


# SHAPING THE VACCINE MESSAGE THROUGH SOCIAL MEDIA: INSPIRING IDEAS

Lisa H. Randall, JD

Associate Executive Director, Immunization Action Coalition

# Jump into the Pool

[FRONT PAGE](#)   [ABOUT US](#)



**PBS Frontline's "The Vaccine War" is worth watching**  
*April 29, 2010 · 1 Comment*

By Alison Singer  
President, [Autism Science Foundation](#)

I highly recommend PBS's "The Vaccine War" which first aired on April 27 on PBS, and which will be replayed several times this week on PBS. In a rare display of tv news common sense, one side is simply declared to be wrong. The science is very clear; vaccines do not cause autism and it's time to move on from this well debunked myth and find out what does.

The show features interviews with Dr. Paul Offit, Dr. Arthur Caplan, Dr. Anthony Fauci, Dr. Cynthia Cristofani, Dr. Anders Hviid & Dr. Eric Fombonne, as well as with actress Jenny McCarthy and JB Handley of Generation Rescue.

"Scientifically, I think the matter is settled," says Anders Hviid, an epidemiologist at the Statens Serum Institut in Denmark. In one of the largest and most comprehensive epidemiological studies available, Hviid and colleagues analyzed data on more than a half million children and found no link between the MMR "triple shot" for measles, mumps and rubella and an increased rate of autism — a link that's been strongly asserted for years by anti-vaccine activists. Similar epidemiological studies in Denmark also failed to reveal a link between the mercury preservative thimerosal and autism. In fact, around the world, peer-reviewed epidemiological studies have found no link between autism and either the MMR shot or thimerosal.

You can watch the full episode online [here](#).

View scientific studies regarding autism and vaccines [here](#).

Categories: [In the News](#) · [Vaccine Preventable Diseases](#)      **— 1 Comment**

Tagged: [Alison Singer](#), [autism children's shots](#), [Autism Science Foundation](#), [Generation](#)




---

**SEARCH IT!**

To search, type and hit enter

---

**SHARE THIS BLOG**

SHARE   

Feeds: [Posts](#) [Comments](#)

---

**CATEGORIES**

- 1
- [General Info](#)
- [Get Involved](#)
- [H1N1 Flu](#)
- [In the News](#)
- [Parent Perspective](#)
- [Seasonal Flu](#)
- [Vaccine Preventable Diseases](#)

---

**CONTACT US**

Have a topic idea or want to submit a post? E-mail us at [info@shotofprevention.com](mailto:info@shotofprevention.com)

---

**ARCHIVES**

- [April 2010](#)
- [March 2010](#)
- [February 2010](#)



# Read and Share

The screenshot shows the Forbes website interface. At the top, there is a navigation bar with the Forbes logo and various menu items like 'Home', 'Lists', 'Business', 'Tech', 'Markets', etc. The main content area features a blog post titled 'The Science Business' by Peter Lipson. Below the article text, there is a row of social sharing icons: Email, Twitter, Facebook, Digg, Buzz, and More. The 'Digg', 'Facebook', and 'Twitter' icons are circled in red. To the right of the main content, there is a sidebar with a search bar, a 'Follow This Blog' section with an RSS feed icon, and a 'Recent Posts' section. At the bottom right, there is a box containing various social media and sharing links: LinkedIn, Technorati, Slashdot, Delicious, Myspace, Google, StumbleUpon, and Reddit.

Digg

Post on Facebook

Tweet

Also:  
Blog about it!

# Visit CDC's Buffet

CDC Home  
**CDC** Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

A-Z Index: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

## Social Media at CDC

### Current Social Media Campaigns



**Novel H1N1 Flu (Swine Flu)**  
Help us spread the word and prevent novel H1N1 flu by sharing interactive tools with friends, co-workers and family members!

- Learn more about novel H1N1 Flu
- Use social media tools to share information about novel H1N1 Flu

**Seasonal Flu 2008 - 2009**  
Learn how to prevent the spread of flu and protect yourself, friends, and family  
—visit CDC's social media tools page for free, easy-to-use tools that will help "spread the word, not the flu."

**I checked my cupboards for recalled products!**  
[www.fda.gov](#) or 1-800-CDC-INFO

**Peanut Product Recalls**  
Review the CDC and FDA social media tools used to inform the public and partner organizations about product recalls of peanut butter and peanut-containing products in early 2009.

[See All Social Media Campaigns »](#)

### Social Media Tools on CDC.gov

- Blogs
- eCards
- eGames
- Email Updates
- Mobile
- Public Health Image Library
- Podcasts
- RSS Feeds
- CDC-TV
- Widgets

[See All Social Media Tools »](#)

### Connect with CDC

- Twitter
- Facebook
- MySpace
- DailyStrength
- CDC's YouTube Channel
- CDC's Flickr site
- CDC on iTunes
- CDC's Second Life Island

### Metrics Dashboard

Find metrics for CDC.gov, CDC's social media tools, m.CDC.gov. Explore the data to better understand the types of users who use our products and tools.

[More »](#)

### Social Media Tools Guidelines & Best Practices

Refer to these guidelines for information on clearance and security requirements, best practices and lessons learned in planning social media activities at CDC.

[More »](#)

### eHealth Data Briefs

Learn about various social media technologies, including

Text size: [S](#) [M](#) [L](#) [XL](#)

- Email page
- Print page
- Bookmark and share

**Esta página en:**  
Español (Spanish)

[Get email updates](#)  
To receive email updates about this page, enter your email address:  
  
[What's this?](#)

### eHealth Marketing

- CDC.gov
- Social Media
- CDC-INFO

### Contact Us:

Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333  
800-CDC-INFO (800-232-4636)  
TTY: (888) 232-6348  
24 Hours/Every Day  
[cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)

# The Facebook Neighborhood

The image displays two overlapping Facebook pages. The background page is 'Suffolk County Flu Updates', which features a green and blue logo with the text 'SUFFOLK COUNTY H1N1 FLU UPDATE'. The page content includes a post from 'HealthYGovH1N1' stating that the H1N1 flu vaccine is still available and provides a link to the CDC website. Below the post are sections for 'Wall', 'Info', 'Calendar', 'Twitter', 'Notes', and 'Photos'. A sidebar on the left contains a 'Suggest to Friends' button, a 'Subscribe via SMS' option, and a section titled 'The Flu Season is Far From Over - Stay Informed.' with updates from Suffolk County Health Services. There are also sections for 'Fans' (6 of 183 fans) and 'Photos' (2 of 6 albums).

The foreground page is 'The Immunization Partnership', which has a logo featuring two hands holding a globe. The page content includes a post from 'John Reichel' about 'Izzy the Immunization Bear' promoting vaccines. Below this is a post from 'Izzy Immunization Bear' with 74 fans. Another post from 'Izzy Immunization Bear' thanks users for information. A post from 'The Immunization Partnership' discusses a court ruling that there is insufficient evidence to link vaccines to autism. A 'CNN Health' post is also visible, discussing a court ruling on vaccine causation. The page also features a 'Fans' section (6 of 35 fans) and a 'Photos' section (1 photo).

# Tweet and Retweet

Some to start with:

@IDSInfo

@Best\_Shot

@EveryChildBy2

@VacunasyMiSalud

@schoolnurses

@ImmunizeCOKids

@famfightflu

@amanda4gavi

@ImmunizeCa

@ImmunizedotCa



The screenshot shows the Twitter profile page for 'ImmunizeNevada'. The profile name is 'ImmunizeNevada' with a location of 'Nevada'. The bio states: 'A statewide partnership dedicated to provider education, advocacy & vaccine access for all Nevadans across the lifespan.' The profile has 167 following, 216 followers, and 6 listed. The main content area shows a tweet from 'ImmunizeNevada' that says: 'We follow @kevinmd for informative posts about immunizations. Check out this measles update. <http://ow.ly/1yzlf>'. Below this is a retweet from '@SDCountyHHSA' with the text: 'Don't delay, NV requires Tdap for 7th grade entry. RT@SDCountyHHSA: Seven local students diagnosed with whooping cough. <http://bit.ly/cqM0U>'. A third tweet is partially visible, mentioning '@AutismScienceFd' and a link to an article about the vaccine/autism debate.

# Broadcast Yourself

The image shows a screenshot of a YouTube channel page for "Children's Mercy Hospitals and Clinics". The page layout includes a top navigation bar with the YouTube logo, a search bar, and links for "Browse" and "Upload". On the right side of the top bar, there are links for "Create Account" and "Sign In".

The main content area features a video player with a thumbnail showing a woman in a white lab coat and gloves holding a small vial. The video title is "Children's Mercy Oncology" and the description reads: "Where do nearly 90% of the areas pediatric cancer patients go for treatment? Who has eight times more pediatric cancer specialists than any other hospital in the region? And who participates in more than 80 clinical and laboratory trials that are changing the way cancer is treated around the world? The answer is Children's Mercy Hospitals and Clinics. ... (more info) View comments, related videos, and more".

Below the video player, there are several sections:

- Children's Mercy Oncology**: From: ChildrensMercyKC | February 09, 2010 | 363 views
- Uploads (92)**: A list of recent uploads, including "Children's Mercy Oncology" (363 views - 2 months ago), "Million Reasons Mosaic - Autumn" (62 views - 4 months ago), and "Million Reasons Mosaic - Colton & Carter" (31 views - 4 months ago).
- Our Experts (10)**: A list of expert videos, including "Our Allergy, Asthma, & Immunology Expert - Dr. Childrens..." (199 views), "Our Obesity Expert - Dr. Hampl" (98 views), and "Our Emergency Medicine Expert - Dr. Childrens..." (183 views).
- Employee Testimonials (6)**: A list of employee testimonials, including "Sarah Seitz" (105 views).

At the bottom of the page, there is a "Recent Activity" section showing "ChildrensMercyKC uploaded a new video (2 months ago)" with a thumbnail of the video player.

# Text Patients/Parents


## Text4Health: A Qualitative Evaluation of Parental Readiness for Text Message Immunization Reminders

Elyse Olshen Kharbanda, MD, MPH, Melissa S. Stockwell, MD, MPH, Harrison W. Fox, MPH, and Vaughn I. Rickert, PsyD

We conducted focus groups and individual interviews in a diverse population of parents to qualitatively explore preferences and readiness for text message immunization reminders. We used content analysis to review and independently code transcripts. Text message reminders were well-accepted by parents; many thought they would be more effective than standard phone or mail reminders. Parents preferred text message reminders to be brief and personalized. Most parents were able to retrieve sample text messages but many had difficulty with interactive texting. (*Am J Public Health*. 2009;99:2176–2178. doi: 10.2105/AJPH.2009.161364)



# Check In with Friends



**PKIDs Online**  
Parents of Kids with Infectious Diseases

about pkids • diseases • families • infection protection • immunizations • media room • virtual connections • cme

[CME Home](#) [My Account](#) [Resources](#) [Social Media](#) [Traditional Media](#) [Events](#) [Network](#) [FAQ](#) [Tell A Friend](#) [Logout](#)

**easy** Communications Made Easy

Welcome to PKIDs' Communications Made Easy (CME) program. It's free, it's fun, and it makes our jobs so much easier!

If you or your colleagues communicate with the public to promote immunizations, then CME is for you. We help immunization educators learn the ropes of social marketing and traditional and social media through this fun, easy-to-understand program.

PKIDs' CME uses webinars, one-to-one tech assistance, and an eToolkit loaded with goodies such as templates, how-to videos, and tutorials that take the guesswork out of your communications planning and make your outreach all the more effective.

As a bonus, this program includes admittance to a national network that connects groups and increases resource-sharing among participants, allowing all of our budget dollars to stretch a bit further.

To learn more about the importance of this program and how to take advantage of it, please watch the video of our [program overview webinar](#).

In order to take full advantage of the CME program, you need to be a [registered user](#).

**Program components:**

**Resource Database**

Find immunization education resources for your own use, and share yours with others. Branded or unbranded posters, PSAs, pamphlets and other valuable tools you can use for your outreach efforts are made available to you through the resource database.

See something you like? Reach out to the contributing user and ask about getting it for your own use. Have some things others can use? Upload the details and links. Sharing resources allows all of us to stretch our dollars a little bit further.


**Networking**

Connect with each other on Ning! Participate in discussions, upload and share documents, photos and videos, and form specialty subgroups. Want to instant message? No problem. So many features in this network designed just for us. Come, join!

**Webinars/Conference Calls**

Throughout 2010 and 2011, webinars and conference calls provide training on a variety of communications topics, including:

- Traditional media outreach methods



The screenshot shows the PKIDs' Communications Made Easy Network interface. At the top, it says "PKIDs' Communications Made Easy Network". Below that, there are navigation tabs: "My Page", "Members", "Public", "Index", "Forum", "Events", "Groups", "Blog", "Chat", and "Twitter Tracker". The main content area is divided into several sections. On the left, there are "Your Resources" and "Your Profile" sections. In the center, there are "Events" and "Your Profile" sections. On the right, there are "Resources" and "Sign Up" sections. The interface is designed to be user-friendly and easy to navigate.



# A Little of This and That

**Colorado Children's Immunization Coalition**  
Keeping Colorado Kids Healthy

**Contact Us! We'd love to hear from YOU!**

We would love to hear from you! Please contact us using the information below.

Colorado Children's Immunization Coalition  
13611 E. Colfax Avenue, Suite 230  
Aurora, CO 80045

(720) 777-5340 (phone)  
(720) 777-6597 (fax)  
[ccicoffice@tchden.org](mailto:ccicoffice@tchden.org)

Subscribe to our [newsletters](#)

**Social Media and Web 2.0**

Friend us, follow us and subscribe to our channel to get the latest updates and headlines from CCIC and childhood immunization.

**Facebook** - Become a fan of ensuring Colorado's kids get the vaccines they need to keep them healthy by visiting <http://www.facebook.com/immunizeCOKids>

**YouTube** - Watch CCIC's videos and the videos of our immunization friends at <http://www.youtube.com/user/immunizeCOKids>

**RSS** - Get the latest vaccine headlines and news from CCIC on our RSS feed at <http://childreimmunization.mediaroom.com/index.php?s=43&page=template=rss>

**Twitter** - Follow our Twitter account at [www.twitter.com/immunizeCOKids](http://www.twitter.com/immunizeCOKids) & find fellow pro-vaccine Twitter users on our [directory](#)

Add a [button](#) to your blog - Thanks to Melissa Denton for creating!

**Immunize CO Kids**  
**ImmunizeCOKids**

@alagel/27 mmmmmmm SOUP!  
7 days ago

RT @IvanDunning: RT @Astro\_Soicht <http://twitpic.com/1Nkrw9> - Progress spacehip undocking. C3PO: "I'm going to regret this..."  
7 days ago

Media Room  
VACC Log in  
Get Involved!

**SOUP! is set for April 27**

**SOUP!**  
Save a Sick Child's Future

Colorado Children's Immunization Coalition

Join us for this fun soup-tasting event to raise funds and awareness for childhood immunizations and honor the Big Shot of the Year, Lt. Governor Barbara O'Brien. Click on the logo ABOVE to buy tickets!

**CCIC & Vaccine Headlines**

[Sign Up for Webinars Now!](#)

[Get Vaccines Given Faster than Donuts at the Store!](#)

[Get a Free Vaccine Checklist!](#)

[Support CCIC at the Kaiser Permanente Colfax Marathon!](#)

Click on the link below to find out more about how you can raise awareness for childhood immunizations!

**SUPPORT CCIC AT THE KAISER PERMANENTE COLFAX MARATHON**

# whychoose.org

The screenshot shows the homepage of whychoose.org. At the top left is the 'choose' logo, which is a blue square containing a white hand icon with fingers spread. To its right is a search bar with a 'search' button. Below these are five navigation buttons: 'home', 'gallery', 'vaccine info', 'resources', and 'get involved'. The main content area features a large photo of a woman and a child. The woman is wearing a pink shirt and has her arm around the child. The child is wearing a blue shirt. Overlaid on the photo is the text 'decido vacunar'. To the right of the photo is a quote: 'Hear from people like you about their choice to immunize.' Below the quote is a paragraph of text: 'Making the decision about whether or not to immunize is a huge responsibility and at i choose, we believe it's most important you make an informed choice. Whatever your current views are about immunizations, this site is designed to serve as a resource for you...(more)'. Below the text are navigation arrows and a 'GALLERY' button. On the left side, there are three sections: 'Vaccine Safety Info' with a sub-header 'Learn about vaccine basics, vaccine safety, vaccine-preventable-disease and the vaccine schedule; things to keep in mind if you are considering not vaccinating.', 'Resources & Links' with a sub-header 'Use the parent blog to discuss vaccine questions with other parents; search Every's parent resource list; view the latest vaccine disease outbreaks and other vaccine info link.', and 'Get Involved' with a sub-header 'Learn more about the i choose movement, promote i choose in your community; view a list of i choose partners or contact us.'. On the right side, there is a 'I Choose News' section with a sub-header 'Not enough kids vaccinated'. Below that are two buttons: 'UPLOAD YOUR STORY' and 'follow us on twitter'. At the bottom right is the California Immunization Coalition logo, which is a blue circle containing a white figure of a person with arms raised. Below the logo is the text 'CALIFORNIA IMMUNIZATION COALITION'. At the very bottom of the page is a copyright notice: '© 2008 California Immunization Coalition — All Rights Reserved.'



Questions:

[lisa@immunize.org](mailto:lisa@immunize.org)