French/Haitian Creole
Russkaya Reklama Inc. Newspaper	Russian
Russian Bazaar	Russian
Druzhba Russian Magazine	Russian/Ukrainian
The Jewish Press	Yiddish
The Torah Times	Yiddish
Dee Voch Magazine.	Yiddish

EMG Location Map



TV Spots

:30 TV Spots

Station	Program
NY1/Spectrum News	Morning News
NY1/Spectrum News	Daytime News
NY1/Spectrum News	Evening News
NY1/Spectrum News	Weekend News
NY1 Streaming	Streaming
Network	**Program**
NY1 Noticias	Morning News
NY1 Noticias	Daytime News
NY1 Noticias	Evening News
NY1 Noticias	Weekend News
Station	**Program**
News 12 Brooklyn	Morning News
News 12 Brooklyn	Daytime News
News 12 Brooklyn	Evening News
News 12 Brooklyn	Overnights
News 12 Bronx	Morning News
News 12 Bronx	Daytime News
News 12 Bronx	Evening News
News 12 Bronx	Overnights

Radio 30s Spots

Stations		
WSKQ-FM 97.9 LaMega Spanish	**Radio Soleil** French/Haitian Creole R&B	**Talkline** Zev Brenner Jewish Talk
WPAT-FM 93.1 Amor Spanish Tropical	**WWPR-FM** POWER 105.1 Hip Hop and R&B	**La Exitosa** 98.7 Spanish Contemporary
WBLS-FM 107.5 R&B	**WSNR-620AM** Russian	**Weeks: 4** **Spots: 840**
WQHT-FM Hot 97 Hip Hop	**WXBK-FM** 94.7 The Block	
	1051FM/HD2NY	
	Easy96.com	

Total Digital Impressions

Youtube	Impressions	Views	Watch Rate	CTR
English	2.7MM	1.95MM	72%	0.07%
Spanish	1.9MM	1.4MM	73%	0.09%
Russian	501K	317K	63%	0.09%
Ukrainian	19.5K	9.6K	49%	0.11%

Meta	Impressions	Clicks	CTR
English	1.4MM	36K	2.6%
Spanish	1.5MM	29K	1.9%
Russian	468K	10K	2.2%
Ukrainian	410K	7K	1.7%

Audio	Impressions	Completions	ACR
English	770K	742K	97.8%
Spanish	240K	236K	98.3%

CTV	Impressions	Completion Rate
English	1.5MM	95.3%
Spanish	1.2MM	99.2%

Thank You