

Social Media + Public Health

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Immunization Branch
Information & Education Section**

Social Media Tools

- Text Messaging
- Facebook
- Twitter



Agenda

- Campaign 1: Stop H1N1 CA
- Campaign 2: Brief Me on HPV
- Social Media Breaks Down Barriers



Copyright Mike Luckovich.

Campaign 1: "Stop H1N1"

- Website
- List-serves
- Call-center
- Weekly calls
- Text messaging campaign
- Press release, Guest talks on radio stations and new channels
- Facebook, widgets, twitter



Social Media is a Tool to COMPLEMENT Campaigns



FluGov

Follow

Lists Settings

What Pregnant Women Should Know About #H1N1 Virus.

<http://bit.ly/1mxnTN>

13 minuti ago from API

CA uses mobile to fight the #flu. Text "NO FLU" and zip to 30644 for CA flu-related info, alerts, vacc locations. <http://bit.ly/4D814I> #H1N1

circa 2 ore ago from API

Verified Account

Name FluGov

Location Washing

Web <http://www.flu.gov>

Bio One-stop access to Government H1N1 pandemic flu information

49 following 6,332 followers

Tweets

Favorites

Actions

block FluGov report for spam

Following

Flu

Health Answers from CVS/pharmacy: Topics include Flu & More. YouTube.com/CVSPharmacyVideos

San Francisco Business and Finance SF Social Media Marketing Examiner



State taps into social media to help Californians find flu shots

January 11, 3:43 PM SF Social Media Marketing Examiner Sarah Browne

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C U @ NO FLU? In an effort to reach high-risk groups such as young people, California's gone social media savvy. In addition to traditional methods of locating local H1N1 and seasonal flu vaccine sites, the state announced a new Texting program and all I can say is TXS.

Call these numbers and text the word "NO FLU" plus their ZIP

Powered by Bing



MSN Home Mail

featuring TODAY Nightly News Dateline Meet the Press

Find Flu Shot Clinics Via Texting

State Promotes H1N1 Awareness

KCRA.com updated 5:16 p.m. PT, Mon., Jan. 11, 2010

SACRAMENTO, Calif. - KCRA.com

The state on Monday announced a new program to help Californians find local [H1N1](#) and seasonal flu vaccine sites.



KFSN-TV FRESNO, CA

HOME

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ABC30 SPORTS & ESPN

AG WATCH

Health Watch

California Continues Push for Flu Vaccination

Monday, January 11, 2010



Flu Vaccination Push

00:00 / 00:00

SHARE

TAGS: h1n1, vaccination, health watch, deshaunta bullock

Comment Now Email Print Report a typo

“Stop H1N1”



FIND VACCINE

Txt NOFLU & ur ZIP to 30644

Regular text messaging fees apply.



AT&T

5:21 PM

73%

Messages

Mobile Commo...

Edit

Call

Contact Info

Oct 24, 2009 5:21 PM

FLU 100 Bush St, San
Francisco CA

Closest H1N1 Vaccine
Location: Safeway 298
King Street San Francisco
94107, [\(415\) 633-1020](tel:4156331020) M-
F 10a-7p Weeknds 10a-
4p,when an immunizing
pharmacist present



Send

Lessons Learned

- Include vaccine price within text message
- Clear and concise messages for further action
- Promote strategically (e.g. timing of intervention)
- Strong database
- Notify all related to the campaign (e.g. LHDs, retail pharmacies, etc.)

Brief Me on HPV

- Increase knowledge about HPV risks and the HPV vaccine
- Engage youth sharing HPV vaccine messages with their peers

BRIEF ME ON HPV

#1

Vaccinate B4U Date

HOME | RESOURCES | RULES | PARTICIPATE | LOGIN



RESOURCES

welcome to
BRIEF ME on HPV
LEARN ABOUT HPV & WIN \$\$\$
click on the video for contest details!)



**DEADLINE
SEPT. 1**
click for
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#1

Vaccinate B4U Date

What is human papillomavirus (HPV)?

HPV is a common virus that is spread through sexual contact. Most of the time HPV has no symptoms, so people do not know they have it. There are many different strains or types of HPV. Some types can cause cervical cancer in women and can also cause other kinds of cancer in both men and women. Other types of HPV can cause genital warts in both males and females.

Often, HPV goes away on its own without treatment and does not cause health problems. Experts do not know why HPV goes away in some cases, but not in others.

How common is HPV?

HPV is the most common sexually transmitted infection in the United States, with about 20 million people currently infected. Every year in the U.S., about 6.2 million people get a new HPV infection. HPV is most common in young people who are in their late teens and early 20s.

How common is cervical cancer?

Cervical cancer is a serious health problem in the United States. The American Cancer Society estimates that in 2009 about 11,270 women were diagnosed with cervical cancer and approximately 4,070 died from it in the



UPLOAD ART

**DEADLINE
SEPT. 1**
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What's happening?

90

Brief Me on HPV: <http://hpvbrief.org/> via @addthis

Latest: @j5wooster Sweet! Enjoy! about 16 hours ago

Tweet

Home



23andMe Blog Post- DNA Day!!!: Well, maybe we should say DNA weekend. Sunday is officially DNA day, but a lot of festiv...
<http://bit.ly/c3zsOL>

6 minutes ago via twitterfeed



paddyhirsch Researcher...
to be much healthier than...
<http://nyti.ms/c7Gesf>

8 minutes ago via TweetDeck

Facebook

Post to Profile

Hey! Check out this HPV campaign, we can win \$500!!!

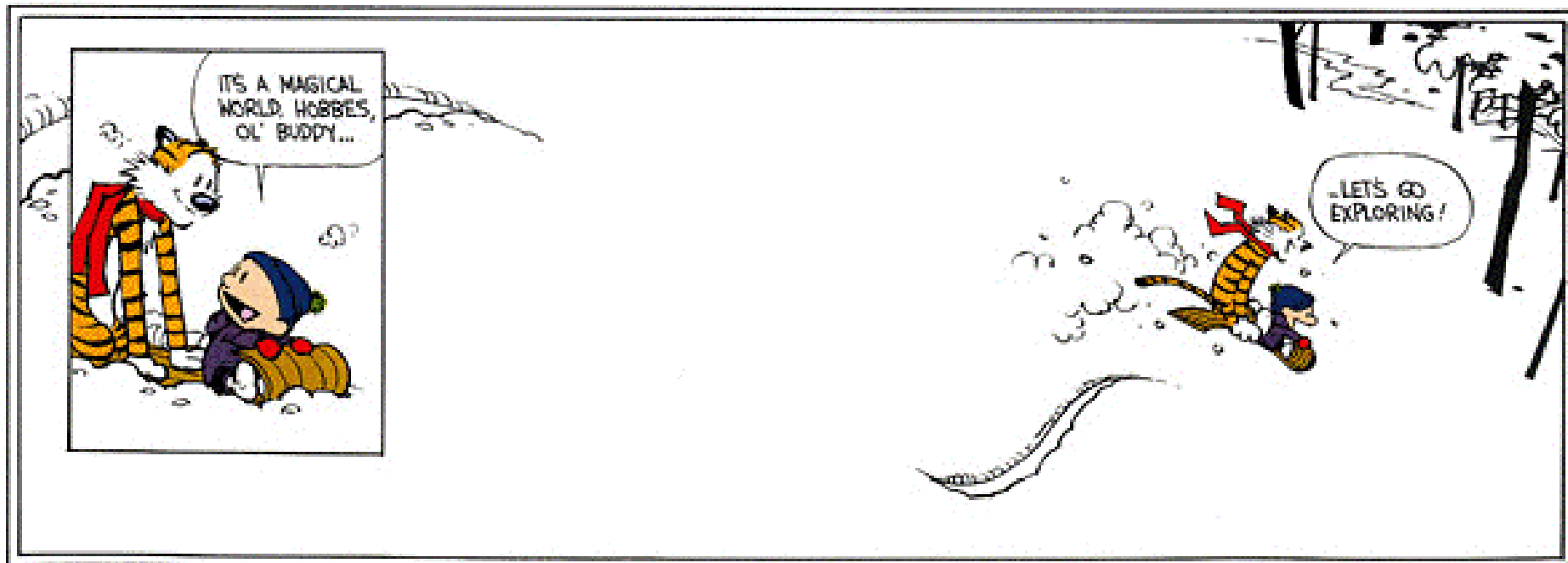
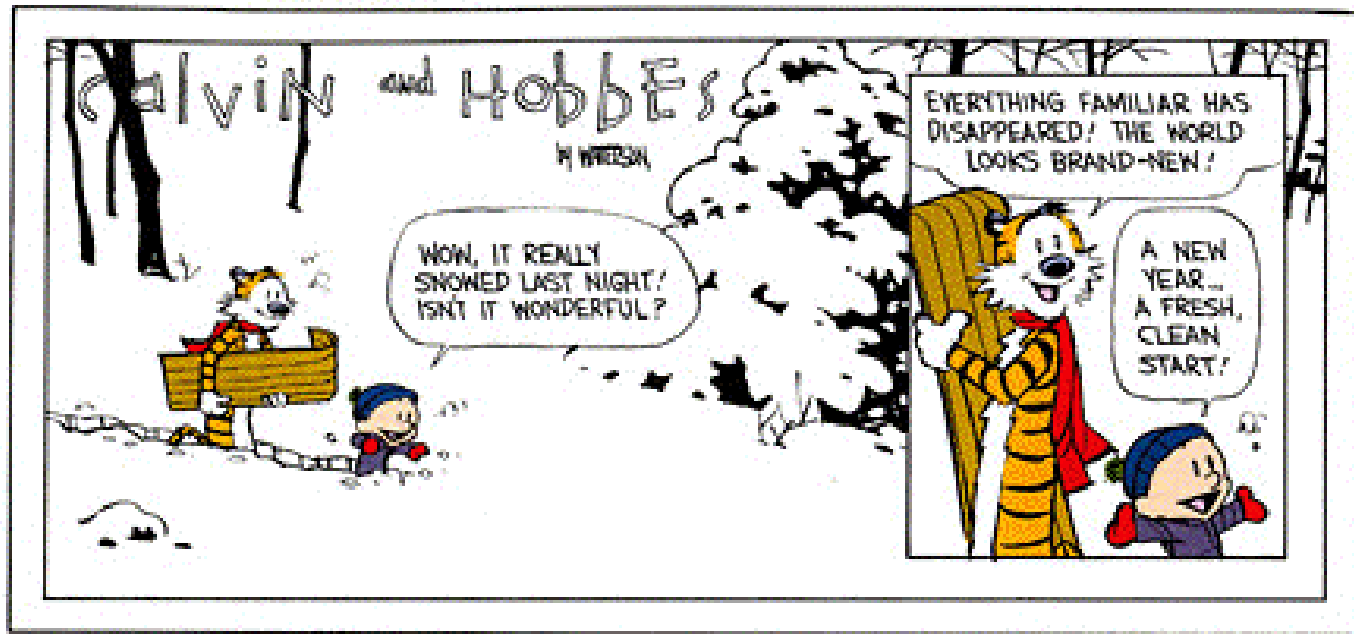
Brief Me On HPV
<http://hpvbrief.org>

Join the effort to educate the public about human papillomavirus. You could win prizes of \$500 or \$250 by submitting designs or referring friends and family!

1 of 1 Choose a Thumbnail

No Thumbnail

BRIEF ME ON HPV



Explore in a Pack!

Studies show greater
impact on awareness
through seeing what your
friends and contacts are
doing!

1: Engagement Ad

This is How to Fly x



Everyone deserves to be happy. In-Flight WiFi, movies, music, on-demand food and more. Climb Aboard.

51,930 people are fans of Virgin America.



Become a Fan

2: Ad with Social Context

This is How to Fly x



Everyone deserves to be happy. In-Flight WiFi, movies, music, on-demand food and more. Climb Aboard.

Meg Griffing Sloan, Ryan Ali, and 6 other friends are fans of Virgin America.



Become a Fan

3: Organic Ad Impression



Alex Wu and Libby Leffler became fans of Virgin America.



about an hour ago · Become a Fan

Less Barriers, More Transparency



To quote further from people's exhibit A, your Twitter feed,
"@holdupguy I'm in the getaway vehicle with
the money and hostages. Where R U?"

CDPH on Facebook

facebook Home Profile Find Friends Account ▾



Suggest to Friends
Subscribe via SMS

The California Department of Public Health is dedicated to optimizing the health and well-being of the people in California. Visit us at <http://cdph.ca.gov>.

Information

Location:
1615 Capitol Avenue
Sacramento, CA, 95814

Phone:
916 440-7259

Mon - Fri:
8:00 am - 5:00 pm

CA Department of Public Health Today is both Earth Day and Take Your Child to Work Day -- do you have plans for either, or both? Let us know! 6 hours ago

Wall Info Stop The Flu Photos Discussions Boxes

Write something...
Attach:  Share

CA Department of Public Health + Others CA Department of Public Health Just Others



CA Department of Public Health



59 minutes ago · Comment · Like · Share



CA Department of Public Health The Richmond campus is celebrating both of today's events with interactive kids' activities throughout the day
57 minutes ago · Report

Write a comment...

Create an Ad

Treasure Isle is Calling ✕



Set sail for a mysterious tropical paradise! Design your island digs, raise exotic animals, and hunt for buried treasure - Play now!

Like

Gather, Treasure Hunters ✕



IZ
Branch

Fan Page

facebook  Search Home Profile



Izzy Immunization Bear

Wall Info Welcome! Photos Discussions Boxes

Write something...

Attach:  Share

Izzy Immunization Bear + Others **Izzy Immunization Bear** Just Others

 **Izzy Immunization Bear** School-based flu shot programs work! Article below describes three recent reports about the effectiveness of such programs.

CIDRAP >> Reports support usefulness of school-based flu vaccination
www.cidrap.umn.edu
Apr 19, 2010 (CIDRAP News) Some reports released during the National Immunization Conference this week support the idea that school-based influenza vaccination programs are a workable way to get flu doses into the arms and noses of more school children faster.

 Tue at 3:08pm · Comment · Like · Share

 2 people like this.

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Founded by the California Immunization Coalition, immunizeca.org

CDPH on Twitter

California Department of
PublicHealth

twitter



Home Profile Find People Settings Help Sign out



CAPublicHealth

✓ Following

Lists



Name Dr. Horton, Director

Location Sacramento, CA

Web <http://www.cdph.c...>

Bio The California Department of Public Health is dedicated to optimizing the health and well-being of the people in California.

127 following 1,980 followers 149 listed

Tweets 475

Favorites

Actions

block CAPublicHealth
report for spam

Following



April 23 is National DNA Day. Learn what the genome project has done for you: <http://dld.bz/aZR6>

about 2 hours ago via API

Heart disease is #1 killer of men in CA. Free poster offers heart smart tips: <http://dld.bz/aNFM>

about 4 hours ago via API

Cancer Prevention Tip 7: Get immunized for Hepatitis B to reduce risk of liver cancer. <http://dld.bz/tzf>

10:49 AM Apr 21st via API

April = Autism Awareness Month. It affects 13 million families in the US Learn more: <http://dld.bz/aNGh>

9:25 PM Apr 20th via API

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- Genius

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- Classical Music
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- My Top Rated
- Recently Added
- Recently Played
- Top 25 Most Played

Podcasts > Science & Medicine > CDC, US Centers for Disease Control and Prevention



SWINE FLU Podcasts from CDC

Podcast Description

A customized podcast series from the US Centers for Disease Control and Prevention (CDC) for all podcasts related to the health topic SWINE FLU

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Category: Science & Medicine
Language: English

Customer Ratings

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We have not received enough ratings to display an average for this podcast.

More From CDC, U...

Website

Links

Report a Concern

▲	Name	Time	Released	Description
1.	Todo lo que hay que hacer es lavarse las manos (All You Ha...	2:53	4/1/10	Este podcast de Kidtastics de los CDC enseña a los niño... <i>i</i>
2.	Wes Studi: Don't Get Don't Spread PSA (:60)	0:59	3/16/10	Wes Studi advises Native people about the higher threat ... <i>i</i>
3.	Wes Studi: Antivirals PSA (:30)	0:29	3/16/10	Hollywood actor counsels Native peoples suffering from f... <i>i</i>
4.	Wes Studi: Antivirals PSA (:60)	0:59	3/16/10	Studi counsels Native peoples suffering from H1N1 or se... <i>i</i>
5.	Wes Studi: Signs PSA (:30)	0:29	3/16/10	Hollywood actor expresses concern for Native people an... <i>i</i>
6.	Wes Studi: Signs PSA (:60)	0:59	3/16/10	Hollywood actor expresses concern for Native people an... <i>i</i>
7.	2009 H1N1 Influenza Vaccine and Pregnancy	3:09	1/21/10	This podcast features CDC's Dr. Sonja Rasmussen discu... <i>i</i>
8.	Antiviral Medications for Treatment of 2009 H1N1 Influenza ...	2:31	1/21/10	This podcast features CDC's Dr. Sonja Rasmussen discu... <i>i</i>
9.	Wes Studi: Take 3 PSA (:60)	1:00	1/12/10	Actor Wes Studi (Last of the Mohicans, Avatar) highlights ... <i>i</i>
10.	CDC 2009 H1N1 Press Conference, January 7, 2010	21:35	1/8/10	CDC briefing on H1N1 flu and vaccine distribution. The b... <i>i</i>
11.	Antiviral Drugs for the 2009-2010 Influenza Season	6:34	12/23/09	This podcast discusses the use of antiviral drugs for the tr... <i>i</i>
12.	I Never Get The Flu	1:20	12/15/09	If you think 2009 H1N1 flu can't affect you, your family, or ... <i>i</i>
13.	2009 H1N1 Information for Parents who have Children with ...	8:27	11/25/09	This podcast, intended for parents, discusses high-risk m... <i>i</i>
14.	Mixing Tamiflu® with Sweet Liquids	2:51	11/16/09	If your doctor prescribes Tamiflu® capsules for your child ... <i>i</i>
15.	H1N1 Flu Vaccine – Why the Delay?	2:26	11/5/09	This short podcast will help you understand how flu vacci... <i>i</i>

Total: 67 Episodes

Listeners also subscribed to



Thank You!

Questions?

Communication Resources

PKids – Communications Made Easy

www.pkids.org/cme/

Virtual Immunization Communication Network

Email: info@vicnetwork.org